

# Translation Is Not Enough

## Authentic Partnership to Transcreate a Novel Community Health Worker Training Curriculum

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DATE: October 4<sup>th</sup>, 2024

PRESENTED BY: Oregon Center for Children and Youth with Special Health Needs  
& The Next Door, Inc.



**OCCYSHN**  
Oregon Center for Children and  
Youth with Special Health Needs





# Learning Objectives

1. Partnership development and project history
2. The purpose and process of curriculum transcreation
3. What we learned and considerations for your community
4. Next steps



# Dinámica

What differences come to mind when you hear the words “translation,” “cultural adaptation,” and “transcreation”?

# Presenters



**Liliana Justo Bello, CHW**  
Community Health Worker  
The Next Door, Inc.  
Hood River, Oregon



**Joel Pelayo, CHW**  
Community Health Worker  
The Next Door, Inc.  
Hood River, Oregon



# Presenters



**Ana Brooks**

Bilingual Outreach and Training Specialist  
Oregon Family to Family Health Information Center  
Oregon Center for Children and Youth with Special Health Needs



**Lindsey B. Patterson, PhD**

Senior Program Evaluation Associate  
Oregon Center for Children and Youth with Special Health Needs  
Portland, Oregon



**Emilie Lamson-Siu, MSW**

Systems and Workforce Innovation Program Manager  
Oregon Center for Children and Youth with Special Health Needs

# What Is OCCYSHN?

**OCCYSHN** =  
Oregon Center for Children  
and Youth with Special  
Health Needs



Oregon's public health agency for children and youth with special health care needs (CYSHCN).

**Our mission:**

*To improve the health, development and well-being of all of Oregon's CYSHCN.*

# Who Are CYSHCN?

- Experience (or are at risk for) a chronic physical, developmental, behavioral or emotional condition.<sup>1</sup>
- One in five Oregon children has a special health care need.<sup>2</sup>
- Need more health and related services than most children.<sup>1</sup>
- **Over half of CYSHCN that need care coordination services do not get them.**<sup>3</sup>

**CYSHCN =**

Children and youth with special health care needs



# CHWs and Care Coordination

**COMMUNITY HEALTH WORKER  
COURSE - SUPPORTING  
FAMILIES: NAVIGATING CARE  
AND SERVICES FOR CHILDREN  
WITH SPECIAL HEALTH NEEDS**



**One in five** Oregon children and youth experience physical, developmental, social-emotional, or behavioral health conditions.

These children and their parents often rely on an array of local services and resources that include medical and dental care, school, childcare, social opportunities, and behavioral services.

- On demand. Access any time.
- Online
- \$250

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**Additional Information:** Continuing Education Credits: 12 Hours

- 12% of Oregon's population is Latino BUT only 6% of Oregon's healthcare workforce is Latino
- 5139 *certified* THWs (28% are Latino) and 845 *certified* CHWs (~50% are Latino)
- **CHWs serve Oregon's Latino population more than any other racially minoritized group**



# Connection to the Gorge

12% of Oregon's certified CHWs work in the Columbia River Gorge region



# The Next Door, Inc. (TNDI)

- Founded in 1971 to meet support service needs for youth
- Largest social service agency in the Gorge
- 35+ programs serve 3,000 people annually across 7 rural/frontier counties



# TNDI: CHWs and Transcreation



- Founded 2<sup>nd</sup> CHW program in the nation
- Transcreation expertise with Valle Verde mental health first aide training


# Our Partnership

## TNDI

- Cultural and population-specific expertise
- Organizational infrastructure
- Skilled Staff

## OCCYSHN

- Expertise in CYSHCN and care coordination
- State-level investment in Latino children, families, and CHW workforce



**Transcreation** blends “linguistic translation, cultural adaptation, and (re)-creation or creative reinterpretation” of text.

—Díaz-Millón & Olvera-Lobo, 2021, p. 347



# Key Elements of Transcreation

- Plain language adaptation
- Language translation
- Cultural adaptation
- Popular Education

# Transcreation Expertise



Leadership / Evaluation team



Plain Language / Spanish Translation team

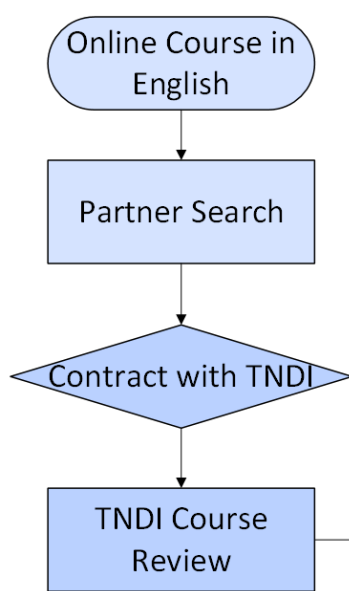


Cultural Adaptation team

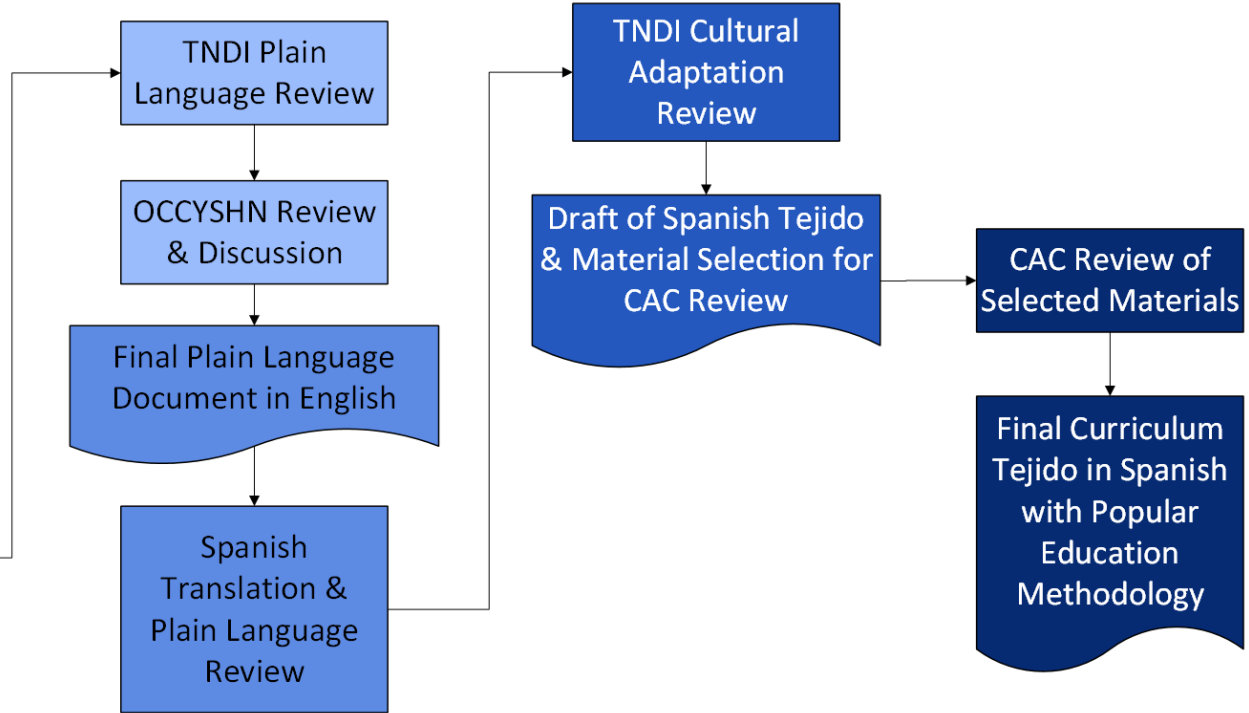


Community Advisory Committee

## Phase 1



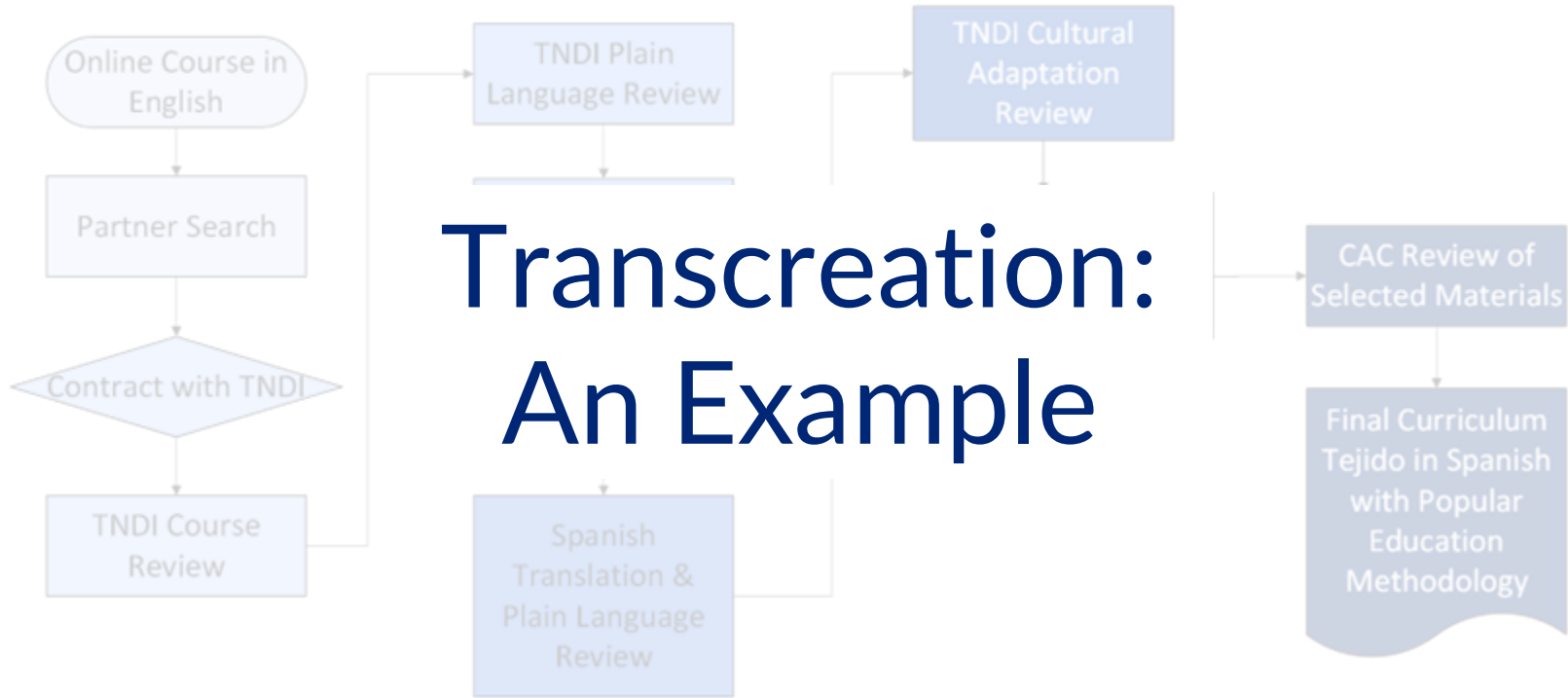
## Phase 2 *(for each Course Module)*



← Administrative Support →

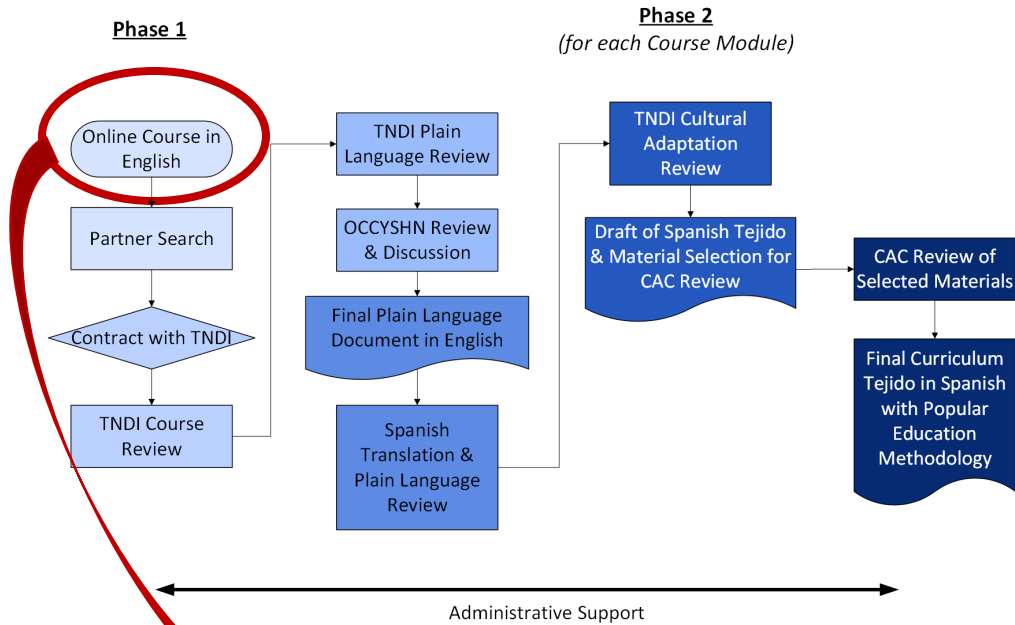
Phase 1

Phase 2  
*(for each Course Module)*



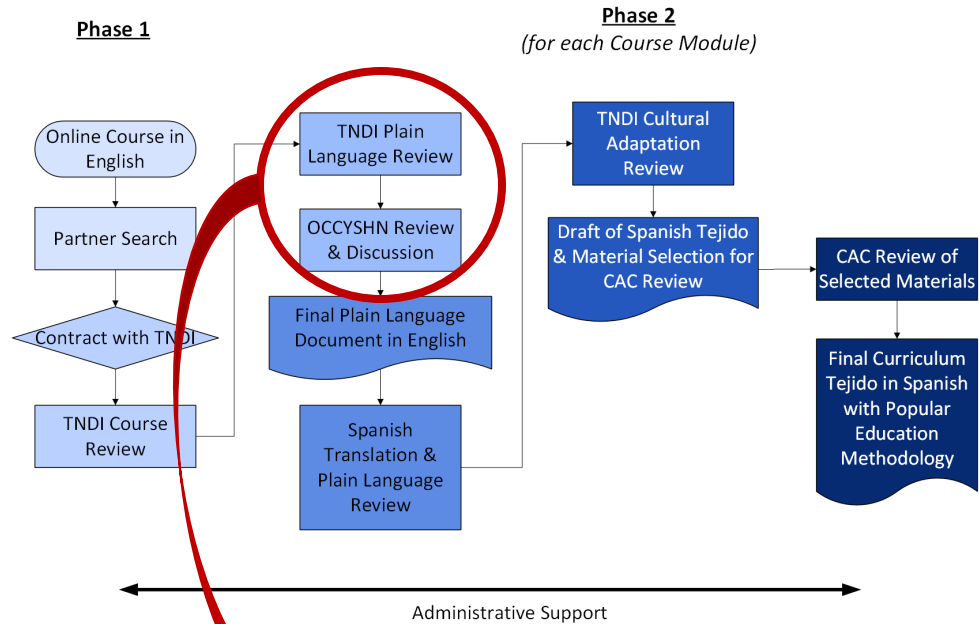
# Transcreation: An Example

Administrative Support



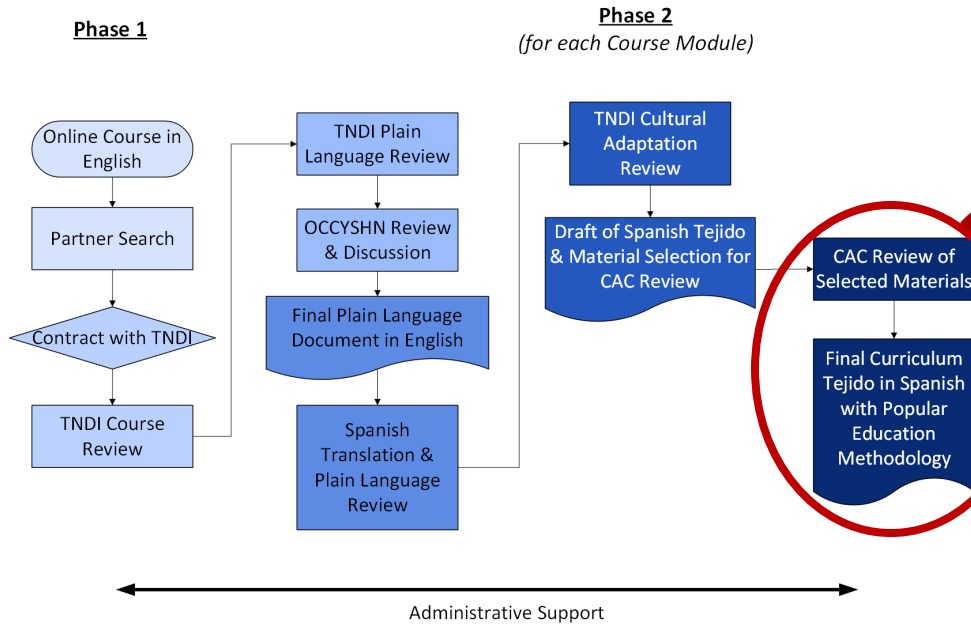
“children and youth with special health care needs”





“children and youth with special health care needs”





“niños y jóvenes con necesidades especiales”

Translation = “children and youth with special needs”  
Does not include “atención médica” or “health care”

# What We Have Learned

## Successes

- Partnership
- Capacity building
- Deepened understanding
- Expanded access

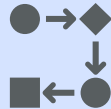
## Important Lessons

- Trial & error
- Investment
- Supports for community participation

# Evaluation: Focus On Process



Document steps



Reflect on process



Learn from our work



# Considerations and Decision Points

- Partnership
- Content for transcreation
- Delivery mode(s)
- Deliverables, scope of work, and timelines
- Flexibility
- Lived experiences & family engagement

# Next Steps...

- Finalization of project (end of 2024)
- Application for funding
- Training / CoPs
- Exploring replication



# Thank You

## **Additional Contributors**

Eli Bello, MSW

Raúl Vega-Juarez, BS, MPH student

Monica Campos, BA

Eve Elderwell, BA, RYT-200

Sheryl Gallarde-Kim, MSc

Alison Martin, PhD, MA

Marilyn Berardinelli, BS



Q&A – 5 mins.

# Participant Evaluation