COMMUNITY-ENGAGED MEASURE DEVELOPMENT FOR FRAMING QUESTIONS ABOUT CULTURE IN INTERVENTIONS: QUESTIONS ABOUT CULTURE

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Questions about culture

- What is “culture”?  
  - Who defines it?  
  - What aspects of it are important – for what outcomes?
- Why do we include culture in interventions?  
  - What “culture” do we include?  
  - Why do we think culture will matter in interventions, what will it change, and what are the mechanisms of impact?  
  - How do we measure what we are doing in incorporating culture?
- How do we think about outcomes that are culturally relevant and valid?  
  - How do we identify the right outcomes to measure?  
  - How do we measure outcomes in a culturally valid way?
What IS culture?
In the mind of the researcher? In the minds of community members? Psychological? Social? Behavioral?
Each facet of culture is complex

**Cultural Identity**
- Self-identification
- Stages of identity development
  - (unexamined, exploration, achievement; Erikson, Phinney)
  - (cultural socialization)
- Racial identity models
  - (salience, centrality, ideology, regard; Sellers)
- Cultural identity models
  - (engagement with culture – traditional, contemporary)
- Bicultural models
  - (Oetting & Beauvais)
- Internalized stereotype
Culture is not static – in communities or in individuals

- **Community level**
  - Example:
    Social media and reservation culture (Thiwähe Gluwáš’akapi)

- **Individual level**
  - Example:
    Cultural identity from a developmental perspective
    - Adults – achieved identity?
    - Adolescents – active identity discovery
    - Young children – pre-identity (concrete identity)
      - What is identity before self-reflection is possible?
      - What sets the stage for healthy cultural identity development?
Why do we include culture in interventions?

- What “culture” do we include?
  - previous slides
- Why do we think culture will matter in interventions, what will it change, and what are the mechanisms of impact?
- How do we measure what we are doing in incorporating culture?
The general theory of change that drives cultural interventions is this idea:

Including culture in an intervention will improve outcomes.
What does “improve” mean?

Improve = Enhance

Additive Model

Intervention

Cultural Components

Outcome

Intervention is effective

Intervention will be MORE effective with cultural components
OR

Improve = Activate

Interactive model

Intervention

Cultural Components

Outcome

Intervention is NOT effective without cultural adaptation.

The intervention IS effective with cultural adaptation.

- Engagement/retention?
- Relevance?
This theory is incredibly broad & could include a lot of specific theories.

- Involving grandparents as caregivers will improve children's social & emotional development.
- Exposure to tribal language will strengthen cultural identity and self-efficacy.
- Including families in tribal traditions will keep them engaged in the program.
- Incorporating messages from elders will help participants learn new information.
- Including culture in an intervention will improve outcomes.

Incorporating culture in an intervention will improve outcomes.
A lot of questions need to be answered to articulate the general theory.

How is culture defined? (operationalization)

How will culture as incorporated in the intervention change outcomes? (theory of change)

How is fidelity to the cultural intervention confirmed? (implementation)

What outcomes are important in the cultural context? (operationalization)

How will culture be included in the intervention? (operationalization)

How will culturally-relevant outcomes be measured? (measurement)

How will outcomes be measured in culturally-appropriate ways? (measurement)

Including culture in an intervention will improve outcomes
How do we think about outcomes that are culturally relevant and valid?

- Engage communities to identify the right outcomes to measure.
- Engage communities to design measures that assess outcomes in a culturally-valid ways.

- If the outcomes that matter are the same as in other contexts:
  - Ensure culturally-appropriate measurement

- If important outcomes reflect specific cultural ways:
  - Operationalize important outcomes
  - Identify or create appropriate measures for these outcomes

Stay tuned for Jim Allen . . .
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