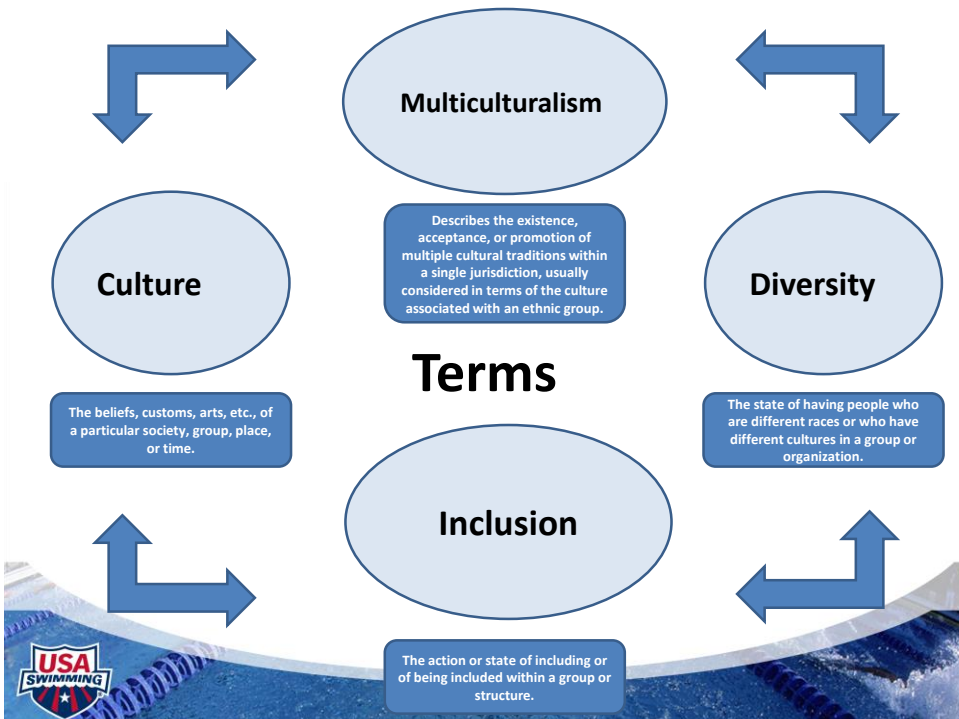




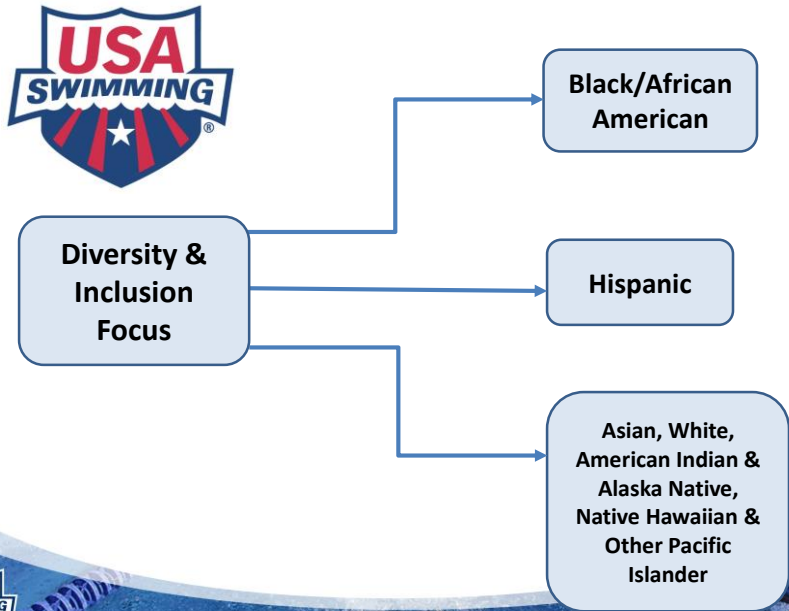
DIVERSITY & INCLUSION

Bridging the Cultural Gap Between Audiences



Mission Statement

USA Swimming is committed to a culture of inclusion and opportunity for people of diverse backgrounds, including, but not limited to, race, age, income, ethnicity, religion, gender, gender expression and sexual orientation.



African American Cultural Norms & Values

Strong kinship bonds.
Strong sense of pride.
Strong religious orientation.
Informal support network.
Adaptable family roles.
Seniors are respected.



Common African American Stereotypes

Angry Black Woman.
Independent Black Woman.
All Black Men are Great Athletes.
Black men have been in jail.
...Black people can't swim!



Hispanic Cultural Norms & Values

Extended family.

Grandparent, parents and children live together.

Family needs are placed ahead of individual needs.

Deep sense of family responsibility.



Common Hispanic Stereotypes

All Hispanics speak and understand Spanish.

Spicy, crazy and loud.

Drug dealers and users from Mexico.

Mexicans and Central-Americans are the same.

...Hispanics can't swim!



Cross Cultural Communication

10 Tips for Effective Cross Cultural Communication

Change Works Co., Ltd.

Be Honest

Be Flexible

Listen Actively

Respect Differences

Ask Questions

Build Self Awareness

Avoid Stereotyping

Distinguish Perspectives

Think Twice

Recognize the Complexity



Engaging Different Multicultural Audiences – Communication

Respect cultural norms & values.

Don't use street slang.

TV vs. Reality.

Holistic perspective is essential.

Understand internal prejudices.

Educate and engage the family.



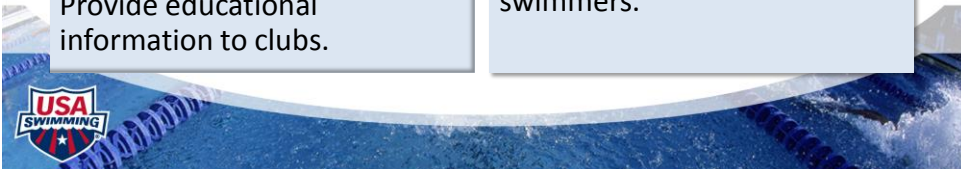
Engaging Different Multicultural Audience – Programming

LSC LEVEL

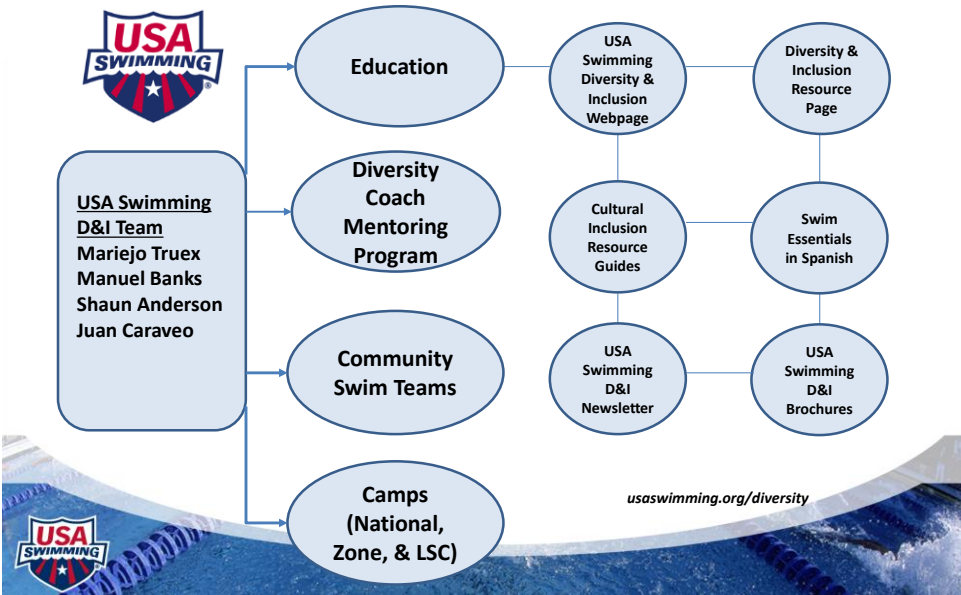
Empower Diversity & Inclusion Chair.
 Establish a LSC Diversity & Inclusion Committee.
 Establish relationships with different cultural organizations.
 Offer Outreach Membership.
 Provide educational information to clubs.

CLUB LEVEL

Establish cultural focus groups
 Celebrate cultural days and months.
 Translate materials.
 Swim camps, clinics, and water safety days/festivals.
 Educate coaches and swimmers.



Resources



Contact Information



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