Bridging the Cultural Gap Between Audiences

**Terms**

**Culture**
- The beliefs, customs, arts, etc., of a particular society, group, place, or time.

**Multiculturalism**
- Describes the existence, acceptance, or promotion of multiple cultural traditions within a single jurisdiction, usually considered in terms of the culture associated with an ethnic group.

**Diversity**
- The state of having people who are different races or who have different cultures in a group or organization.

**Inclusion**
- The action or state of including or of being included within a group or structure.
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.

Diversity & Inclusion Focus

- Black/African American
- Hispanic
- Asian, White, American Indian & Alaska Native, Native Hawaiian & Other Pacific Islander
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

- 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

<table>
<thead>
<tr>
<th>LSC LEVEL</th>
<th>CLUB LEVEL</th>
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<tbody>
<tr>
<td>Empower Diversity &amp; Inclusion Chair. Establish a LSC Diversity &amp; Inclusion Committee. Establish relationships with different cultural organizations. Offer Outreach Membership. Provide educational information to clubs.</td>
<td>Establish cultural focus groups. Celebrate cultural days and months. Translate materials. Swim camps, clinics, and water safety days/festivals. Educate coaches and swimmers.</td>
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### Resources

- **USA Swimming D&I Team**
  - Mariejo Truex
  - Manuel Banks
  - Shaun Anderson
  - Juan Caraveo

- **Education**
  - USA Swimming Diversity & Inclusion Webpage
  - Cultural Inclusion Resource Guides
  - USA Swimming D&I Newsletter
  - USA Swimming D&I Brochures

- **Community Swim Teams**

- **Camps**
  - (National, Zone, & LSC)

- **USA Swimming Diversity & Inclusion Resource Page**
  - Diversity Essentials in Spanish
  - USA Swimming D&I Newsletter
  - USA Swimming D&I Brochures

- **USA Swimming**

[usaswimming.org/diversity](http://usaswimming.org/diversity)
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