



ADVANCING EQUITY THROUGH CULTURALLY RESPONSIVE COMMUNICATION

THE SOCIETY FOR PUBLIC HEALTH EDUCATION (SOPHE)

Founded in 1950, [SOPHE](#) is a 501 (c)(3) professional association dedicated to supporting health education and health promotion leaders to advance healthy and equitable communities across the globe. SOPHE has 3,000 national and international members in 23 chapters covering all 50 states. SOPHE is focused on promoting and advocating for health equity-enhancing systems and policies to prevent violence against women and increase healthy relationships in the Washington D.C. area.

OVERVIEW OF PROJECT

With seed grant funding from the Safe States Alliance, SOPHE developed a program to reach Black women not enrolled in a college or university in an effort to increase equitable access to sexual violence prevention education. Utilizing the Truth in Racial Healing Framework, the program included in-person educational events and an online course that provided on-demand information on healthy relationships, boundary setting, and consent. Overall, 48 young women of color attended the in-person and virtual trainings. Participants comments included: “I liked how we could discuss these topics with each other and mutually improve and enrich our understanding of this,” and “[I liked] connecting content with real-life scenarios.” The next phase of SOPHE’s program was to adapt the curriculum for LGBTQ+ individuals. They employed the same [culturally responsive communication](#) strategies to ensure the training was well-received by the community.

KEY TAKEAWAYS



Equitable communication requires improving the community’s access to information

SOPHE provided the same information at their in-person event and the virtual event to remove barriers to access for those unable to attend in person. The curriculum is also available on SOPHE’s training website for continued access for anyone who is interested.



Training content should be thoughtfully tailored to the community context

The curriculum developer ensured that the training was rooted in a framework that promotes sustainable change and prioritizes racial healing.



Community members should vet communication materials

SOPHE sought input from their community partners, such as My Sister’s Keeper, to review fliers before promoting in-person and virtual events.

KEY PARTNERS



**NONPROFITS
SERVING BLACK
WOMEN**



PUBLIC HEALTH



UNIVERSITIES

IN THEIR WORDS

Check out [SOPHE’s interview](#) to learn more about their project!

