



# **Health Plan of San Joaquin Cultural Competency Training**

# Agenda



1. Objectives
2. Overview
3. Understanding Cultural Differences
4. What is Cultural Competence?
5. The strength of cultural competency and diversity
6. Cultural Competence Continuum
7. Communication with Culturally Diverse Patients

# Objective



This presentation outlines specific cultural competency strategies that can be used in delivering culturally competent services to diverse populations.

We will highlight the importance of developing culturally appropriate behaviors that consider the knowledge, attitudes, and beliefs of HPSJ members.



# What is Diversity?



Diversity is about the differences between people within a company, teams and ecosystem.

Diversity includes characteristics such as gender, religion, nationality, race, sexual orientation, physical abilities, ethnicity and political views.

A person is not diverse, but they can bring a diverse range of experiences, e.g., appearance, likes or dislikes and identity. Seek out, embrace and value differences and similarities among staff, patients and health care providers.



# Why is Healthcare Diversity so important?



Diversity in the workplace carries a host of benefits for healthcare providers, their staff and patients. These benefits include:

- **Better care for diverse population**
  - With a more diverse staffing model, patients can identify with them, communicate with them and their needs would be served more effectively.
- **Higher employee morale**
  - Diversity creates a stronger feeling of inclusion as a community for healthcare workers, which makes the workplace feel safer and more enjoyable.
- **Better patient experience and outcomes**
  - Patients benefit from a team that understands and relates to them. Diverse team gets better results.

# Why is Cultural Diversity an Important Issue?



## Cultural diversity is important because:

44 million people 14% in the US around one in seven were born in another country.

Persons with physical and mental challenges comprise the largest minority in the U.S. with approximately 50 million individuals and almost 20% of the population.

Although seniors and persons with disabilities are often refers to a single population, this is actually a diverse group of people with a wide range of needs.

About 14.5 million Americans 5.6% identified themselves as lesbian, gay, bisexual, or transgendered, & queer(LGBTQ). Health disparity in the LGBTQ community is often overlooked and their healthcare needs may have not been fully met.



# What is Cultural Respect?



**Cultural respect** is critical to reducing health disparities. It helps improve access to high-quality health care that is respectful of and responsive to the needs of diverse patients.

**Cultural respect** enables systems, providers, and groups of professionals to function effectively to understand the needs of groups accessing health information and health care.

The National Standards for Culturally and Linguistically Appropriate Services (NCLAS) Standards are intended to advance health equity thereby influencing cultural respect as a critical element to achieving better health outcomes.



# Why Cultural Respect is important?



Culture is often described as the combination of knowledge, belief and behavior. It involves several elements that are often specific to ethnic, racial, religious, geographic or social groups.

This includes personal identification, language, thoughts, communications, actions, customs, beliefs, values, and institutions. As healthcare providers, it is important to recognize these elements that may influence patients' actions or inactions surrounding health, healing, wellness, illness, disease, and delivery of health services.

The concept of cultural respect has a positive effect on patient care delivery by enabling providers to deliver services that are respectful of and responsive to the health beliefs, practices, and cultural and linguistic needs of diverse patients.



# Understanding Cultural Differences



## Do you know?

- Family is defined differently by different cultures
- The concept of an exact time is not used or reinforced in some cultures.
- Some cultural groups stress the veneration of ancestors
- Eye contact varies by culture.
- Physical distance during social interactions varies by culture.
- Culture greatly influences attitudes about physical contact.
- Different cultures regulate the display of emotion differently
- Some cultures may use different standards for loudness, speed of delivery, silence, attentiveness and time to respond to another's point.

# What is Cultural Competence?



**Cultural competence is a set of behaviors and attitudes that professionals use to:**

- Understand their own values and culture
- Value diversity and cultural difference in their clients
- Adapt to the culture of the family or community they are serving
- Work effectively in cross-cultural situations

# Cultural Competence Skills Include



- Being aware of your own culture and values
- Respecting differences.
- Being aware of and working at controlling your own biases and how they affect interactions with others.
- Understanding institutional barriers that prevent some families from accessing resources.
- Building strong cross cultural team relationships.
- Advocating for individuals who are different from yourself.
- Using effective communication skills across differences.
- Mediating cross-cultural conflicts.
- Being flexible.

# Don't Assume!



- The assumptions we make based on a person's appearance often led to misjudgments.
- We may not “**hear**” what youth and families have to say because we have already decided that they have nothing to contribute based on our own biases relating to the person's appearance or situation.
- Our preconceptions may adversely affect our ability to communicate effectively with those who are different from us.



- We often use labels or categories to describe others.
- These labels can be based on such characteristics as clothing, looks, the way a person talks, or the groups to which he or she belongs.
- Grouping is a natural human inclination; however, people often make assumptions about groups of people they don't even know.





**Preconceptions and Stereotypes function as negative lenses through which people perceive others who look, think, or behave differently.**

- Stereotyping occurs when we use misinformation to judge everyone who belongs to a specific group.
  - For example, if we are walking through a park late at night and encounter three senior citizens wearing fur coats and walking with canes, we may not feel as threatened as if we were met by three high school-aged boys wearing leather jackets. Why is this so? Because we have made a generalization in each case.
- Stereotypes also evolve out of fear of persons from minority groups.

# To Avoid Stereotyping



- Acknowledge the existence of your own preconceptions.
- Be critical of yourself. Don't take for granted any opinion that pops into your head.
- Work to understand how your preconceptions impact the way you view others.
- Know your labels and to whom you relegate them.
- Slow down and get more information.

# The Strengths of Cultural Competence and Diversity



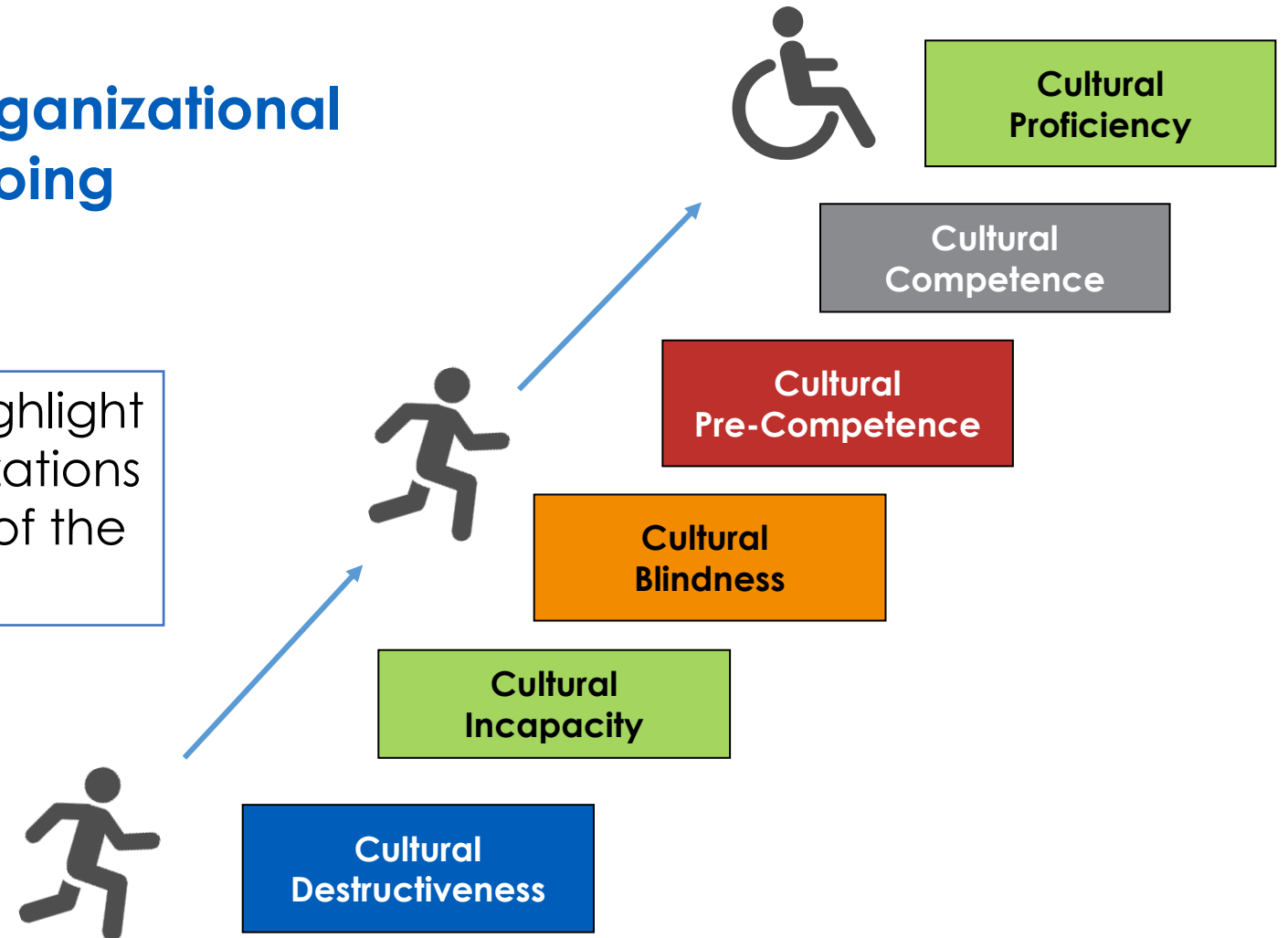
- The ability to collaborate effectively with individuals from different culture to improve health care experiences and outcomes.
- Offers an environment of inclusion, that is supportive and collaborative and increases productivity and loyalty.
- Promotes equity to alleviate healthcare disparities and improve health care outcomes in these patient populations.
- Encourages interaction among diverse people to enrich the educational experience, promote personal growth and enhance the community .
- Fosters mutual respect, value differences and promotes cross cultural understanding.
- Prepares community members to live and work in a competitive global economy.

# Cultural Competence Continuum



**Cultural competence at the organizational and individual levels is an ongoing developmental process.**

The following chart is designed to highlight selected characteristics that organizations may demonstrate along the stages of the cultural competence continuum.



# Communication with Culturally Diverse Patients



## When you work with culturally diverse populations:

- Learn culturally specific information.
- Know some words and phrases in the family's language.
- Use trained interpreters who can interpret language as well as cultural cues.
- Limit the number of forms and other paperwork.





# Do's of communicating with Limited-English Speakers



- Make your statements as specific as possible
- Let the person see your lips as you speak
- Be aware of your assumptions
- Don't rush – be patient
- Speak a little more slowly but not more loudly
- Be careful with your pronunciation
- Stick to the main points
- Avoid jargon

# Do's of communicating with Limited-English Speakers



- Emphasize key words
- Use simple sentence structure
- Keep pencil and paper handy and write key information down
- Use body language to illustrate what your words say
- Ask the person to write down any words you have difficulty understanding





**Which of the following characteristics are included in diversity?**

- a. Ethnicity
- b. Religion
- c. Race
- d. Gender
- e. All of the above





**Which of the following is a reason why healthcare diversity is so important?**

- a. Better care for diverse population
- b. Higher employee moral
- c. Better patient experience and outcomes
- d. All of the above



# Quiz Time!



**44 million people in the US around one in seven were born in another country.**

- a. True
- b. False







## Which of the following skills are included in cultural competence?

- a. Being flexible
- b. Respecting differences
- c. Being aware of your own culture and values
- d. Using effective communication skills across differences
- e. All of the above





**Stereotyping occurs when we use misinformation to judge everyone who belongs to a specific group.**

- a. True
- b. False





## Which of the following are Do's of communicating with Limited English speakers?

- a. Emphasize key words
- b. Speak faster and loudly
- c. Make your statements as specific as possible
- d. Both a and c





Striving for ethnic diversity and cultural competency in health care is necessary to adequately care for an evolving and diverse patient population.

It is imperative that providers adopt evidence-based practices to foster cultural competency including promoting recruitment of diverse healthcare-providers, the use of interpreter services, cultural competency training for healthcare team members, and distribution of information on cultural competency to hospital staff members. As population demographics change, providers must also evolve to suit the needs of HPSJ diverse patients.

# Thank You

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