

**Towards Cultural Competence:
A Conversation for Health Care
Managers and Leaders**

**Satellite Conference and Live Webcast
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Faculty

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Agenda

- **Overview and Objectives**
- **Understanding Cultural Competence Fundamentals**
- **Why Is Cultural Competence Important and Relevant to Health Care?**
- **Getting to Know Other Cultures**

Agenda

- **Effective Cross-Cultural Communication Strategies**
- **Next Steps for Advancing Cultural Competence**

**Session Overview
and Objectives**

- **Understanding how culture shapes patients' health beliefs, experiences and interactions with health care systems**
- **Enhance and increase awareness and sensitivity to cultural diversity in a health care delivery context**

**Session Overview
and Objectives**

- **Know Fundamental principles of cultural competence in health and health care**
- **Develop cross-cultural communication strategies to improve patient-provider communication**

Cultural Competence Fundamentals

- There are many factors to consider, including possible language and cultural differences between yourself and your (client)
- These differences can act as barriers, affecting your relationship with your (client) and your ability to succeed (UCLA)
- “One size doesn’t fit all”

Culture Defined

- The totality of socially transmitted behavioral patterns, arts, beliefs, values, customs of people that guide their worldview and decision making
 - Urologic Nursing, 2006
- Culture includes language, thoughts, religious and social groups and communication

Culture Defined

- Culture can have a great impact on one’s interaction with others

Culture Defines...

- How healthcare information is received, how rights and protections are exercised, what is considered to be a health problem, how symptoms and concerns about the problem are expressed, who should provide treatment for the problem, and what type of treatment should be given

(US Department of Health and Human Services)

Culture

- Is learned from our families
- Passed from one generation to the next
- Includes: ethnicity, geographical background, life experiences, beliefs, language, religious and social groups
- Mostly an unconscious behavior
- Influences how we communicate, interact, express ourselves and develop relationships

Cultural Awareness and Sensitivity

- Acknowledging that individuals from other cultures and backgrounds have a different world view, different beliefs about health care and illness
- Respect of the beliefs, attitudes and cultural lifestyles of its patients
- “Culturally sensitive health care influences health outcomes”
(The Commonwealth Fund)

Cultural Sensitivity

- “Them Mexicans”
- “Those People”
- “Those Pesos”
- “All they eat is rice”
- “Of course, they’re good in math”

• Research suggests that patient-centered culturally sensitive healthcare may be an important precursor to patient satisfaction and treatment adherence
–(American Journal of Lifestyle)

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• Sensitivity, empathetic listening, and a little extra effort can often go a long way to bridge the gap between the staff of health care organizations and patients who bring cultural differences to the health encounter
–(U.S. Health & Human Services)

Cultural and Linguistic Competency

• A set of congruent behaviors, attitudes, and policies that come together in a system, agency or among professionals that enables effective work in cross-cultural situations
–Urologic Nursing, 2006

Cultural Competence

• “The goal of striving for cultural competence is to remove barriers to access” (UCLA)
• Is focused on improving the quality of care for and enhancing service delivery to diverse patient populations

Cultural Competence

• Developing cultural competence results in an ability to understand, communicate with, and effectively interact with people across cultures. (USF)
• Identified as one strategy for eliminating racial and ethnic disparities. (Healthy People 2010)

Why Is Cultural Competence Important and Relevant?

• Health Care Disparities:
– Cultural competence has the potential of reducing racial and ethnic health disparities
– Improved Cross-cultural Communication
– Improved Health Outcomes

Why Is Cultural Competence Important and Relevant?

– Perceptions of illness and disease vary by culture

Why Is Cultural Competence Important and Relevant?

- Health providers lack cultural diversity
- Patients' personal experiences of biases within primary care systems
- Culture influences help-seeking behavior and attitudes toward health providers

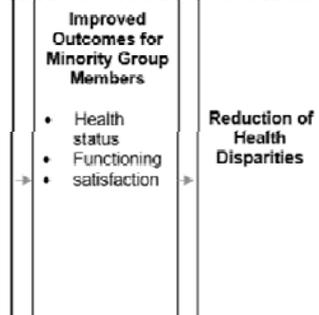
Reduce Health Disparities Through Cultural Competence



Reduce Health Disparities Through Cultural Competence



Reduce Health Disparities Through Cultural Competence



12 Domains of Culture

The model's organizing framework – These 12 domains are interconnected and have implications for health

1. Overview, inhabited localities, and topography
2. Communication
3. Family Roles and Organization
4. Workforce issues
5. Biocultural ecology
6. High-risk behaviors

12 Domains of Culture
 The model's organizing framework –
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 have implications for health

- 7. Nutrition
- 8. Pregnancy and childbearing practices
- 9. Death rituals
- 10. Spirituality
- 11. Health-care practices
- 12. Health-care practitioners

**Family Roles
and Organization**

- Head of Household
- Gender Roles
- Taboo Behaviors
- Family Goals and priorities
- Alternative Lifestyles

Nutrition

- Meaning of food
- Common foods
- Rituals
- Deficiencies
- Limitations
- Health Promotion

High-risk Behaviors

- Tobacco
- Alcohol
- Recreational Drugs
- Physical Activity
- Safety

Health-care Practitioners

- Perception of practitioners
- Folk practitioners
- Gender and Health care

Communication

- “Communication with physicians presents a problem for one in five Americans receiving health care, and the percentage rises to 27% among Asian Americans and 33% among Hispanics”

–Brach & Fraser, 2002

Communication

- Dominant Language
- Dialects
- Volume / Tone
- Spatial Distancing
- Eye Contact
- Facial Expressions
- Greetings

Communication

- Time
- Names
- Touch

**Getting To Know
Other Cultures**

- Consider:
 - Primary Language
 - Attitudes and Beliefs about Illness
 - Diet and Nutrition
 - Traditional / Folk Medicine
 - Communication Styles

**Getting To Know
Other Cultures**

- Cultural Courtesies
- Family Structure

**Effective Cross-Cultural
Communication Strategies**

Importance of Communication

- First challenge in a diverse interaction
- Awareness and sensitivity are requisites
- Culture adds another dimension
- Eye contact
- Non-verbals
- Communication Apprehension

Cross Cultural Communication

- Culturally competent communication, emphasizes that individuals' concept of health may differ
- Health care delivery depends on communication
- Miscommunications can lead to errors
- Patient-centered communication

Goals of Cross-Cultural Communication

- Promote feeling of acceptance
- Establish open communication
- Understand what is considered "caring"
- Understand authority relationships
- Understand others' desire to please

Goals of Cross-Cultural Communication

- Respect values, beliefs and practices that conflict with your own
- See diversity as an asset; not a hindrance to communication

Tenets of Effective Cross - Cultural Communication

- Limit number of messages
- Use jargon-free language
- Use the teach-back or teach-to-goal method
- Be flexible

American Journal of Health Behavior

Effective Cross-cultural Communication

- Avoid body language that may be offensive (i.e. sitting too close)
- Choose a speech rate and style that promotes understanding
- Use open-ended questions
- Determine level of English; level of literacy
- Speak directly to client

Effective Cross-cultural Communication

- Ask if patient understands
- Written, spoken, and non-verbal (body language)
- Be mindful that in the first visit – healthcare providers tend to ask a lot of questions
- Use pictures
- Create a welcoming environment

Next Steps for Advancing Cultural Competence

- Redouble efforts to increase awareness of disparities, enhance diversity in health professions, and work toward eliminating discriminations and its adverse effects on health and health care.

Next Steps for Advancing Cultural Competence

- Collaborate with other sectors of society to increase awareness about the health implications of social policies.
- Healthy policy initiatives (JAMA, 2015)

Next Steps for Advancing Cultural Competence

- Be able to devise a personal and organizational plan to address cultural competence
- Diverse workforce that more closely represents the population the organization serves

Self-Awareness/Self-Exploration

- Essential for health professionals to think about their cultures, their behaviors, and the communication styles in relation to their perception of cultural differences

Self-Awareness/Self-Exploration

- A deliberate and conscious cognitive and emotional process of getting to know yourself: your personality, your values, your beliefs, your professional knowledge standards, your ethics, and the impact of these factors on the various roles you play when interacting with individuals different from yourself [Self-Assessments]

Cultural Competence Best Practices

1. Survey of Local Health Departments (Office of Minority Health)
2. Cultural Competence Practice Models (University of Texas)
3. Study of Interpreters Services (Portland State University)
4. Bilingual / Bicultural Service Demonstration Program

Cultural Competence Best Practices

5. **Communities In Action**
<http://bphc.hrsa.gov/CCA>
6. **Faith Partnership Initiative**
<http://bphc.hrsa.gov/faith>
7. **The Muskegon Community Health Project**
8. **The University of Michigan Health System
Program for Multicultural Health**

Resources

- **Please see handouts for a list
of resources and
recommended readings.**