Building Culturally Confirming Care

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Learning Objectives

- Define key terminology related to cultural humility, cultural responsiveness, and culturally-appropriate care

- Describe culturally-appropriate care for patients whose native language is not English

- Describe organizational culture that prioritizes the social needs of patient populations

Disclosures

- I have no financial interests or relationships
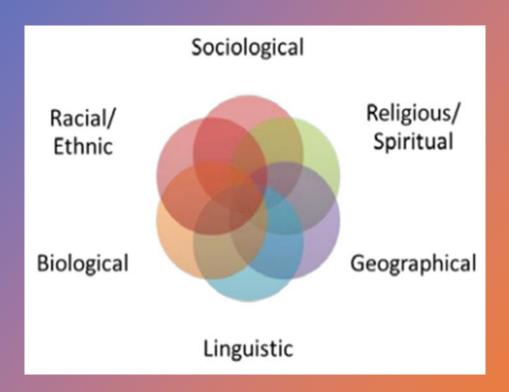
Self-Awareness Exercise

- We are **all culture bound** individuals
- We all **participate in multiple cultures**
- We **carry our cultures with us at all times**– and it has an impact on how we view and relate to people from our own and other cultures
- Culture **helps determine our BEHAVIOR**

Exercise: 1) On a piece of paper, LIST one or more cultures to which you belong

2) Briefly discuss any shared cultures

Cultures

Sociological

Racial/Ethnic   Religious/Spiritual

Biological   Geographical

Linguistic

- Age and/or generation
- Cognitive ability or limitations
- Country or origin
- Degree of acculturation or assimilation
- Education (level attained/ institution types i.e. PWIs, HBCUs)
- Environment and surroundings
- Family and household composition
- Gender identity, expression, or orientation
- Health practices (yoga, Reiki, acupuncture, etc.)
- Language (spoken, written, signed, dialects, literacy levels, etc.)
- Occupation
- Organization affiliations (military, fraternities/sororities, etc.)
- Perceptions/beliefs regarding diet and nutrition
- Physical ability or limitations
- Political beliefs
- Racial and ethnic groups
- Religious or spiritual characteristics, beliefs, practices
- Residence
- Socioeconomic status

10 % - obvious and often experienced by the 5 senses

90%- hidden but often foundational and immovable

THE CULTURAL ICEBERG

SURFACE CULTURE

Food
Flags Festivals
Fashion Holidays Music
Performances Dances Games
Arts & Crafts Literature Language

DEEP CULTURE

Communications Styles and Rules:
Facial Expressions Gestures Eye Contact
Personal Space Touching Body Language
Conversational Patterns in Different Social Situations
Handling and Displaying of Emotion
Tone of Voice

Notions of:
Courtesy and Manners
Friendship Leadership
Cleanliness Modesty
Beauty

Concepts of:
Self Time Past and Future
Fairness and Justice
Roles related to Age, Sex,
Class, Family, etc.

Attitudes toward:
Elders Adolescents Dependents
Rule Expectations Work Authority
Cooperation vs. Competition
Relationships with Animals Age
Sin Death

Approaches to:
Religion Courtship Marriage
Raising Children Decision-Making
Problem Solving

CLIMATE

GEOGRAPHY

DEMOGRAPHICS

ECONOMICS
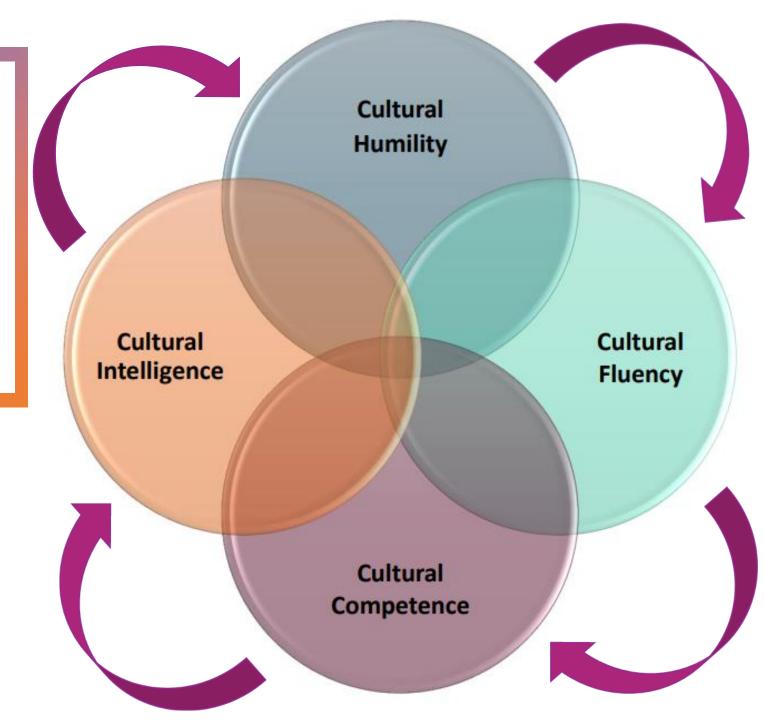
MEDIA

EDUCATION

IDEALOGOGY

RELIGION

Rapidly Changing Landscape

- By 2050 U.S. projected demographic make-up
  - 47% non-Hispanic white
  - 29% LatinX
  - 13% Black
  - 9% Asian
- Currently, approx. 20% of U.S. population (58 million people) speak a language other than English at home
  - 9% (over 24 million people) have limited proficiency in English
- Legislative, regulatory, and accreditation mandates require healthcare professionals and organizations to provide care that is responsive to the diverse cultural and linguistic needs of individuals we serve

Culturally Responsive Care Involves ...
- Cultural Humility
- Cultural Intelligence
- Cultural Fluency
- Cultural Competence

Cultural Humility

- An attitude of modesty that comes from understanding our place in the larger order of things.

- Cultural Humility
  - A process of learning that respects that meaningful exchange is bi-directional
  - Requires continual engagement in self-reflection and self-critique
  - Designed to address and repair power imbalances
  - Encourages practitioners to develop partnerships with people and groups who advocate for others
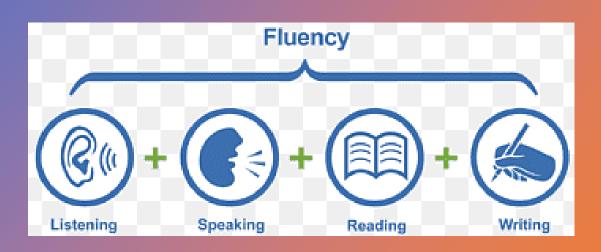
Cultural Intelligence

- The ability to learn information and <u>correctly</u> apply lessons in situations.
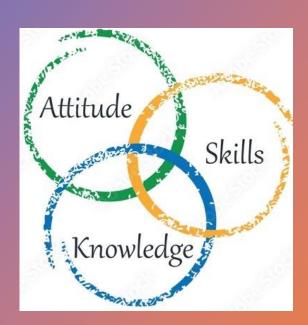
- Cultural intelligence, sometimes referred to as CQ or "cultural quotient," refers to the skill to relate and <u>work effectively</u> in culturally diverse situations.
  - empathizing and actively working to <u>understand</u> customs and norms of cultures outside of your own.

Cultural Fluency

Fluency
Listening + Speaking + Reading + Writing

- The ability to communicate effectively

- Cultural fluency is the ability to
  - recognize and develop sensitivity to all forms of communication of a culture
  - understand the context of different behavioral norms
  - engage appropriately

- Cultural fluency involves being aware of what's considered "sanctioned" etiquette within various cultures—from body language to physical contact to eye contact.

Cultural Competence

- **Attitude**-
  - Willingness to value the importance of culture in the delivery of services to all segments of a population.
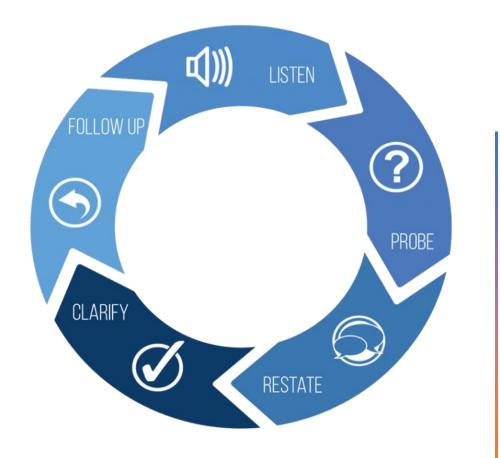- **Knowledge**-
  - Learning that allows healthcare providers the ability to understand, appreciate and work with individuals of cultures other than their own.
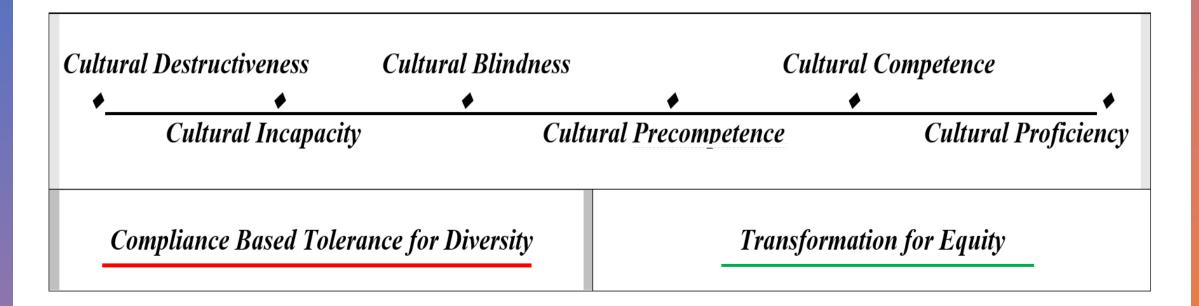- **Skills**-
  - Training that enables individuals to increase their understanding and appreciation of cultural differences and similarities and improve their delivery of services between cultures.

What is Culturally Responsive Medical Care?

- Leads to <u>Cultural Proficiency</u>: medically competent care that is <u>adapted</u> to <u>meet</u> cultural-specific <u>needs</u> of individual <u>patients</u>

The Cultural Proficiency Continuum

Cultural Destructiveness   **Cultural Blindness**   **Cultural Competence**

Cultural Incapacity   **Cultural Precompetence**   **Cultural Proficiency**

Compliance Based Tolerance for Diversity   *Transformation for Equity*

Importance of Culturally Responsive Care

- **HEALTH EQUITY** which **centers** and **values** the provision of quality, comprehensive care, prevention, diagnoses, and treatment of health conditions prevalent in **vulnerable/underserved communities**

- Helps identify, address and eradicate **HEALTH DISPARITIES** which includes populations that experience the increased burden of
  - Differences in **rates of disease**
  - Differences in **health outcomes**
  - Differences in **healthcare access**
  - Differences in **treatment**

Gaps Exist

■ Denotes legislation requiring or strongly recommending cultural competence training that was signed into law

■ Denotes legislation that has been referred to committee and is currently under consideration
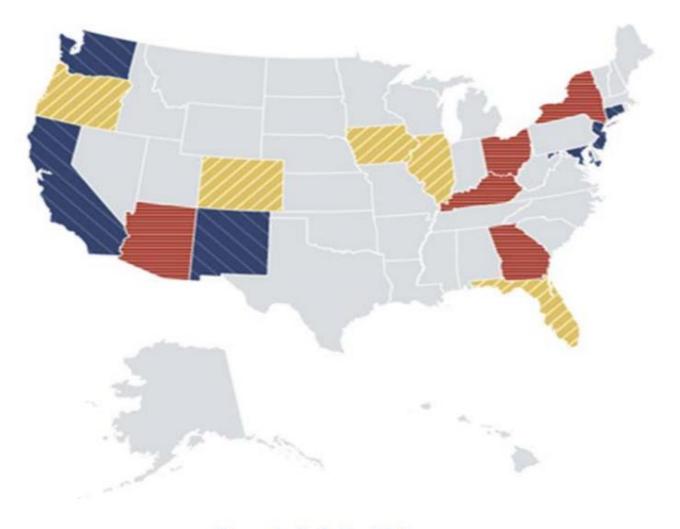
■ Denotes that died in committee or was vetoed

Figure 1: State Legislation

Enhanced Definition of <u>Culture</u>:

*The integrated pattern of thoughts, communications, actions, customs, beliefs, values, and institutions associated, wholly or partially, with racial, ethnic, or **<u>linguistic groups</u>**, as well as with religious, spiritual, biological, geographical, or sociological characteristics.*
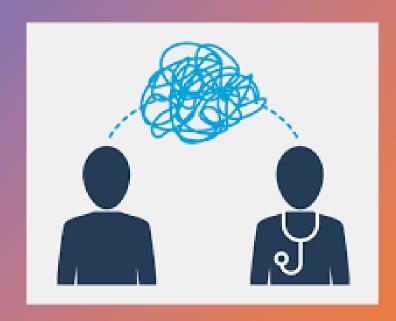
(CLAS) Culturally and Linguistically Appropriate Services Standards;
HHS, Healthy People 2020

National CLAS Standards

- Perpetuation of health disparities are often the result of **miscommunication** and **incongruence** between patients' cultural or linguistic needs and the services provided in healthcare facilities.

  (Zambrana et al, 2004)

- CLAS increasingly recognized as a key strategy to eliminating disparities in health and healthcare.

  (Betancourt, 2004, 2006)

- The Joint Commission and the National Committee for Quality Assurance created accreditation standards
  - improve communication
  - cultural competency
  - patient-centered care
  - provision of language assistance services.

  (Briefer French et al, 2008; Wilson-Stronks, 2007)

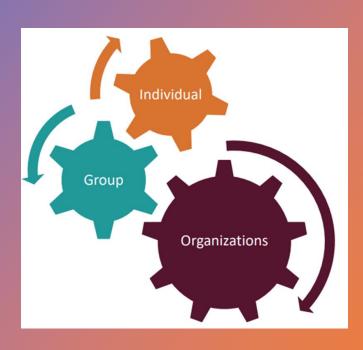# Culturally Appropriate Care with CLAS Standards

- Keep sentences short and simple
- Maintain <u>appropriate</u> eye contact
- Speak slowly
- Do not use slang
- Be mindful of body language
- Apply cultural contextual
- Engage with an interpreter
- Be patient and repeat words and sentences whenever needed

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart ."

- Nelson Mandela, Humanitarian, Activist, and Former President of South Africa

Culturally Responsive Organizations

- Organizations that value and center culture appropriately **promote** and **invest** in the following for individuals, teams, and the company
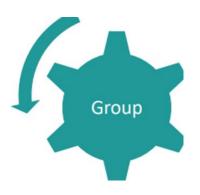
  - open attitude
  - self-awareness
  - awareness of others
  - cultural knowledge
  - cultural skills
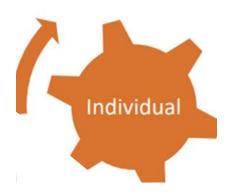
Organization/Systems level

- Review policies, procedures and practices—identify where bias might exist

- Infra-structure building – conduct an accessibility audit

- Think about the delivery of services and supports relative to diverse customers. Leverage your ERGs

- Examine mission statements and values statements—are they ethnocentric?

- Review recruitment processes and practices—are they inclusive?

- Understand where there may be links in the pipeline of talent, e.g., higher rates of attrition for Women.

- Be proactive by offering professional development—with follow-through and promotion opportunities

- Consider languages, provide translation where necessary

- Build community and professional partnerships

- Identify potential disparities across dimensions of diversity

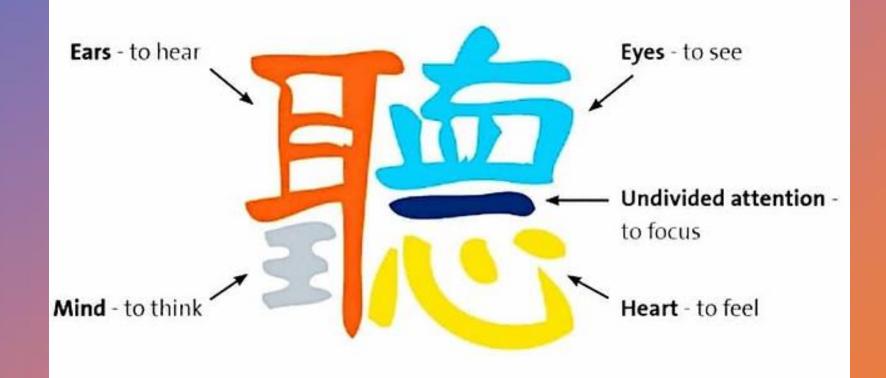- Look at communications, websites, advertising for inclusion

Groups/Teams

- Team build—with cultural content
- Start meetings with Ice-breakers – that raise awareness of differences and similarities
- Host Lunch & Learns – Create dialogue during Heritage Months, or other cultural holidays and events
- Incentivize volunteer opportunities – Get staff into communities different from their own
- Training and Education – promote continuous learning, provide and incentivize training opportunities for staff
- Create or provide some "guidelines" for working together respectfully and inclusively
- Ensure teams have the tools they need to work effectively, e.g., Thomas-Killman Conflict Model
- Clearly define expectations of behaviors
- Create goals and plans together—don't dictate

Individuals

- At the individual level:
  - Examine one's own attitude and values, and the acquisition of the values—take self assessment trainings, e.g., Implicit Bias, etc.
  - Learn to value diversity, differences and similarities among all peoples—get to know people different from you
  - Read, study how to effectively respond to cultural differences
  - Travel—locally and beyond
  - Attend cultural events
  - Join an Employee Resources Group (ERG) different from your own
  - Observe
  - LISTEN

The Chinese character for 'Listening'

Ears - to hear

Eyes - to see

Undivided attention - to focus

Mind - to think

Heart - to feel

Closing the Gap on Health Disparities

- Focus on **Patient-Centered Care**
  - Learn what makes your community unique.
  - Get to know your community's experiences.
  - Find out what community needs you can meet.
- Promote **Patient Dignity** & **Personal Responsibility**
  - Create partnerships with patients; provide details about diagnoses and include patients in treatment plans
- Improve **Communication**
  - Meet patients where they are (determine literacy, consider smart phones and apps for teens, use pictures when necessary, engage interpreters)
- Develop **Cultural Competency** & **Cultural Humility** (Tervalon & Murray-Garcia, 1988)

THANK YOU!

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  - Navigating a Triple Pandemic: Healthcare Workers of Color Confront Racism in America, Health Disparities in Medicine & the Trauma of COVID-19 (Volumes 1, 2, 3, and Educator's Edition) https://amzn.to/3N8iBXe

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Resources

- https://www.iowatotalcare.com/content/dam/centene/iowa-total-care/PDF/HealthLiteracy_CulturalCompetencyFlyer_508.pdf

- https://thinkculturalhealth.hhs.gov/clas

- https://thinkculturalhealth.hhs.gov/assets/pdfs/EnhancedNationalCLASStandards.pdf

- https://www.nationalcollaborative.org/racial-healing/