

Cultural Competency: Moving from Cultural Destruction to Cultural Proficiency

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Welcome

- Introduction of Facilitators
- Ground Rules
- Housekeeping

Introductions

- Name
- Agency
- Position
- What do you expect to get out of this session?

Course Goal

This training is designed to assist participants in responding effectively to the health needs of their communities with a culturally competent program by:

1. Building skills to plan, implement and evaluate culturally competent healthcare programs
2. Building skills to identify cultural incompetency when it occurs

Course Objectives

- Define cultural competency
- Distinguish between different domains and levels of cultural competency
- Identify areas of strength and development related to cultural competency
- Describe how cultural competency influences change within an organization

Course Objectives

- Identify ways to enhance cultural competency within your agency
- Identify where they are on the Cultural Competency Continuum
- Create environments that reflect the lives of families, communities, and individuals that we serve

Course Objective

- Recognize variations in attitudes and values of different cultures
- Practices forms of communication which considers cultural differences
- Effectively evaluate your cultural competency program

What is Culture

A way of life developed and shared by a group of people and passed down through generations.

Human behavior that includes:

- Thoughts
- Communications
- Actions
- Custom
- Beliefs
- Values
- Racial, ethnic, religious, or social groups

What is Culture

- **Culture** is composed of the beliefs, norms, behaviors, and products common to the members of a particular group.
- Culture also influences our social development.
 - We are products of our cultural beliefs, behaviors, and biases.
- **Symbols:** cultural representations of social realities

Factors the Influence Culture

- **External factors** – Issues/events occurring around the world which may affect an individual
- **Access Barriers** – Prevent individuals from using existing services. These barriers may be cultural, individual, physical, financial or structural

Factors that Influence Culture

- **Historical underpinnings** – Events that occurred in the past which may affect how a particular individual or community perceives or reacts to specific issues.
- **Fear and Misconceptions** – Thoughts, feelings or beliefs the provider and the client have about each other.

Factors the Influence Culture

- Educational level
- Income level
- Geographic residence
- Identification with community groups
- Individual experiences
- Place of birth
- Length of U.S. residency
- Age

Why should we be concerned about culture?

Culture helps us to...

- Avoid stereotypes and biases
- Focus on the positive characteristics of a particular group
- Appreciate cultural differences
- Develop culturally competent health and human service delivery programs

Conduct a Cultural Audit

- Describe the cultural context of your organization or community
- Characterize the current relationships among cultures within your organization, group, or community
- Assess the level of knowledge, attitudes, and behaviors related to cultural competence of those in your organization or community
- Identify possible difficulties (or opportunities) you or your organization may encounter due to cultural differences. Describe how differences in the varied aspects listed will affect your ability to understand and work effectively with diverse cultural groups

What is Cultural Competence?

- The ability to work effectively with individuals from different cultural backgrounds, or in settings where several cultures coexist
- The ability to understand the language, culture, and behaviors of other individuals and groups, and to make appropriate recommendations

Cultural Competence

- Gaining cultural competence is a process
- In order to achieve higher levels of competence, it is helpful to engage in self-assessment
- Self-assessment provides direction for improvement

The Cultural Competence Continuum



A cultural competence continuum adapted from The Healthcare Professionals Guide to Clinical Cultural Competence by Rani Srivastava 2007

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Cultural Destructiveness

- Refers to blatant attempts to destroy the culture of a group
- There is an assumption that one group is superior to another

Cultural Incapacity

- Ignorance and unfounded fear is often the underlying reason
- Failure to recognize when mistreatment is due to cultural differences

Cultural Blindness

- Individuals perceive themselves as “unbiased” because they feel that “culture makes no difference” in the way a person or group acts or reacts.
- Assumption that we are all basically alike so what works with members of one group will work with members of any group.

Cultural Pre-Competence

- The active pursuit of knowledge about cultural differences and the attempt to integrate this information into the delivery of healthcare services

Cultural Competence

- Acceptance and respect of differences
- Actively seeks advice and consultation
- Committed to incorporating knowledge and experiences about culture into healthcare practices

Cultural Proficiency

- Healthcare providers in this category hold culture in very high esteem
- Promote improved cultural relations among diverse groups

The Culturally Competent Provider

- Understands that culture greatly influences behavior, attitudes, values and beliefs about healthcare
- Accepts that cultural influences will help providers develop cultural competency

Developing Cultural Awareness

- It is the respect for differences, eagerness to learn, and the willingness to accept that there are many ways of viewing the world.
- Does not mean knowing everything about every culture

Build a Culturally Competent Organization

Based on the cultural audit or assessment, identify goals for enhancing the cultural competence of your organization. For each goal (see potential goals below) indicate what "success" would look like if the goal were attained:

- Proclaiming Your Dream: Developing Vision and Mission Statements
- Increase people's involvement and comfort with those from different cultures and backgrounds.
- Enhance the respect people show for others who are different.
- Increase members' effectiveness in working with people from different cultures and backgrounds.
- Increase links to networks of people and groups from different cultures and backgrounds.
- Develop and enforce policies that assure everyone's safety and rights regardless of cultural aspect or background.

Build a Culturally Competent Organization

For each stated goal at the individual level (e.g., individual members of the group), identify specific activities that will be done to achieve success. These may include:

- Putting yourself and others in situations where you will meet people from other cultures and backgrounds.
- Examining your biases about people from other cultures (e.g., listing stereotypes and opinions you have of groups and the origins of those biases).
- Asking people questions about their cultures, customs and views, and comparing them to your own.
- Reading about other people's cultures and histories.
- Listening to people tell their stories to better appreciate their experiences.
- Noting differences in what people value and do, in order to better understand how practices different from your own can be as or more effective in certain situations.
- Helping teach and encourage others to experience and appreciate different ways of seeing doing things.

Acquiring Knowledge

Acquiring Knowledge in pursuit of Cultural Competence may include:

- Knowing how your own culture is viewed by others
- Attending classes, workshops, and seminars about other cultures
- Researching information about other cultures

Acquiring Knowledge

- Watching movies and documentaries about other cultures
- Attending cultural events and festivals
- Sharing knowledge and cultural experiences with others

Planning: What's the purpose?

The purpose of program planning is to devise a program that is appropriate to the health problem and the identified target group, within the resources available, and which will have the best chance of bringing about the desired change.



DEVELOPING CROSS- CULTURAL SKILLS

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Effective Outreach Strategies

- Know your population
 - Demographics
 - Incidence rates of preventable diseases
 - Views on health
 - Views of medical profession
 - Literacy levels
 - Media preferences
 - Community gatekeepers

Building Bridges to Cultural Competence

Practice Skills

- Has an awareness and acceptance of difference whereby diversity is valued
- Understands how one's own culture influences how one thinks, acts and delivers services
- Understands the dynamics of difference and is conscious of those dynamics inherent when cultures interact

Building Bridges to Cultural Competence

Practice Skills

- Become familiar with the different aspects of various cultures in target areas
- Has the ability to adapt practice skills that fit the cultural context of the patient/client

Repacking Your Cultural Bags

Individuals

- Make friends with people of different cultures
- Learn verbal and nonverbal cues of other cultures
- Assess what works and what doesn't work
- Overcome fears, personal biases, stereotypes, and prejudices
- Ongoing evaluation

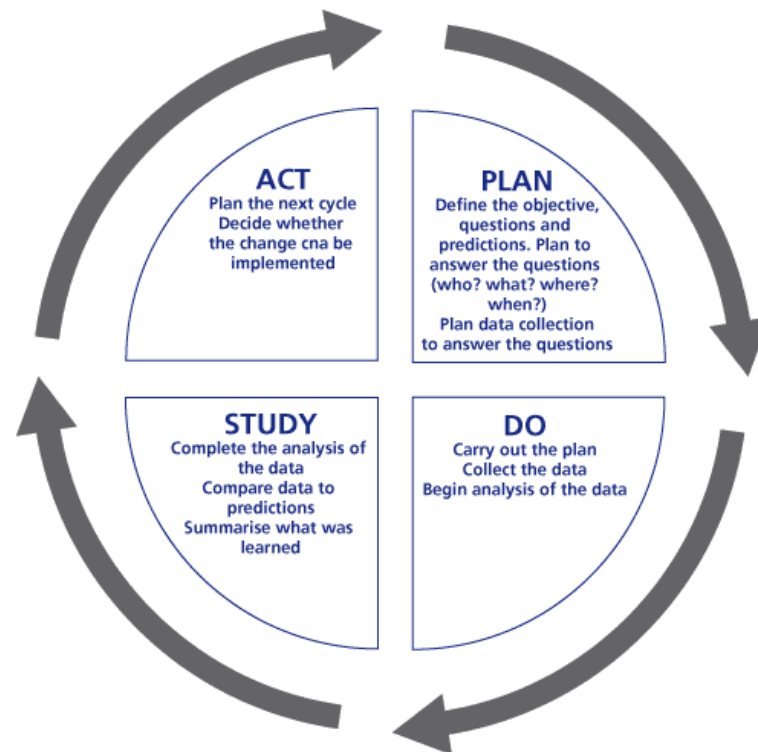
Providers

- Develop culturally relevant programs, materials and interventions
- Evaluate culturally relevant and appropriate programs
- Learn to negotiate between the client's personal beliefs and practices and your profession
- Ongoing evaluation

What Data do you Collect?



Using a PDSA to make your program culturally competent





It all starts at the Front Desk

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Thanks You

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