Diversity and Cultural Competence

September 2018

Topics

- Overview
- Creating a Climate for Diversity and Cultural Competence
  - Value and knowledge
  - Legal protections
  - Assistive technology
- Services that support diversity
  - Identify population diversities
  - Health literacy
  - Language assistance
  - Multi-cultural/linguistic providers
  - Written translation
  - Allow for complaints/grievances
- Tips for working with specific populations

Objectives of this training

- Review the dimensions that make us diverse and their impact

- Review the tools that BEACON uses to be culturally competent and

- Provide the ways in which you can be culturally competent to individuals that you serve

What is Diversity?

- A reflection of the differences between people

- Recognizing differences, accepting them, and allowing them to change our perceptions

What is Cultural Competence?

- The ability to interact effectively with people from different cultures, which includes:

  - the language,

  - thoughts,

  - actions,

  - customs,

  - beliefs,

  - values and institutions that unite a group of people.

How does Diversity and Cultural Competence work together?

- Diversity teaches us to acknowledge and value the differences of cultures

- But that is not enough when you are a health care or human services provider

- Awareness and sensitivity has to be followed by

  - Being able to connect with the people in the cultures that you serve and

  - Adjust your approach to the manner that is culturally competent to the individual

Dimensions of Diversity

- All of the differences and similarities we encounter

- All of the components that make us unique also make us diverse

Valuing others is something that happens in our minds as well as our actions.

Specific Dimensions of Diversity

- Race
- Ethnicity
- Gender
- Age
- Sexual orientation
- Physical ability

- Mental ability
- National origin
- Economic status
- Language
- Religious affiliation
- Marital status
- Learning style

Examples of Diversity

- Eye contact
  - Many cultures view direct eye contact as a sign of defiance or disrespect.

- Personal space
  - Some cultures value giving people a wide berth, while in others, keeping a distance would be interpreted as an insult.

- Treatment of authority
  - Many cultures have developed complicated and/or rigid hierarchies, and therefore individuals with this background may pay a lot of attention to rank or seniority.

Impact of Diversity

- Affirmative action
  - The need for workforce diversity that mirrors the community diversity

- Assimilation
  - A process in which the minority culture is expected to adopt behaviors and standards of the majority culture

- Bias
  - An inclination towards a certain belief that interferes with objective judgment

These beliefs, feelings, thoughts, contexts, and laws are the factors that we can use to either value or work against diversity

Impact of Diversity

- Discrimination

  - The act (behavior) of giving unequal treatment

- Equal Employment Opportunity

  - Ensures positions for protected classes of people (e.g., veterans, the disabled)

- Ethnocentrism

  - The tendency to look at the world primarily from the perspective of one's own culture

- Prejudice

  - An opinion based upon biases, without complete information

- Sexism

  - A prejudice against a particular gender

- Stereotype

  - A conventional, usually overly simplified opinion applied to a particular group

Creating a Climate for Diversity and Cultural Competence

- Create value and knowledge

- Provide legal protections

- Use assistive technology

- Offer services supporting diversity
  - Identify population diversities
  - Health literacy
  - Language assistance
  - Multi-cultural/linguistic providers
  - Written translation

- Allow for complaints/grievances

Valuing Diversity

CREATE VALUE AND KNOWLEDGE

- The first step is to take a clear look at your automatic beliefs regarding others

  - Proactively review those beliefs to decide whether they are accurate

- Learn historical facts about different groups so as to understand how individuals in those groups may experience their world

- Avoid stereotyping by asking open-ended questions to understand the person better

- Empathize by expressing appreciation for the person's perspective

- Interact with others based upon what you know about a person, not react to old, generalized beliefs

Create Knowledge

CREATE VALUE AND KNOWLEDGE

- To better assist our staff in understanding the health needs of our members as it is applicable to their cultural heritage, we provide the following:

- Education and training in diversity cultural competency and disability awareness is adequately provided

  - Cultural competency skills are developed, implemented and practiced by all staff

- A clear understanding of respect for the member's beliefs about their:

  - Illness and health;

  - Interpersonal styles,

  - Traditional home remedies,

  - Attitudes and behaviors of the members,

  - Families and communities served is provided and practiced throughout the delivery of culturally relevant and competent care to ensure the member's language and literacy needs are met.

- Methods for training and interaction with providers and the health care structure are implemented.

  - Alternative methods are developed and implemented as needed to ensure that administrative policies and practices are responsive to the culture and diversity within the member populations served are being met.

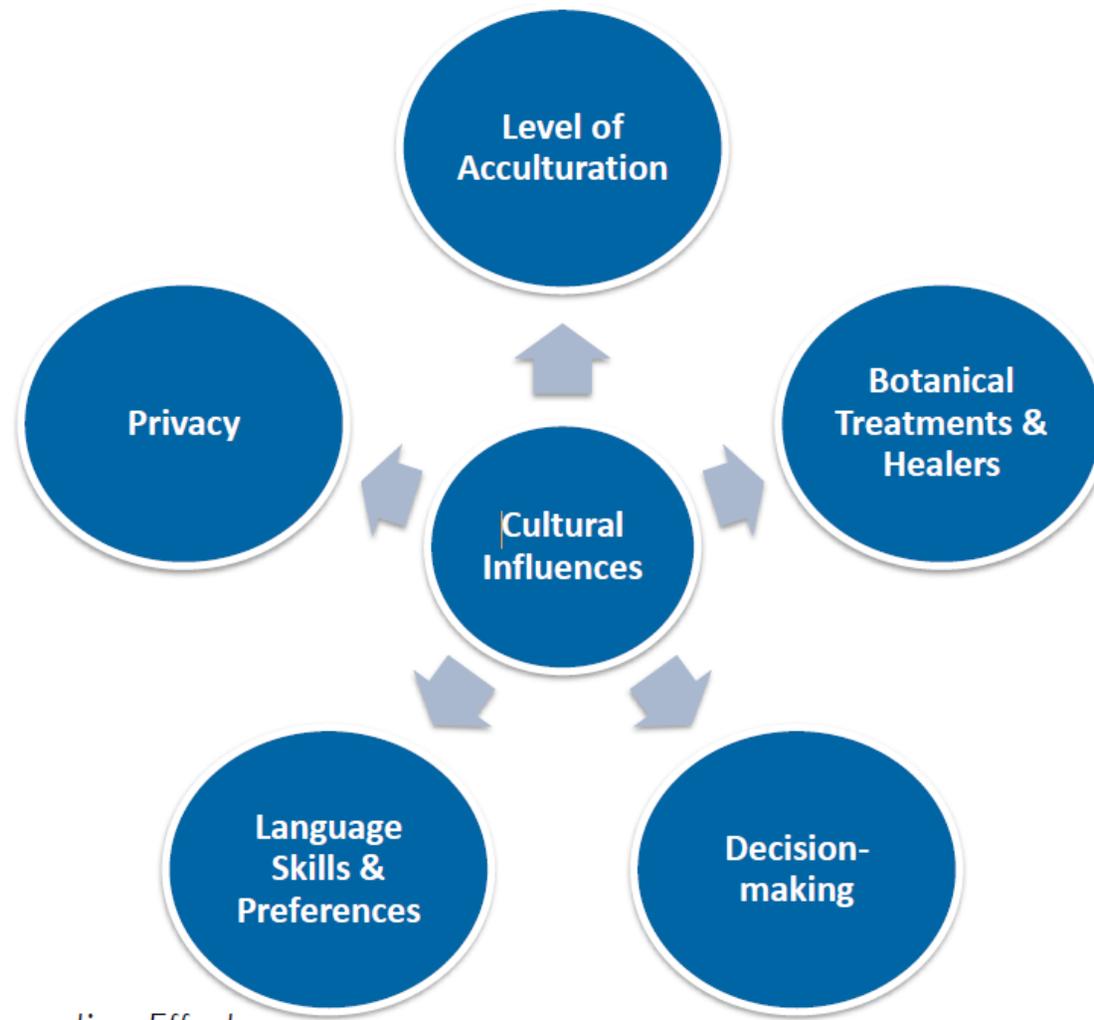# Understand how Culture Impacts the Care Given to Members

- Culture informs:

  - Concepts of health and healing

  - How illness, disease and their causes are perceived

  - Behaviors of patients who are seeking health care

  - Attitudes toward health care providers

- Who provides treatment

- What is considered a health problem

- What type of treatment is needed

- Where care is sought

- How symptoms are expressed

- How rights and protections are understood

Industry Collaboration Effort

Adapted from: http://minorityhealth.hhs.gov

Impacts of Cultural Influences

Level of Acculturation

Botanical Treatments & Healers

Privacy

Cultural Influences

Language Skills & Preferences

Decision-making

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Cultural Differences

CREATE VALUE AND KNOWLEDGE

- To take care of health issues within different ethnicities in the United States, you need to understand the values, beliefs and customs of different people.

  - Example of a cultural difference that impacts health care

    - Consider people from the Middle East and Central Asia: Understand that women from that part of the world might not be comfortable undressing.

- When working with a wide array of different people from different cultures, take into account the following:

  - Have respect for everyone.

  - Have respect for everyone's traditions, norms and other traits.

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Subcultures and Populations

CREATE VALUE AND KNOWLEDGE

- Understanding the many different subcultures that exist within our own culture is also an important aspect of cross-culture health care

  - Not just understanding Americans in general, but also understanding different issues that affect different subcultures of American society.

- A subculture is an ethnic, regional, economic or social group exhibiting characteristic patterns of behavior sufficient to distinguish it from others within an embracing culture or society.

- With growing concerns about health inequities and the need for health care systems to reach increasingly diverse patient populations, cultural competence has increasingly become a matter of national concern

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Legal Protections

- Americans with Disabilities Act

  - People with disabilities must be consulted before an accommodation is offered or created on their behalf.

- Equal Opportunity Employment Act

  - Creates a more inclusive environment

Assistive Technology

- Assistive technology products are designed to provide additional accessibility to individuals who have physical or cognitive difficulties, impairments, and disabilities.

Examples

- Screen readers
  - Speak everything on the screen

- Speech recognition or voice recognition program
  - Allows people to give commands and enter data using their voices rather than a mouse or keyboard

- Screen enlargers, or screen magnifiers

- Alternative keyboards
  - Feature larger (or smaller) than standard keys or keyboards

- Electronic pointing devices
  - Used to control the cursor without use of hands

- Touch screens
  - Allow direct selection or activation by touching the screen

- Braille embossers
  - Transfer computer-generated text into embossed Braille output

- TTY/TDD conversion modems

Thank you