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Cultural Competency for Diversity and Inclusion



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Objectives

1. Understand the definition of cultural competency and its importance in healthcare.
2. Recognize the ways in which culture impacts the healthcare experience.
3. Describe various cultures and the impact they have on informed patient care.

Goals

- Understand the definition of cultural competency and its importance in healthcare
- Recognize the ways in which culture impacts the healthcare experience
- Learn about various cultures and impact they have on informed patient care

Why does cultural competency matter?

Cultural Competency

- According to Brottman, et. al., (2020) “By 2050, 50% of the U.S. population will be of non-European origins.
- Additionally, more than 10 million Americans identify as lesbian, gay, bisexual, transgender/transsexual, queer/questioning (LGBTQ), and the middle class has shrunk from 57% in 1970 to 45% in 2018.”

Today's Work Environment



Robert Wood Johnson Foundation

- “Data show the costs of current health inequities: The report estimates that racial health disparities alone are projected to cost health insurers \$337 billion between 2009 and 2018.”
- To address inequities, there must be cultural competency

Cultural Diversity - Basic Components

- Race and ethnicity
- Philosophical and cultural beliefs
- Sociocultural experience of gender
- Sexual orientation
- Social class
- Age
- Generational differences
- Physical abilities
- Mental abilities
- Religious and spiritual beliefs
- Immigration status

What is Cultural Competence?

- Cultural competence “is a set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals that enable effective work in cross-cultural situations”. (U.S. Dept. of Health and Human Services)

What is Cultural Competence?

- “Cultural competence is the integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of services; thereby producing better outcomes.” (Centers for Disease Control and Prevention)

What is Cultural Competence?

- Hello
- Hola
- Bonjour
- Guten Tag
- Ciao



Cultural Competence Impacts

- Impacts:
 - how rights and protections are invoked
 - perception of real health problems
 - how symptoms and health concerns are expressed and interpreted
 - who the most appropriate person is to treat an individual
 - the understanding of what type of treatment is needed

Cultural Competency Affects

- Patient satisfaction
- Perception of quality of care
- Patient care outcomes
- Patient and staff interactions
- Provision of ethical care and standards
- Responsiveness to patient needs and concerns

Cultural Competence – The “Why”

- According to the U.S. Dept. of HHS “cultural competency is one of the main ingredients in closing the disparities gap in healthcare”
- Healthcare services respectful of diverse beliefs/practices, and cultural/linguistic needs can help deliver positive outcomes

Cultural Competence – The “Why”

- “The capacity to understand self, possess high levels of cultural fluency, and address contextual, and ecological factors is required for optimal interprofessional collaborative practice.” (Hearst, et. al., 2021)

Cultural Competence – The “Why”

- Crucial for achieving accuracy in medical services and healthcare research, and in the effort to achieve equity in the healthcare system
- Deliz, et. al., (2020) states that: “providers should strive for cultural humility, a set of skills focused on continuous learning and self-reflection on one’s interactions with individuals from cultures different from their own.”

Cultural Diversity Manifestation

- Language
- Communication
- Courtesies
- Rituals
- Roles
- Customs
- Relationships
- Practices
- Expected behaviors
- Values
- Thoughts
- Manners of interacting

Cultural Attributes

- The basis of healthcare comes from individual beliefs about the nature of wellness and illness (cultural issues play a major role in determining treatment and communication with patients and providers)

Cultural Attributes

- By understanding and incorporating differences within a diverse population, and examining one's own health related values and beliefs, healthcare providers can effectively support the needs presented by populations, respectively

National Center for Cultural Competence

- NCCC describes special cultural and linguistic influences that should be noted by healthcare providers to enhance service provision for both the provider and the patient

National Center for Cultural Competence

- NCCC findings are based on:
 - cultural competence is a process on both the individual and organizational levels
 - with support from the organization, individuals can enhance cultural awareness, knowledge, and skills
 - cultural strengths exist within sub-groups in an organization and/or group, but are often overlooked as resources

Cultural Competency - Gender vs. Sex

- Sex refers to the biological differences between people (chromosomes, hormonal profiles, or internal and external sex organs)
- Gender refers to cultural values that are either masculine or feminine, some combination of both, neither, or something else

Gender vs. Sex

- Gender identity refers to how one thinks of one's own gender: whether one thinks of oneself as a man or as a woman
- Gender role is the way society expects a feminine or masculine person to act (dress, speak, relate to others), forming a perception or definition of what gender is

Gender vs. Sex

- Gender expression is how people can communicate their sex/gender to others: clothing, hair styles, mannerisms, way of speaking, and our interactions, etc.

Cultural Competency – Gender vs. Sex

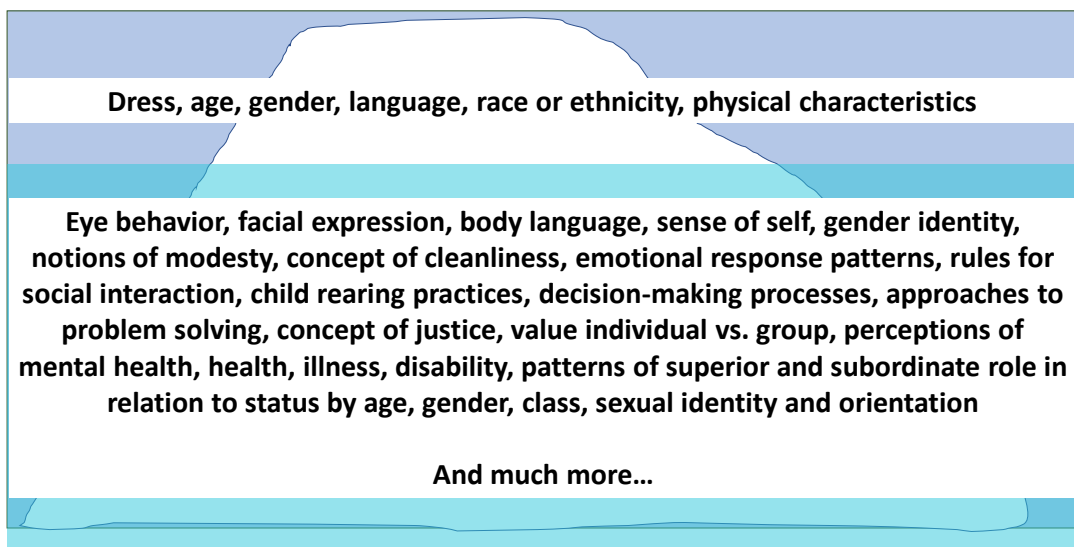
- “The use of culturally competent language and terms; careful respect of patient privacy and confidentiality; and avoidance of assumptions about patient names, pronouns, honorifics, gender identity, sex at birth, and sexuality are essential because assumptions can lead to negative experiences for both patients and staff.”

- (Davison, et. al., 2021)

Cultural Diversity

- In order to integrate cultural diversity into today's work environment cultural competency must be a core value

Cultural Differences: Iceberg Concept of Culture



Integrating Culture with Humility

Culture Competency and Humility

Culture

- Language
- Thoughts
- Communications
- Actions
- Customs, beliefs, values
- Race/ethnicity
- Religious/social
- Gender
- Sexual orientation

Competency and Humility

- Having the capacity to function and communicate effectively within the context of diverse cultural beliefs, behaviors, and needs of individuals and communities

Information is Key

- By identifying the richness and reality of diversity, remaining teachable, appreciating differences, and embracing humanity, strategies can be developed to encourage efficient and effective working environments
- Organizations must establish cultural competency as a core value, supporting it with programs, activities, and learning opportunities

Information is Key

- Culturally astute healthcare providers and systems can address health equity

Information is Key

- As we strive to be culturally competent, we must actively present an ongoing interest in learning about diversity, cultures, and interpersonal relationships, as a part of our job responsibilities

Information is Key

- In times of global services, understanding employee differences can enrich the workplace, especially when led from the top down

Tips for a Culturally Competent Organization

- Give your staff and colleagues the opportunity to share their cultural background – shared meals, photos, and fun facts can generate learning opportunities

Tips for a Culturally Competent Organization

- Provide care in the language that patients may speak, including signage, and printed materials
- Listen when a patient shares about alternate treatments, such as Eastern medicine – be open and earn their trust

Tips for a Culturally Competent Organization

- Review data that provides insight into the community you serve
- Accommodate religious preferences

Culturally Competent To-do List

- Strive to recognize and understand cultural difference
- Offer opportunities for staff to expand cultural knowledge
- Meet the cultural needs of patients, adapt accordingly
- Accept that cultural competency leads to cultural humility as a means of addressing disparities and inequities in the healthcare space

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The mission of the **NCCC** is to increase the capacity of health care systems to deliver culturally and linguistically competent service delivery systems that address mental health equity.

Gender Pronouns

- they/them/theirs
- she/her/hers
- he/him/his
- zie/zir/zirs



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