CULTURAL COMPETENCE & HEALTH LITERACY

Presented To: HHUNY Marketing Team
Created By: CCSI Cultural Competence Team
Agenda:

• Introductions
• Presentation Topics
  • Culture
  • Cultural Competence
  • Social Determinants of Health
  • World View
  • Mental Model
  • Implicit Bias
  • Confirmation Bias
  • Reducing Stigma
  • Understanding and Engaging Communities
Introductions

- Name
- Role
- Race
- Cultural Identifier
Culture is an integrated pattern of human behavior which includes but is not limited to:

- Communication
  - Thought
  - Customs
- Rituals
  - Courtesies
  - Manners of interacting
- Roles
  - Relationships
  - Beliefs
  - Practices
  - Expected behaviors
- Languages
Cultural Competence requires that organizations have a clearly defined, congruent set of values and principles, and demonstrate behaviors, attitudes, policies, structures, and practices that enable them to work effectively cross-culturally.

Adapted from Cross, Bazron, Dennis and Isaacs, 1989
The National Center for Cultural Competence, 2005
Social Determinants

The social determinants of health (SDH) are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life.

These forces and systems include economic policies and systems, development agendas, social norms, social policies, and political systems.

...ALL OF WHICH CONTRIBUTE TO A PERSON’S CURRENT STATE OF HEALTH
World View

A set of beliefs and assumptions that a person uses when interpreting the world around them.

A world view deals with issues like:
- What am I?
- What is my purpose in life?
- Why do I care about certain things and not others?
- How does the world interact with my space?
Mental Model

Beliefs, ideas, images, and verbal descriptions that we consciously or unconsciously form from our experiences and which, when formed, guide our thoughts and actions.

Our representations of perceived reality lead us to:

- Expect certain results
- Give meaning to events
- Predispose us to behave in certain ways
MENTAL MODEL
Activity...

How do you greet your friends?

How do you measure success?

How do you communicate with your family?

What is your fondest memory?

Describe your family’s leader?

What is one of your family values?

What is your favorite tradition?

What do you find funny?

How are visitors welcomed into your home?

What do you and/or your family do on the weekends?
Implicit Bias

Judgement and/or behavior that operates at a level below our conscious awareness and without our intentional control.

**Based on our:**
- Personal experiences
- Cultural environment
- Biology

**Takes place in the unconscious mind:**
- Relies on instinct
- Make snapshot judgements about our surroundings and people we meet
Confirmation Bias
Reducing Stigma

• **Language** can maintain and reinforce stigma & discrimination.

• Stigma is driven by the **perception** from media messaging - Photographs, illustrations and videos can propagate stereotypical images/ideas that reinforce stigma.

• National newspapers contain both positive and negative representations of the uninsured and underinsured, caution is to not **skew** towards negative representations.

• Challenges in accessing the system and/or services are partially due to stigma-related **reasons**: *saving face, low socioeconomic status, exposing personal illness, inadequate familial/community resources, lack of understanding of services available, etc.*
Strategies to Reduce Stigma

1. Know the facts
2. Be aware of your attitudes and behavior
3. Choose your words carefully
4. Educate others
5. Focus on the positive
6. Support people
7. Include everyone
Understanding the Community

Cultural Attributes of the Individuals Receiving Services
- Race
- Ethnicity
- Gender Identity
- Religion
- Preferred Language
- Educational Level
- Income Level

Knowledge of the Communities Within Your Service Area
- Cultural Groups – Communities of Color; LGBT; Deaf and Hard of Hearing
- Social Determinants of Health – Unemployment Rates; Poverty Levels; Housing Status, etc.

Vulnerable Groups Within Your Service Area and Their Attributes
- Attributes of the identified vulnerable groups
The Onion Model of Resistance to Engagement

“I don’t understand **why** you want me to engage with you”

“I don’t understand **how** to engage with you”

“I don’t like **what** you want me to do to engage with you”

“I am **scared** to engage with you”

“I don’t want to engage with **you**”
The solution may lie in the **cultural and ethnic frames** within which the

**POPULATION → COMMUNITY → INDIVIDUAL**

sees itself.

Gaining that understanding of the individual and incorporating the cultural nuances will aid us in

*achieving health equity by*

*enhancing communication and service delivery to better support*

**INDIVIDUALS → COMMUNITIES → POPULATIONS**

*in achieving better health outcomes.*
Health Literacy

The degree to which individuals have the capacity to obtain, process and understand basic health information and services to make appropriate health decisions.

www.cdc.gov/phpr
Health Literacy:
Written Recommendations

When writing or reviewing written information use:

- A 6th grade reading level or below
- Plain language
- Text that is size 12 font or larger
- Have English and other language versions available
- Keep text short by omitting extra words
- Select fonts that contain a Serif, like: Times New Roman, Bookman Old Style, or Century.
Health Literacy: Visual Recommendations

When creating or reviewing visual information materials use:

• An adequate amount of white space
• Contain graphics like pictures, graphs, and tables to simplify or reinforce information
• Reduce important information to bullet points
• Underline important terms or phrases
• Provide headlines to break up the text
• Avoid overcrowding
• Have black text on white backgrounds to provide ample contrast to the text
Questions?
CCSI Cultural and Linguistic Competence Team

Lenora Reid-Rose, M.B.A.,
Director of Cultural and Diversity Initiatives
Contact:
Email: lreid-rose@ccsi.org
Phone: (585) 613-7615

Nancy Sung Shelton, M.A., Senior
Consultant, Cultural Competence & Health Literacy
Contact:
Email: nshelton@ccsi.org
Phone: (585) 490-7273
Notice of Copyright/Rights Statement

This material is protected by U.S. and International copyright laws. Reproduction and distribution of this material in digital, electronic, written, or any other form without the expressed written permission of CCSI, Inc. or Coordinated Care Services, Inc. is prohibited.