



ACHIEVING CULTURAL COMPETENCY

WEAVING CULTURE INTO THE FABRIC OF YOUR HOSPICE

Lisa Rucker, LSW

Council on Aging of Southwestern Ohio

Sponsorship provided by National Diversity Council

March 2014





Objectives

- ❖ Learn to recognize the cultural mis-steps that might send an “unwelcome sign”.
- ❖ Learn how to utilize community connections to enhance your hospice toolkit.
- ❖ Learn the importance of culture in service delivery as part of today’s community outreach.





The need for cultural competency

According to reports from the U.S. Census:

- 13 of the 40 largest metropolitan areas in the U.S. are majority-minority. An additional 7 have a non-Hispanic white population below 60%. So half of the top 40 metros have a white population below 60%.
- There are currently four states – Hawaii, New Mexico, California and Texas as well as the District of Columbia have minority populations that exceeded 50 percent.





The need for cultural competency

- Minority children will be the majority in the entire United States by 2019.
- The whole United States of America is projected to become majority-minority in 2043. With alternate immigration scenarios, the whole U.S. is projected to become majority-minority sometime between 2041 and 2046 (depending on the amount of net immigration into the U.S. over the next 35 years).





The need for cultural competency

- Asians were the nation's fastest-growing race or ethnic group in 2012. Their population rose by 2.9%. The Hispanic population was second with 2.2%.
- "Asians and Hispanics have long been among our nation's fastest-growing race or ethnic groups,"





Serving the majority-minority

According to the Administration on Aging, an agency of the Health and Human Services Department, the number of Asian, Hawaiian and Pacific Islanders over age 65 is expected to grow to 2.5 million by 2020 and 7.6 million by 2050, from fewer than one million in 2000.





Serving the majority-minority

Health care providers are having to confront a growing number of culturally sensitive issues as the population changes.

- effective communication
- incorporating family involvement in the care
- addressing issues dealing with cultural trauma



Leading *and* Mobilizing

SOCIAL CHANGE FOR 40 YEARS



FOUR LAYERS OF DIVERSITY



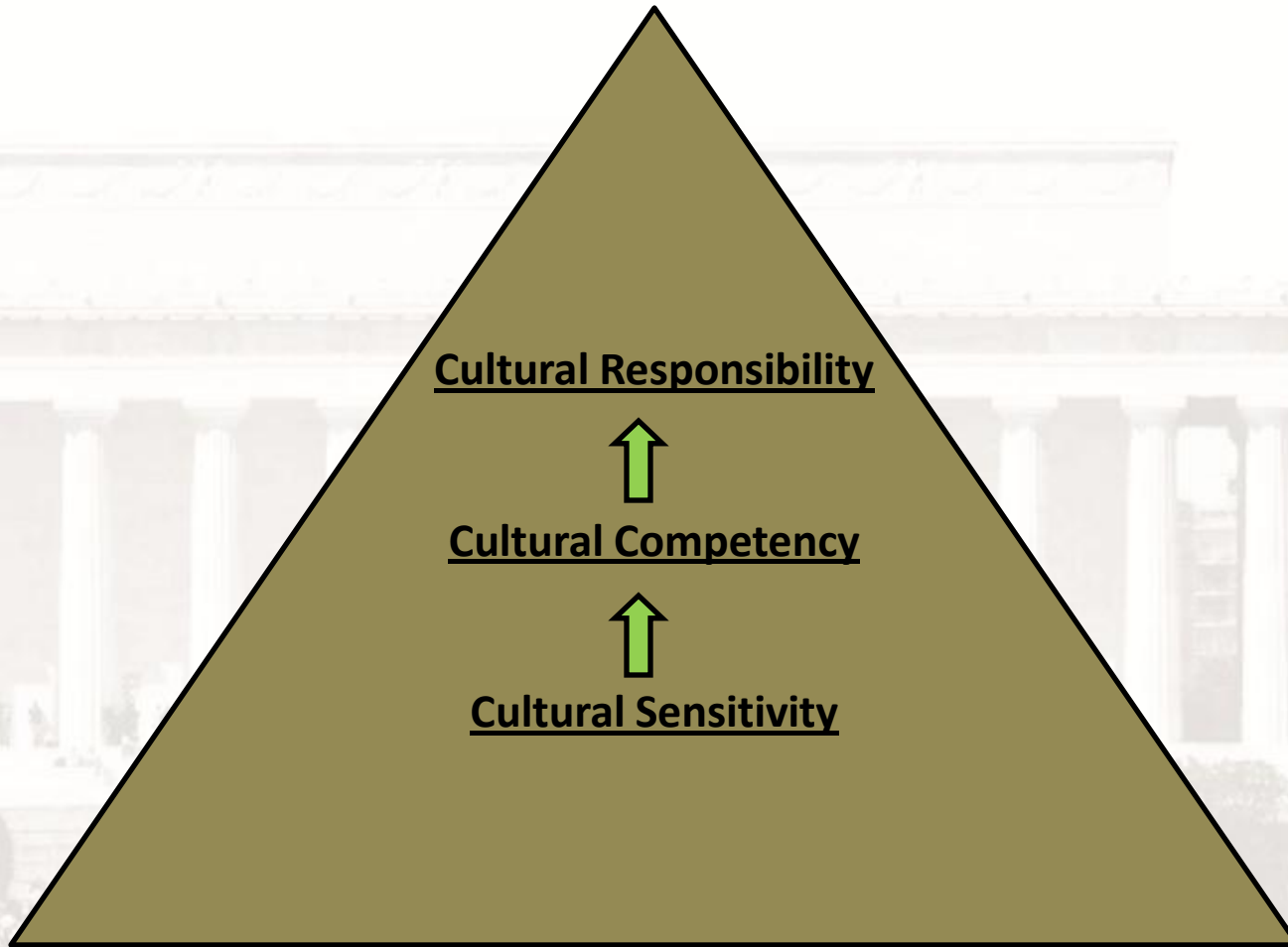
Gardenswartz & Rowe (2nd Edition, SHRM, 2003)



Leading *and* Mobilizing

SOCIAL CHANGE FOR 40 YEARS

National Hospice and Palliative Care
Organization





Defining the levels

Cultural Sensitivity

Being aware that cultural differences and similarities exist and have an effect on values, learning and behavior.

Cultural Competence

The ability of systems to provide care to patients with diverse values, beliefs and behaviors, including tailoring delivery to meet patients' social, cultural, and linguistic needs.





Defining the levels

Cultural Responsibility

Being aware that cultural differences and similarities exist and have an effect on values, learning and behavior.





Culturally Speaking, Where Are You?

A mission in process

Organization

Individual





Culturally Speaking, Continued

1. Looking back in history.
 - How has culture played a role in your organization's history?
2. Learning the communities you serve.
 - How have the demographics of the communities changed?
3. Blending single threads into a design.
 - How do you know it is the right pattern?



Culture Begins At Home

1. Living in a “material” world.

- Your collateral should provide a visual welcome.
- Learn to diversify your style and location of advertising.

2. Putting feedback to the test.

- Learn to provide ways to get feedback
- Are survey results reflecting cultural competency?





Culture Begins At Home, Continued

3. Utilizing your internal resources.
 - Exploring the talents of your staff.
 - Build your cultural crisis team.
4. Learning to feed the adult appetite.
 - Let's get interactive.





A Collaborative Presence in the Community

1. A message to the community.
 - Review the role of culture in the history of your organization.
 - A mutual relationship.
2. Let's talk about resources.
 - Collaboration, the key to resources.
 - One resource doesn't fit all.





A Collaborative Presence in the Community

3. Refreshing the bridge to service access.
 - How do you restore it?
 - How about outside help?
4. Creating a legacy of collaboration.
 - How do you keep it strong?
 - How do you continue the investment?





Resources

- Diversity toolkits
- CLAS Standards
- Local translation services
- Office on minority health
- Urban media sources
- Diversity calendars
- Minority chamber of commerce/organizations





References

- Minority populations surging in Texas- msnbc-associated press- aug 2005.
- 2012 National population projections- U.S. census bureau. gov 2013.
- 10% of U.S. counties now majority-minority- population research bureau 2008.
- 2000/2013: National Standards on Culturally and Linguistically Appropriate Services (CLAS) Issued by the Office of Minority Health at HHS; standards 4-7 on Language Access Services are requirements for all federal fund recipients.
- JC Hospital Accreditation Standards RI.01.01
- Youtube- Vocalink Fluency Public Service Announcement





Questions?

Thank You !!!!

