

Our Mission

To serve through healing,
education and discovery

Cultural Competence in Health Care



Wisdom for Your Life.



Objectives

At the conclusion of this module, the learner will be able to:

- Define cultural competency
- Identify cultural needs in health care
- Define communication
- Identify impacts to patient care
- Describe a mnemonic to help with effective communication

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Cultural Competence



Cultural competence is the ability of healthcare providers and healthcare organizations to understand and respond effectively to the cultural and communication needs brought by the patient to the health care encounter.



Cultural Competence

WHAT IT IS...

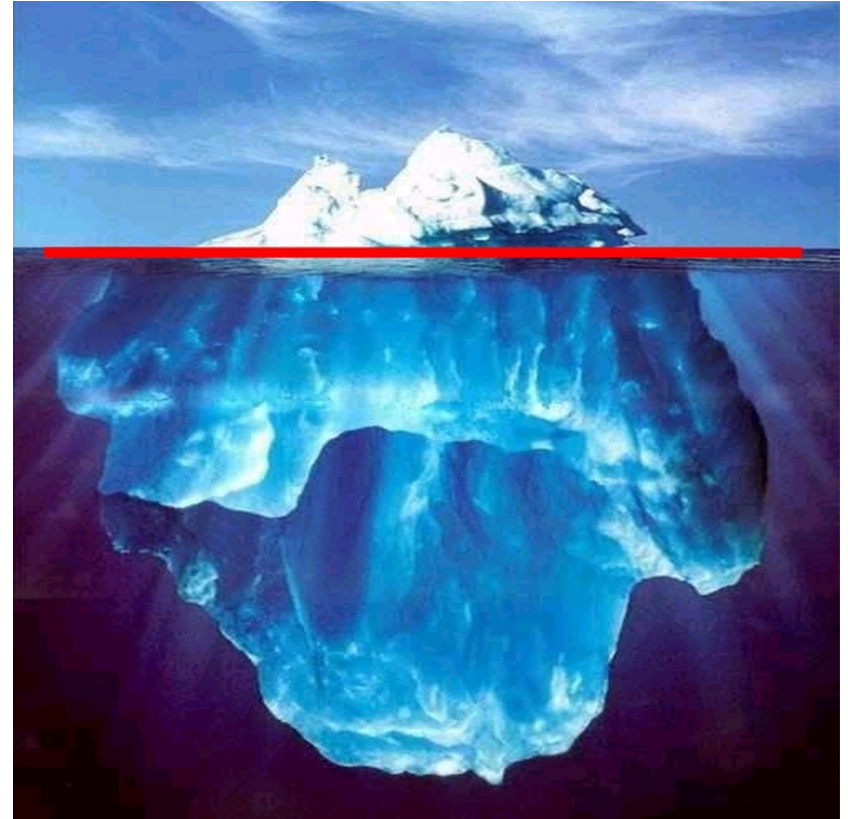
- The ability to interact effectively with people of different **cultures**.
- Means to be *respectful* and *responsive* to the health beliefs and practices—and **cultural needs**—of diverse population groups.
- It's about knowing how to ask questions broadly and to listen without judgment.

WHAT IT IS NOT...

- It does not mean healthcare providers know each and every nuance of every single culture in the world or in the Hospital's community.
- It does not mean you will not make a mistake or an assumption that results in an uncomfortable situation or even an error.

What is Culture?

- The *U.S. Department of Health & Human Services, National Institutes of Health* describes culture as “...the combination of a body of knowledge, a body of belief and a body of behavior.”
- Culture is defined as the unique behavioral patterns and lifestyles shared by a group of people that distinguishes that group from others.



Some cultural dimensions may be visible, like an iceberg above the waterline, but other dimensions reside below the surface.

Aren't All People Alike?

- Every person entering the hospital has unique clinical symptoms requiring medical attention and issues specific to the individual that can affect his or her care.
- People also have specific knowledge, beliefs and behaviors (cultural dimensions) that can affect the way they view, receive, and participate in health care.

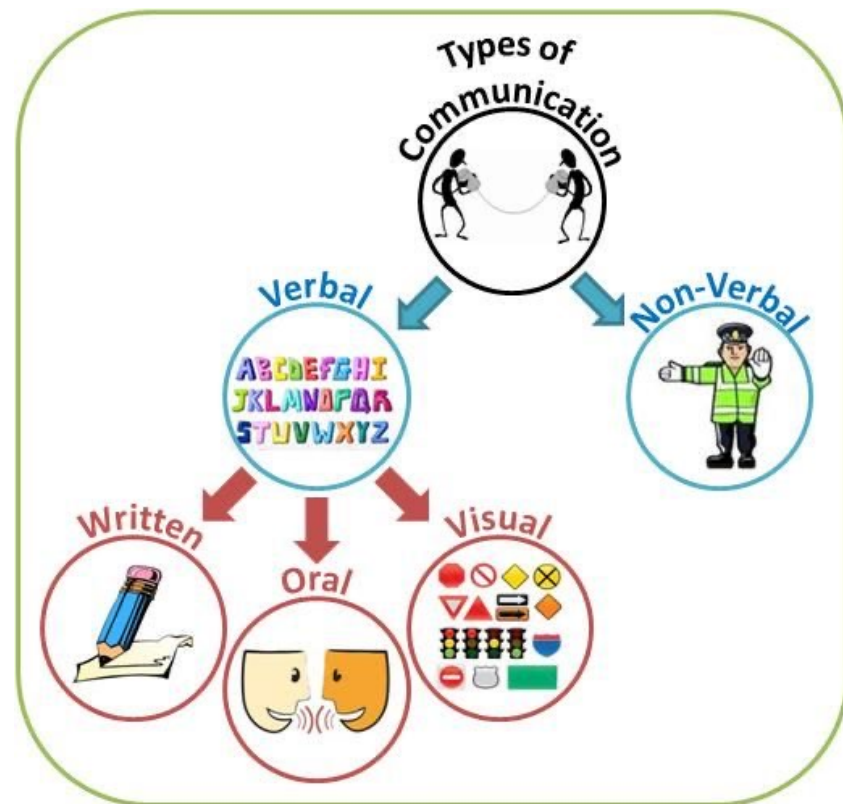
Cultural Needs

Cultural Dimension*	Questions to Consider*
Health & Illness Beliefs	What paradigm is used to explain illness/healing?
Decision-making Style	Who makes healthcare decisions? Who needs to be consulted when delivering care?
Healing Traditions	What are the approaches used for healing?
Dietary Needs	What food restrictions/observances may be in place? What needs to be considered with medication and procedures?
Privacy & Attire	What special privacy needs should be considered? What clothing items are distinct and meaningful (i.e.: head coverings)?
Status & Hierarchy	What status is attributed to care team members? What roles in the healthcare delivery model need to be explained?
Time Orientation	What assumptions about time could impact care? What time considerations may need to be made (i.e.: transportation schedules, appointment times, etc.?)

What is Communication?

With regards to patient interactions, communication is bidirectional:

1. Patients need to be able to convey information about their health complaints to healthcare workers.
2. Healthcare workers must be able to adequately comprehend and interpret the information in order to treat health complaints appropriately.
3. In order to decrease the risk of health complaints from recurring, healthcare workers must convey adequate information to patients to help them take preventative measures in order to maintain their health.



Communication Requirements

The Joint Commissions defines a three-pronged approach to addressing effective communication in a healthcare setting. This approach requires that healthcare systems incorporate methods to assess:

- Patient health literacy
- Cultural understanding
- Language barriers

Communication

Cross-Cultural Communication

Barriers

Knowledge

- Cultural Blindness
- Cultural Incompetence
- Stereotyping

Mindset

- Cultural Imposition
- Ethnocentrism
- Discrimination

Culture is the "lens" through which one views the world. In communication, people respond to **their experience**, not to reality itself.

Culture is pervasive. **Cultural differences** arise from different origins: birthplace; nationality; ethnicity; family status; gender; age; language; education; physical condition; sexual orientation; religion; profession; place of work, and so on.

Communication Resources

- Challenge your own assumptions, learn about communication differences
- Ask about preferences
- Be aware of hospital resources, review policies
 - Language services for limited- & non-English speaking patients and families/visitors
 - Interpreters for hearing impaired
 - Reading ability assessment
 - Visual, audible and written patient education and discharge instructions
 - Permit assistance by persons chosen by the patient and obtain proper waiver

Hospital Resources

- Any team member can access foreign language services!
- Dial CyraCom from any phone: 1-800-481-3293, account # 501016739, pin # 0000



Did you know that there is a way to communicate with non-English speaking patients and visitors at the medical center?

Ignoring Cultural Differences Can Lead to Poor Health Care

- Providers may order fewer health tests for patients of different cultural backgrounds because they may not understand or believe their patient.
- Nurses may not report important patient information because of differences that may cause them to distrust their patient.

Ignoring Cultural Differences Can Lead to Poor Health Care

- Patients may choose not to seek needed health care services for fear of being misunderstood or disrespected.
- Patients may not follow medical advice because they do not understand or trust their doctor.
- If cultural, communication, mobility, and other basic patient needs go unmet, patients could be at risk for negative consequences.

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Impacts



Cultural competence has been shown to reduce disparities in care, yet it does more than that. It increases preventive care, increases cost savings by reducing medical errors and unnecessary treatments, and increases health service utilization.



For patients and health systems alike, it decreases barriers to progress and helps facilitate trust, communication, and better care.

Practical Tips

Be Aware of Generalizations vs. Stereotypes

- Generalizations should not be mistaken for stereotypes, it is important to treat people at an individual level, not treat them as a group.
- Having an enhanced awareness and knowledge of another culture helps you begin your interactions with that person (generalization as a starting point).
- That should not dictate how you will interact with all individuals who are from that same culture (stereotype as an ending point).

Practical Tips

For Clinicians: Strategies for Effective Communication

	Prompt	Actual Question	Rationale
1. Call	What do you call the problem?	What do you think is wrong?	The same symptoms may have very different meanings in different cultures; understanding their point of view can help deal with barriers to compliance.
2. Cause	What caused your problem?	What do you think caused your problem?	Some cultures believe certain diseases are caused by “sin” and are a punishment; treatment may depend on their view of the cause.
3. Cope	How do you cope with your condition?	What have you done to try and make it better? Who else have you been to for treatment?	It is important not to sound judgmental about their responses; traditional remedies may have interactions with prescribed medications.
4. Concerns	What are your concerns regarding the condition (recommended treatment)?	How serious do you think this is? What complications worry you? How does it interfere with your life/ability to function?	Among other things, you may learn about the likelihood that the prescribed treatment will be followed; you can clearly address concerns and correct any misconceptions.

The 4C's of Culture: A Mnemonic for Health Care Professionals, *Developed by Stuart Slavin, MD; Geri-Ann Galanti, PhD; and Alice Kuo, MD*

You have now completed the module and are ready to take the assessment. Remember, you must complete and pass the assessment with an 80% in order to get credit for the module.

