



The Delta and Gold Country Training and Resource Center Presents:

Cultural Competency: *When Culture Matters in Health Education*

9:00 am – 3:00 pm
August 11, 2015

Sierra Health Foundation
1321 Garden Highway
Sacramento, CA 95833



AGENDA

Training Objectives:

- Learn the fundamental concepts of cultural competency as they pertain to health education in diverse populations
- Learn to assess how culture matters in their health education work in diverse populations
- Learn effective ways to respond when culture matters in their health education work in diverse populations

Welcome
9:00 am

Sarah Underwood, Health Education Council
Welcome/Introductions

Diane Burbie, Aspire Group

Fundamental Concepts of Cultural Competency

Learn the fundamental concepts of cultural competency and learn what to do when barriers and bias intersect. Learn about the “The Path” and the Ladder of Inference.

10:30 am

Morning Break

Participant Engagement

Learn how to effectively engage participation in your programs, being mindful of how culture matters.

12:15 pm

Lunch

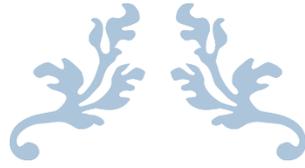
1:00 pm

Personal agency v. Group Norms and Action Planning

Learn about the Awareness Spectrum and how to put concepts into action.

3:00 pm

Closing remarks, Evaluations, and Adjourn



CULTURALLY RELEVANT PROGRAMS

DESIGNED AND LED BY CULTURALLY COMPETENT PROFESSIONALS



AUGUST 11, 2015

FACILITATED BY: THE ASPIRE GROUP
FACILITATORS: DIANE BURBIE & SALLY JUE

Course Objectives:

As a result of this experience participants will learn:

- The fundamental concepts of cultural competency as they pertain to health education in diverse populations.
- To assess how culture matters in their health education work in diverse populations.
- Effective ways to respond when culture matters in their health education work in diverse populations.



Ground Rules

E - Engage actively in the learning process

X – Explore new perspectives on old challenges, behaviors, and assumptions

P – Put aside distracts and be fully present

L – Listen actively, with positive curiosity and courageous questioning

O – Offer examples from your professional and personal experiences

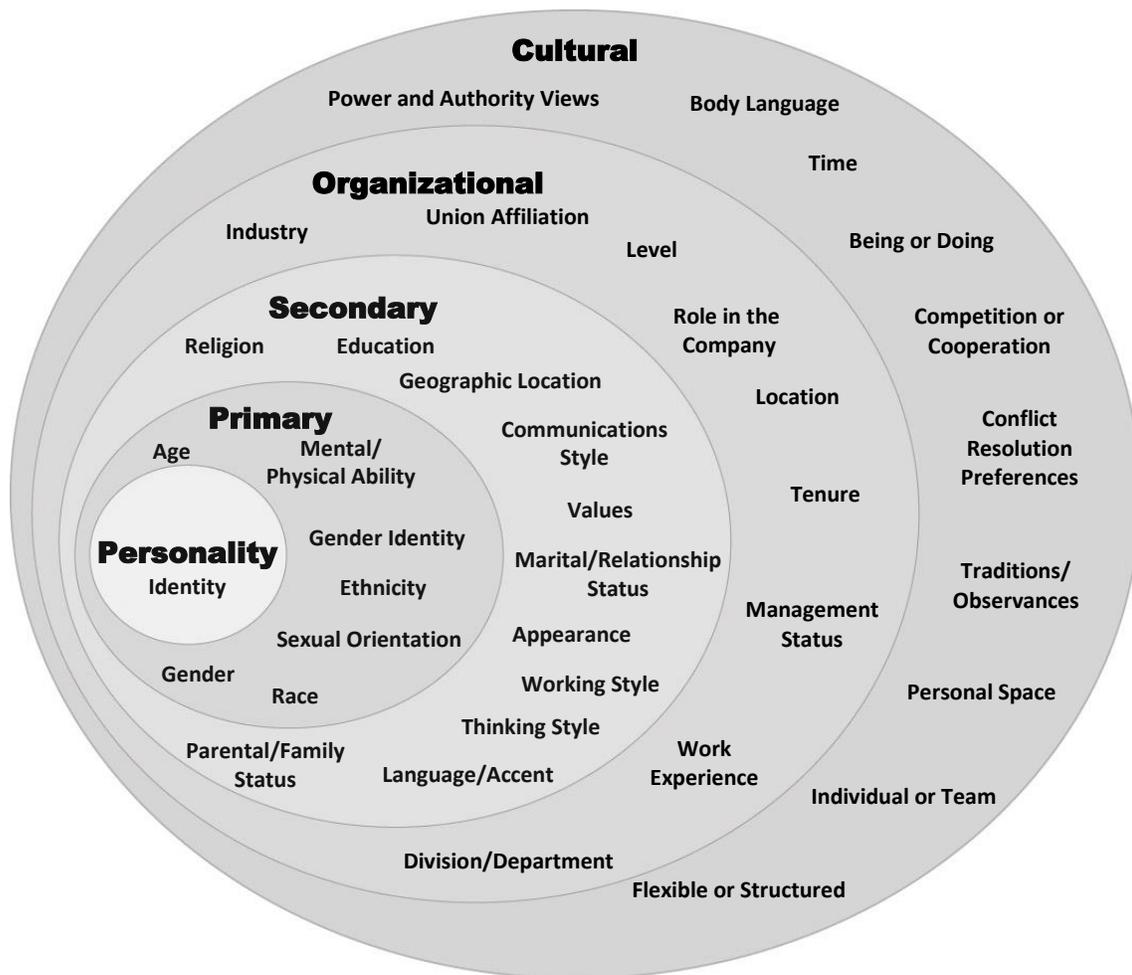
R – Respect that we will not always agree; yet there can be new insights gained

E – Express what is true for you, without being a spokesperson for others

Fundamental Concepts

Affirming the Basics

Cultural awareness requires that we define human diversity broadly. The graphic below provides a useful model for us to explore the multiple dimensions that shape our cultural identity and influence our interactions.

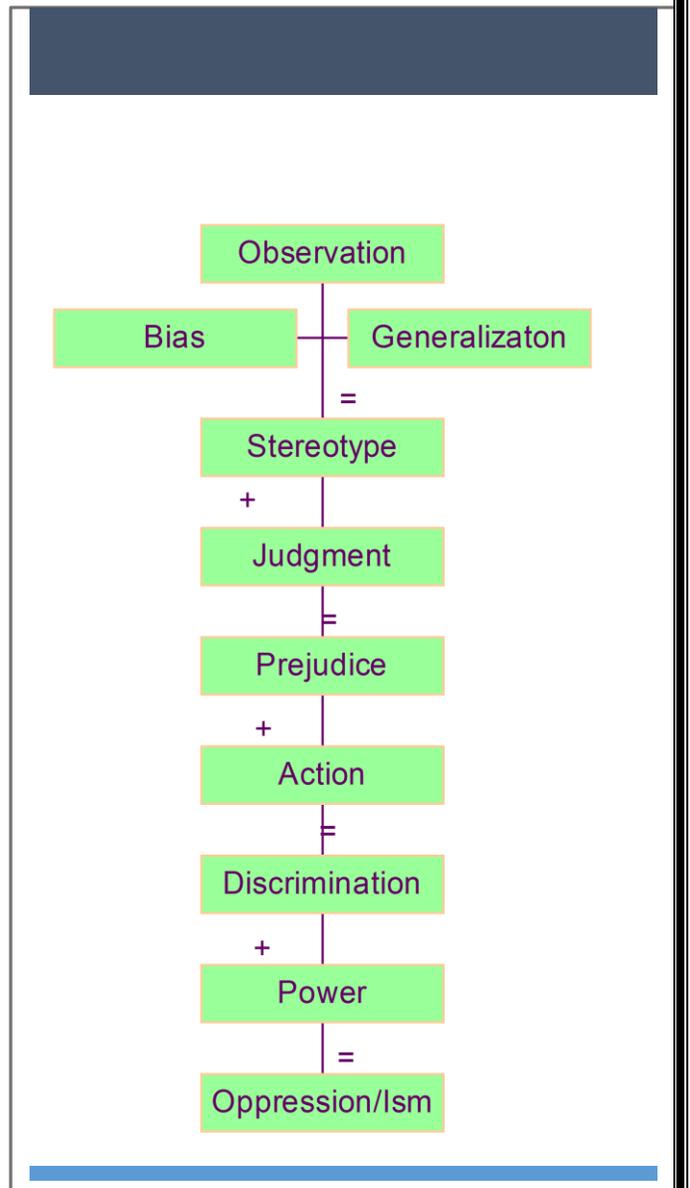


When Barriers & Bias Intersect

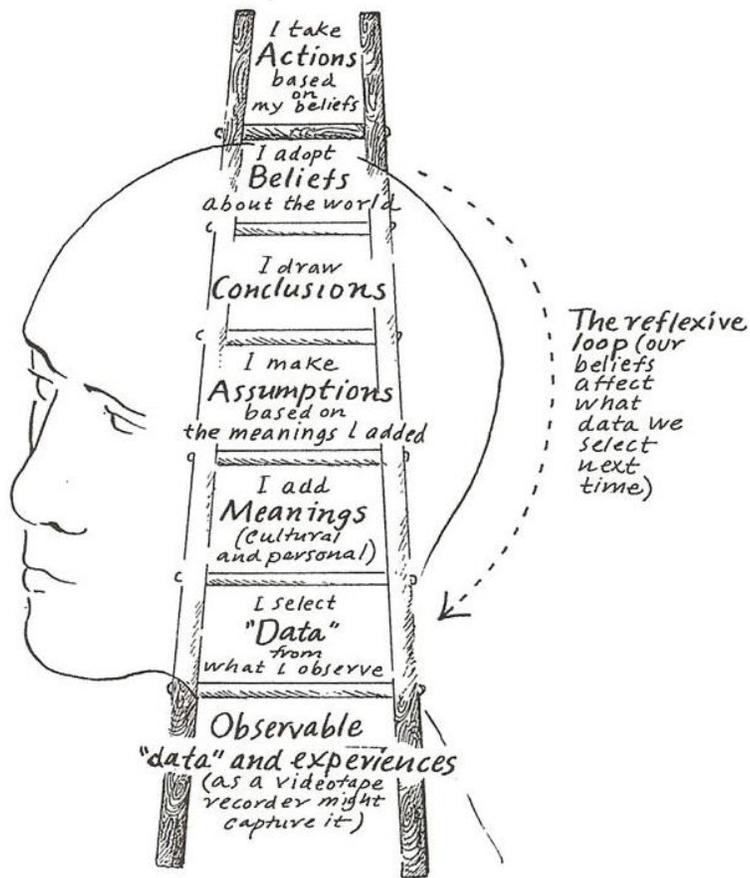
Key Definitions

- **Stereotypes:** characteristics, traits or behaviors generalized to be true for all members of a group
- **Bias:** A personal preference presumed to be better or more correct than others
- **Prejudice:** A judgment or opinion formed before the facts are known or in disregard of the facts
- **Discrimination:** Differential treatment based on unfair categorization, causing injurious treatment of other groups, so as to give an advantage to a favored group.
- **Ism:** A system of advantage or disadvantage based on factors such as race, gender, etc.)

Notes:



Tackling Unconscious Bias



Our thought process reflects attitudes and beliefs, and these ultimately influence our actions/behaviors. But what if there are gaps in our knowledge or the information we use is incorrect? For instance, studies on unconscious bias reveal questionable thoughts/beliefs that lead to disparities in healthcare for communities of color and other marginalized populations.

The quality of our decisions is compromised. Inequities in health education and care may be perpetuated.

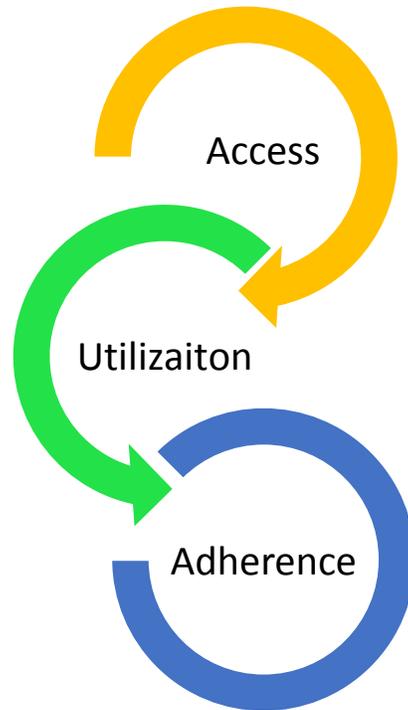
The Ladder of Inference model helps us examine our thought process before taking action. We can catch, shift or change our outlook – leading to better and more equitable outcomes.

Curriculum Review

Social determinants of health acknowledge that populations can vary greatly as it relates to access, utilization and adherence to health information and services.

Messages your participants may have received based on their cultural backgrounds and beliefs may impact how they view the health education programs you offer.

Let's assess how culture matters in your health education work with diverse populations.



What have you noticed about how culture impacts: (check all that apply)

- The degree to which participants are willing to attend your health education program?
- The degree to which they are supported by others to attend your program?
- The degree to which they may experience negative stigmas if they elect to attend your program?
- Their belief that your program could make a positive difference in their lives?
- Their comfort level in openly discussing the topics addressed by your program?
- Other...

Participant Engagement

Have you incorporated cultural examples that support some of the principles you cover in your program?

Let's not assume that all cultural beliefs and practices contradict elements of health and wellness that you are attempting to promote. When participants hear and/see content that support what they have been taught culturally – the level of trust and confidence that they have in you increases. You are more likely to be perceived as one who understands, values and respects their cultural grounding.

Here are some best practices for embedding reflective elements of culture in your curriculum.

1. Don't assume that all members of a cultural group share the same beliefs and or practices. While there are general trends, there are important variances among families, geographies, ethnicities, etc.
2. Create space for participants to reveal what they know – and do not position yourself as the expert on cultural topics.
3. Offer one or two examples to set the stage for the discussion. This helps participants more clearly understand what you are inviting them to share – and gives permission and support in sharing beliefs and/or practices that others may not be familiar with, or find strange. Do a bit of research on the healing practices and beliefs of the populations you believe will be represented in your participant group. You don't have to compile examples for every group, but select a few really clear and specific examples.
4. Set ground rules and intervene when necessary so participants don't feel judged, criticized or attacked for their beliefs. Remember, in some cases they are merely reporting on what they have been taught or heard – so don't slay the messenger.
5. Invite participants to share whether they personally agree or believe the messages they received. This is not an "all or nothing" proposition. Give support and the option for participants to agree with all, some or none of the message.
6. Don't expect participants to be the cultural experts. These messages are often learned in informal ways. Like many of us, participants may not have full understanding or rationales that support the healing beliefs or practices of their culture. Despite this caution, meaningful discussion can still occur.

Personal Agency versus Group Norms

Do you feel culturally competent to challenge long-held cultural beliefs and practices that contradict the health and wellness content of your program? What are best practices when it comes to challenging cultural stigmas, myths, beliefs and practices?

Create opportunities that allow participants to pose questions (or express things they have always wondered). Even if no one in the group can answer the questions – the exercise is worthwhile. It sets the stage for honoring a cultural norm – but personally electing to make different choices.

The Awareness Spectrum is a model offers a variety of intervention approaches, calibrated to respond to the particular type of resistance that may arise.

The Awareness Spectrum



Action Planning

What changes would you make to your current curriculum based on the topics we have discussed today?

STOP

START

CONTINUE

About The Aspire Group

The ASPIRE Group is a consulting firm specializing in organizational effectiveness, since 1995. We are an innovative resource for any organization truly committed to continuous improvement and development.

Our expertise is in organizational capacity building. Our projects typically involve one or more of the following areas: strategic planning, fund development, board development, management/leadership coaching, enhancing team relations and conflict resolution. We work with diverse groups, in diverse communities, and bring extensive experience and awareness of diversity dynamics in group processes. We skillfully employ inclusive facilitation techniques and ensure all stakeholders are treated with respect.

Your Facilitators

Diane Burbie is the owner and Managing Principal of The Aspire Group. She is an experienced facilitator, trainer and coach. She has facilitated a myriad of national and international audiences comprised of judges (including a current Supreme Court Justice), corporate executives, court managers, attorneys, human resources specialists, and public safety professionals. . . Diane has served in executive, board and consultant capacities within numerous fields and industries. Ms. Burbie has designed, coordinated, and delivered training courses for organizations ranging from large government agencies to small nonprofit groups. She has assisted organizations who faced challenges associated with employing women in nontraditional roles and in heavily regulated, unionized environments.

Sally Jue is an Associate of The Aspire Group. She has twenty years of training and facilitation experience with corporate, government and non-profit organizations across the country. She has worked with union and non-union manufacturing, utility, high tech, accounting and aerospace workers as well as social service and healthcare professionals in the areas of cultural competence, teambuilding and leadership development. Her past management and counseling background enhances her ability to facilitate introspection and meaningful communication between diverse groups of people and assist them with creating the systems, infrastructure and inclusive work environment needed to further their organizations' strategic goals.

Contact Information

Email: Aspiregrp@aol.com

Website: <http://aspiregrp.wix.com/theaspiregroup>