

American Academy of Pediatrics, NJ Chapter Cultural Competency Webinar – July 16, 2014

Addressing Cultural Diversity Issues in Clinical Care

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Objectives

- Review the concept and rationale for culturally competent health care and its relevance for medical homes
- Discuss the importance of becoming a culturally competent clinician, team, health care organization, and service delivery system
- Share best and promising cultural competency practices and resources that can be integrated into your clinical practice setting

Caring for Diverse Populations

***“Cultural Competence
What are you doing about it?”***

<http://www.youtube.com/watch?v=coCsSev55Y4>

Cultural Competence Leadership Fellowship PSA Legacy Project, 2006
AHA/Health Research & Educational Trust (HRET) www.hret.org

What is Cultural Competence?

“Cultural competence is the knowledge, interpersonal skills, and behaviors that enable a system, organization, program, or individual to work effectively cross-culturally by understanding, appreciating, honoring, and respecting cultural differences and similarities within and between cultures. The acquisition of cultural competence is a dynamic, ongoing, developmental process that requires a long-term commitment and is achieved over time.”

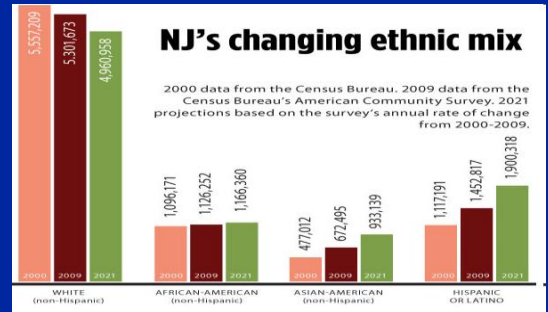
http://leadership.mchtraining.net/?page_id=126

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Rationale for Culturally Competent Health Care

- Responding to demographic changes
- Eliminating disparities in the health status of people of diverse racial, ethnic, & cultural backgrounds
- Improving the quality of services & outcomes
- Meeting legislative, regulatory, & accreditation mandates
- Gaining a competitive edge in the marketplace
- Decreasing the likelihood of liability/malpractice claims

Cohen E, Goode T. Policy Brief 1: Rationale for cultural competence in primary health care. Georgetown University Child Development Center, The National Center for Cultural Competence, Washington, D.C., 1999.



Hughes JW, Serenca, JJ. Bye-Bye Baby Boom. New Jersey Monthly, December 13, 2010
<http://njmonthly.com/articles/lifestyle/bye-bye-baby-boom.html>

Municipalities with the Largest Hispanic Population in NJ: 2010

Municipality	County	Hispanic Population	
		Number	Percent
Newark	Essex	93,746	33.8%
Paterson	Passaic	84,254	57.6%
Elizabeth	Union	74,353	59.5%
Jersey City	Hudson	68,256	27.6%
Union City	Hudson	56,291	84.7%
Passaic	Passaic	49,557	71.0%
North Bergen Twp	Hudson	41,569	68.4%
Perth Amboy	Middlesex	39,685	78.1%
West New York Town	Hudson	38,812	78.1%
Camden	Camden	36,379	47.0%

Source: US Census Bureau

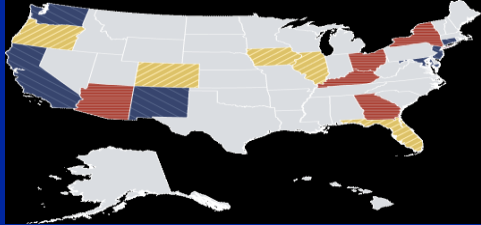
Wu S-Y. Growing New Jersey Minority Population Reaches Majority in Some Municipalities. NJ Labor Market Views Issue #7, May 16, 2011 http://wvl.doi.state.nj.us/labor/pa/publ/mv/LMV_7.pdf

New Jersey Department of Health: Selected Health Disparities/Health Equity Initiatives

- *Healthy New Jersey 2020*
<http://www.state.nj.us/health/chs/hnj.htm>
- *The Health of Minorities in New Jersey Part I: "The Black Experience" (1999)*
- *The Health of Minorities in New Jersey Part II: "The Hispanic Experience" (2000)*
- *Asian American Forum on Health (2000)*
- *Strategic Plan to Eliminate Health Disparities in New Jersey (2007) and Update & Addendum (2010)*
<http://nj.gov/health/omh/documents/healthdisparityplan07.pdf>
- *The Health of the Newest New Jerseyans: A Resource Guide (2011)*
http://www.state.nj.us/health/chs/documents/newest_nj_jerseyans.pdf

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US Cultural Competency Legislation



- **Dark Blue** denotes legislation requiring (NJ, CA, WA, NM, CT) or strongly recommending (MD) cultural competence training, which was signed into law.
 - **Burgundy** denotes legislation (NY, OH, AZ, KY, GA) which has been referred to committee and is currently under consideration.
 - **Dark Yellow** denotes legislation (IL, FL, IA, OR) which died in committee or was vetoed (CO).
- Adapted from <https://www.thinkculturalhealth.hhs.gov/Content/LegislatingCLAS.asp>

Standards, Accreditation Requirements and Guidelines

- Office of Minority Health's National Standards on Culturally and Linguistically Appropriate Services (CLAS) in Health Care
- Joint Commission
- National Committee on Quality Assurance
- National Quality Forum
- Liaison Committee on Medical Education
- Accreditation Council for Graduate Medical Education

Infusing Cultural Competence into the Medical Home

- **Patient-centered:** A partnership among practitioners, patients, and their families ensures that decisions respect patients' wants, needs, and preferences, and that patients have the education and support they need to make decisions and participate in their own care (*includes culturally and linguistically appropriate service delivery*).
- **Comprehensive:** A team of care providers is wholly accountable for a patient's physical and mental health care needs, including prevention and wellness, acute care, and chronic care.
- **Coordinated:** Care is organized across all elements of the broader health care system, including specialty care, hospitals, home health care, community services and supports.
- **Accessible:** Patients are able to access services with shorter waiting times, "after hours" care, 24/7 electronic or telephone access, and strong communication through health IT innovations.
- **Committed to quality and safety:** Clinicians and staff enhance quality improvement to ensure that patients and families make informed decisions about their health.

Patient Centered Primary Care Collaborative. Features of the Medical Home (adapted from the AHRQ definition)
<http://www.pccc.org/about/medical-home>

Becoming a Culturally Competent Clinician and Health Care Professional

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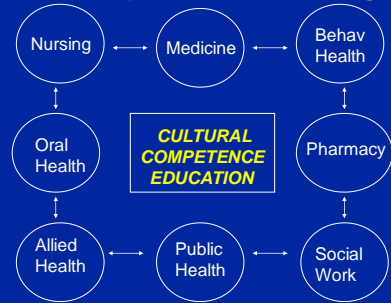
Cultivating Cultural Humility

- A lifelong commitment to self-evaluation and self-critique
- Redressing power imbalances
- Developing mutually beneficial partnerships with communities on behalf of individuals and defined populations

Tenaton M, Murray-Garcia J. "Cultural humility versus cultural competence: a critical distinction in defining physician training outcomes in multicultural education." *Journal of Health Care for the Poor and Underserved* 1996; 9(2):117-124.

Cultural Humility: People, Principles & Practices. A film by Vivian Chávez. 2012 http://www.youtube.com/watch?v=MtubvKb_U

Health Care Workforce: The Need for Interprofessional Training



Core Curriculum Development: The **ASKED** Acronym

- A** - Awareness
- S** - Skill
- K** - Knowledge
- E** - Encounters
- D** - Desire

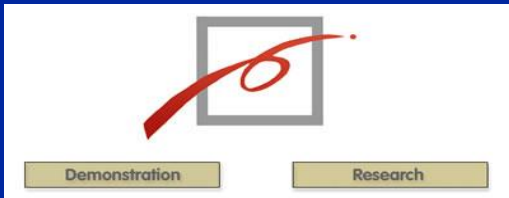
Campinha-Bacote J. Cultural Competence in Psychiatric Nursing: Have you "ASKED" the Right Questions? 2002.

Challenging "Isms" and "Fears"

- Ageism
- Sexism
- Racism
- Classism
- Ableism
- Homophobia
- Xenophobia
- Profession-centrism

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Project Implicit®



<https://implicit.harvard.edu/implicit>

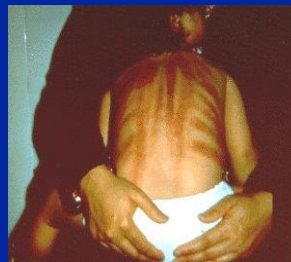
Caring for Diverse Populations

- Language issues
- Patient/parent beliefs
- Folk illnesses and remedies
- Provider practices
- Normative cultural values

Flores G. "Culture and the patient-physician relationship: Achieving cultural competency in healthcare." *J Pediatr.* 2000;136,14-23.

Case Vignette

2-year-old Southeast Asian male child presents to your office for a routine HM examination. He had an URI ~ 2 wks ago, but according to his parent, seems to have recovered. He is up-to-date on his immunizations. On examination, you note the presence of erythematous macular streaking on his back and sides.



- The most likely explanation for this finding is:
- a) child abuse
- b) post streptococcal scarlatiniform eruption
- c) irritant dermatitis
- d) coin rubbing
- e) port wine staining

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Pigment on Skin Conditions in Children



James G. Dinulos, MD and Elinor A. Graham, MD, MPH Harborview Medical Center, Seattle, WA (Spring 1999)
Category 5: Skin Manifestations of Cultural Practices

Photo 35: Coining in a Child

Coining is a common healing practice used among Asian patients within the United States. Traditionally, coining is used for conditions associated with "wind illness". It is also used with a wide variety of febrile illnesses as well as stress related symptoms in adults such as headaches, muscle aches and pain, low energy. The practice produces linear petechiae and ecchymosis on the chest and back which resolve over several days.

EthnoMed © 1995-2000 University of Washington Ethnic Medicine Guide - Harborview Medical Center
http://ethnomed.org/clinical/dermatology/influence_culture_pigment

Transcultural Care Decisions & Actions

- Culture care preservation/maintenance
- Culture care accommodation/negotiations
- Culture care repatterning/restructuring

Leininger M. *Culture Care Diversity and Universality: A Theory of Nursing*. New York: National League for Nursing Press, 1991.

Selected Clinical Interviewing Mnemonics

- BATHE
- ETHNIC

BATHE: A Useful Mnemonic for Eliciting the Psychosocial Context

B : *Background*
A : *Affect*
T : *Trouble*
H : *Handling*
E : *Empathy*

From: Stuart MR, Lieberman, JA III, Rakel, RE (FRW). *The Fifteen Minute Hour: Therapeutic Talk in Primary Care*, 4th Edition. Oxford and New York: Radcliffe Publishing, 2008.

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ETHNIC: A Framework for Culturally Competent Clinical Practice

E	:	Explanation
T	:	Treatment
H	:	Healers
N	:	Negotiate
I	:	Intervention
C	:	Collaboration

Levin, SJ, Like, RC, and Gottlieb, JE. ETHNIC: A framework for culturally competent clinical practice. In Appendix: Useful clinical interviewing mnemonics. *Patient Care* 2000; 34(9):168-169.

Evidence Base for Cultural Competency Training

There is some evidence that interventions to improve quality of healthcare for minorities, including cultural competence training, are effective.

Name of AAFP-approved source: AHRQ

Specific web site of supporting evidence:

<http://www.ahrq.gov/downloads/pub/evidence/pdf/minqual/minqual.pdf>

Strength of evidence:

A systematic review of 91 articles, of which 64 were chosen that evaluated cultural competence training as a strategy to improve the quality of healthcare in minority populations. There is excellent evidence for improvement in provider knowledge, good evidence for improvement in provider attitudes and skills, and good evidence for improvement in patient satisfaction.

Selected Cultural Competency Continuing Education Programs

Office of Minority Health

A Physician's Practical Guide to Culturally Competent Care
<https://cccm.thinkculturalhealth.org>

Culturally Competent Nursing Care: A Cornerstone of Caring
<https://ccnm.thinkculturalhealth.org>

Cultural Competency Program for Oral Health Professionals
<https://oralhealth.thinkculturalhealth.hhs.gov/>

Health Resources and Services Administration

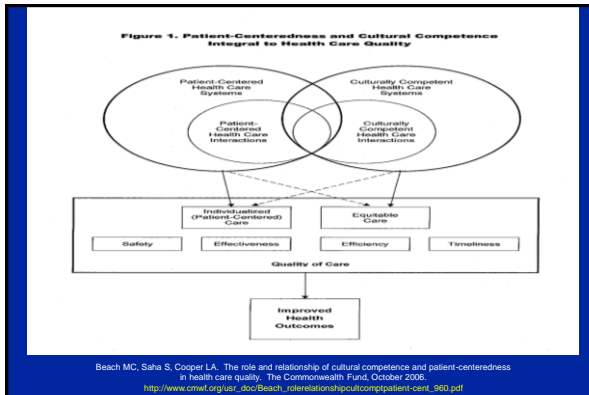
Effective Communication Tools for Healthcare Professionals
(formerly Unified Health Communication 101)
<http://www.hrsa.gov/publichealth/healthliteracy>

Private Sector Live and Online Programs

Like RC. Educating Clinicians About Cultural Competence and Disparities in Health and Health Care. *The Journal of Continuing Education in the Health Professions* 2011; 31(3):196-206

Becoming a Culturally Competent Health Care Organization and Service Delivery System

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The Spectrum of Cultural Competence

- Stage 0: Inaction
- Stage I: Symbolic Action and Initial Organization
- Stage II: Formalized Internal Action
- Stage III: Patient and Staff Cultural Diversity Initiatives
- Stage IV: Culturally Diverse Learning Organization

Developed by Dennis P. Andrulis, PhD, Texas Health Institute, Austin, TX
<http://erc.msh.org/mainpage.cfm?file=511g.htm&module=provider&language=English>
<http://erc.msh.org/provider/andrulis.pdf>

Joint Commission

Hospitals, Language, and Culture: A Snapshot of the Nation, March 2007
http://www.jointcommission.org/assets/1/6/hlc_paper.pdf

One Size Does Not Fit All: Meeting the Health Care Needs of Diverse Populations, April 2008
<http://www.jointcommission.org/assets/1/6/HLCOneSizeFinal.pdf>

"What Did the Doctor Say?" Improving Health Literacy to Protect Patient Safety, February 2007
http://www.jointcommission.org/assets/1/18/Improving_health_literacy.pdf

Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care: A Roadmap for Hospitals, August 2010
<http://www.jointcommission.org/assets/1/6/ARoadmapforHospitalsFinalVersion1727.pdf>

Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care for the Lesbian, Gay, Bisexual, and Transgender (LGBT) Community: A Field Guide, August 2011
<http://www.jointcommission.org/assets/1/19/LGBTFieldGuide.pdf>

OMH – Think Cultural Health

National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care

- Advances health equity, improves quality, and helps to eliminate health care disparities by providing a blueprint to implement culturally and linguistically appropriate services
- In 2010 Office of Minority Health launched the National CLAS Standards Enhancement Initiative to revise the standards, expand their scope, and improve their clarity to ensure understanding and implementation

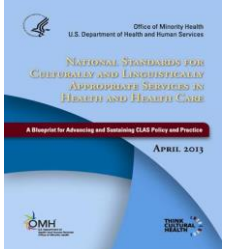

<https://www.thinkculturalhealth.hhs.gov/Content/clas.asp>

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What's New in the National CLAS Standards?

Enhanced implementation guidance:
The Blueprint

American Academy of Pediatrics

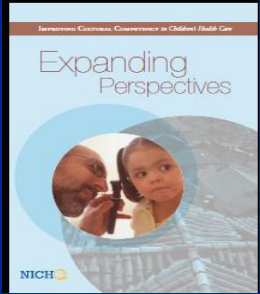
Cora-Bramble D: Culturally Effective Care Toolkit, 2011

- What Is Culturally Effective Pediatric Care?
- Health Beliefs and Practices
- Nutrition, Feeding, and Body Image Perspectives
- Behavior and Child Development
- Interpretive Services
- Literacy and Health Literacy
- Medical Education
- Tips, Tools, and Resources for Implementation
- Continuing Medical Education Opportunities

<http://www.aap.org/en-us/professional-resources/practice-support/Patient-Management/Pages/Culturally-Effective-Care-Toolkit.aspx>

Improving Cultural Competency in Children's Health Care

National Initiative for Children's Healthcare Quality (NICHQ)
Funded by the California Endowment
July 2005



http://www.nichq.org/pdf/NICHQ_CulturalCompetencyFINAL.pdf

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Video Resources

- **The Medical Home Model in a Culturally Diverse Community**
Dao Management Consulting Services, Inc.
<http://vimeo.com/user7168375/medicalhomemodelculturallydiversecommunitycultural-broker>
- **Medical Assistants: Addressing Language and Culture in Health Care Practices**
Medical Leadership Council on Cultural Proficiency
California Academy of Family Physicians and CAFP Foundation
<http://www.vimeo.com/15822032>

National Center for Cultural Competence Georgetown University

- *A Guide to Planning and Implementing Cultural Competence Organizational Self-Assessment*
- *Cultural Competence Health Practitioner Policy Assessment*
- *Planning for Cultural and Linguistic Competence in Systems of Care*
- *Bridging the Cultural Divide in Health Care Settings: The Essential Role of Cultural Broker Programs*
- *Self-Assessment Checklist for Personnel Providing Primary Health Care Services*
- *Self-Assessment Checklist for Personnel Providing Services and Supports to Children with Disabilities & Special Health Needs and their Families*

<http://nccc.georgetown.edu/>

Selected Cultural Competency Resources

HRSA Cultural, Language and Literacy

<http://www.hrsa.gov/culturalcompetence/index.html>

OMH Cultural Competency

<http://minorityhealth.hhs.gov/templates/browse.aspx?lv=1&lvid=3>

The Provider's Guide to Quality and Culture

<http://erc.msh.org/mainpage.cfm?file=1.0.htm&module=provider&language=English>

Ethnomed

<http://ethnomed.org/>

The Need for Community Engagement and Partnerships

"...[A]ddressing the OMH CLAS Standards is an important strategy that can help support ongoing efforts to improve population health, eliminate disparities, and foster health equity. Hospitals, health care providers, and the associations that represent them must ensure the community benefit requirements are being met from the perspectives of the individuals, families, and communities being served. Developing trusting and respectful relationships through meaningful community engagement and active patient/consumer participation is an essential part of this process."

Like RC, Martinez EL, Hobby FD. "Engaging the Community to Eliminate Disparities in Health and Health Care." Hospitals and Health Networks Daily February 17, 2014.
<http://www.hospitalsandhealthnetworks.com/engaging-the-community-to-eliminate-disparities-in-health-and-health-care/>

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Cultural Competency and Emergency/Disaster Preparedness

- Drexel University – The National Resource Center of Advancing Emergency Preparedness for Culturally Diverse Communities
<http://www.diversitypreparedness.org>
- Guidance for Integrating Culturally Diverse Communities into Planning for and Responding to Emergencies: A Toolkit. Recommendations of the National Consensus Panel on Emergency Preparedness and Cultural Diversity, US DHHS Office of Minority Health, February 2011
http://www.hhs.gov/ocr/civilrights/resources/specialtopics/emergencypre/omh_diversitytoolkit.pdf
- US DHHS OMH - Cultural Competency Curriculum for Disaster Preparedness and Crisis Response
<https://cccqpcr.himh.culturalhealth.hhs.gov/>



new jersey
statewide network for cultural competence

Mission Statement

- To facilitate access to equitable and quality services for individuals, families, and communities through culturally and linguistically appropriate service delivery.

New Jersey Department of Health
<http://www.nj.gov/njsncc>

<https://www.facebook.com/NJStatewideNetwork>

Lessons Learned: Key Points

- Need to create learning environments that foster safety, trust, and respect
- Within-group diversity is often greater than between-group diversity
- There is no “cookbook approach” to treating patients
- Avoid stereotyping and overgeneralization
- An assets and strengths-based perspective is important to maintain
- Remember that every encounter is a cross-cultural encounter
- Developing cultural competency is a life-long journey and not a final destination

“Adding wings to caterpillars does not create butterflies -- it creates awkward and dysfunctional caterpillars. Butterflies are created through transformation.”

Stephanie Pace Marshall

<http://www.stephaniepacemarshall.com/articles/SPM-Article8.pdf>