Cultural Competency Training: Best and Promising Practices

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Faculty Presenter Disclosure

- No discussion of any off-label/unapproved uses of drugs or medical devices

- Consultant and/or speaker for several pharmaceutical (Pfizer), multilingual communications (Network Omni), and medical education companies (Praxis Partnership, Antidote, Eden Communications)
Objectives

- Define the concept and rationale for culturally competent, patient-centered care

- Describe best and promising cultural competency training practices being implemented in health professions educational programs and healthcare organizations
Perspective Matters

“Maria” - A Poem

by Rafael Campo
Institute of Medicine Reports


“Healthcare providers should be made aware of racial and ethnic disparities in healthcare .... In addition, all current and future healthcare providers can benefit from cross-cultural education.”

Crossing the Quality Chasm: A New Health System for the 21st Century (2001)

“Health care ... should be safe, effective, patient-centered, timely, efficient, and equitable.”
What is Cultural Competence?

“The ability of systems to provide care to patients with diverse values, beliefs and behaviors including tailoring delivery of care to meet patients’ social, cultural, and linguistic needs. The ultimate goal is a health care system and workforce that can deliver the highest quality of care to every patient, regardless of race, ethnicity, cultural background, or English proficiency.”

The Commonwealth Fund. New York, NY, 2002
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

Legislation

New Jersey: “Requires Physician Cultural Competency Training as a Condition of Licensure”
Senate Bill 144, signed into law March 23, 2005
http://www.njleg.state.nj.us

California: Civil Code § 51
“Continuing Medical Education on Cultural Competency”
AB 1195—Chapter 514, effective July 1, 2006
http://www.aroundthecapitol.com/Bills/AB_1195

Washington State: “Requiring Multicultural Education for Health Professionals”
2006 Senate Bill 6194S, signed into law March 27, 2006
http://www.washingtonvotes.org/2006-SB-6194
National Standards on Culturally and Linguistically Appropriate Services (CLAS) in Health Care

Final Report

DHHS Office of Minority Health

Emerging Accreditation Requirements and Guidelines

- Liaison Committee on Medical Education
- Accreditation Council for Graduate Medical Education
- Joint Commission on Accreditation of Health Care Organizations
- National Committee on Quality Assurance
The Business Case

Why Companies are Making Health Disparities Their Business. The Business Case and Practical Strategies.

National Business Group Health Disparities Initiative
Promoting Health for a Culturally Diverse Workforce
http://www.wbgh.com/prevention/health_disparities.cfm

Reducing Disparities through Culturally Competent Health Care: An Analysis of the Business Case.
Evidence Base for Cultural Competency Training

A Methodologic Review of Studies Evaluating Cultural Competence Training of Health Professionals.

Cultural Competence: A Systematic Review of Health Care Provider Educational Interventions
Commission to End
Health Care Disparities

- American Medical Association
- National Medical Association
- National Hispanic Medical Association
- 50+ other leading health professional associations

www.ama-assn.org/go/healthdisparities
Working Together to End Racial and Ethnic Disparities: One Physician at a Time

Educational Program produced by the American Medical Association

www.ama-assn.org/go/healthdisparities
Becoming a Culturally Competent Health Care Professional
Cultural Competence Education

- Nursing
- Medicine
- Mental Health
- Oral Health
- Pharmacy
- Allied Health
- Public Health
- Social Work
Professional Medical Organizations

The following are some of the specialty groups that have published guidelines and/or policies relating to the care of culturally diverse populations:

- Society of Teachers of Family Medicine
- American Academy of Family Physicians
- American Academy of Pediatrics
- American College of Obstetrics and Gynecology
- American Psychiatric Association
- American College of Emergency Physicians
- American Academy of Orthopaedic Surgeons
The ASKED Framework

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

Challenging the “Isms”

- Ageism
- Sexism
- Racism
- Classism
- Heterosexism
- Ableism
- Xenophobia
- Ethnocentrism
- Relativism
- Scientism
COMMUNICATION SKILLS

CULTURAL IDENTITY SYSTEMS OF PATIENT

CLINICAL ENCOUNTER

CULTURAL IDENTITY SYSTEMS OF PROVIDER

ISSUES IN THE COMMUNICATION BETWEEN PATIENT & PROVIDER:

- EXPLANATORY MODELS
- STEREOTYPING
- RAPPORT
- SATISFACTION
- COMPLIANCE
- RESPONSIBILITY

RESPECT MODEL

R : Respect
E : Explanatory Model
S : Sociocultural Context
P : Power
E : Empathy
C : Concerns and Fears
T : Therapeutic Alliance/Trust

Developed by the Boston University Residency Training Program in Internal Medicine, Diversity Curriculum Taskforce. Published in Bigby J.A., ed. Cross-Cultural Medicine, Philadelphia, PA, American College of Physicians, 2003, p. 20.
Caring for Diverse Populations

- Human Genome Project
- Racial and Ethnic Differences in Pharmacology
- Evidence-Based Multicultural Medicine
- Culturally Responsive Clinical Practice Guidelines and Disease Management
- Complementary/Alternative Medicine
Key Points

- 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
- Every encounter is a cross-cultural encounter
Principles and Recommended Standards for Cultural Competence Education of Health Care Professionals

Cultures in the Clinic Project
Jean Gilbert, PhD, Chair and Editor
Julia Puebla Fortier, Co-Chair and Expert Consultant

Funded by the California Endowment
Transforming the Face of Health Professions Through Cultural & Linguistic Competence Education: The Role of the HRSA Centers of Excellence

http://www.hrsa.gov/culturalcompetence/curriculumguide

Funded by the Health Resources and Services Administration
Second Language and Cultural Competency Training for Continuing Medical Education (CME) Credit


Funded by the California Endowment
Cultural and Linguistic Competency Training

- Monographs/Articles
- Seminars/Workshops/Courses
- Grand Rounds/Conferences
- Curricular Materials/Simulations
- Community Immersion Experiences
- Multimedia - Videos/CD-ROMs/DVDs
- Websites/E-Learning/Blended Learning
Clinical Cultural Competency Assessment Tools

- Georgetown National Center for Cultural Competence Cultural Competence Health Practitioner Assessment (CCHPA) [http://www11.georgetown.edu/research/gucchd/nccc/features/CCHPA.html](http://www11.georgetown.edu/research/gucchd/nccc/features/CCHPA.html)
- Like RC: Clinical Cultural Competency Questionnaire (CCCQ) [http://www2/umdnj.edu/fmedweb/chfcd/aetna_foundation.htm](http://www2umdnj.edu/fmedweb/chfcd/aetna_foundation.htm)
Cultural Competency Activities in Health Care Organizations

What is the Current Status?

- “No Talk and No Walk”
- “Talking the Talk”
- “Walking the Talk”
- “Talking and Walking”
ONGOING CHALLENGES

- How do we generate interest, deal with resistance, and support the desire to become more culturally competent?
- How do we address historical and contemporary “isms” and “fears”?
- How do we foster trust and develop meaningful and productive partnerships with diverse communities?
ONGOING CHALLENGES

- How do we evaluate the effectiveness of cultural competency educational programs?
- How do we support, institutionalize, and sustain cultural competence in our academic health centers and health care organizations?
- How do we align the social, economic, and business cases for cultural competency initiatives?
The Need for 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

Images and Metaphors for Diversity

What is your preferred image?

Rainbow
Kaleidoscope
Mosaic
Salad
Melting Pot
Cauldron
Others?