



Health Workforce Initiative

Hi-Touch Healthcare: The Critical Six Soft Skills

Grab-N-Go Independent Training Module:

Cultural Professionalism and Competency

HEALTH WORKFORCE INITIATIVE STATEWIDE ADVISORY COMMITTEE, CALIFORNIA
COMMUNITY COLLEGES CHANCELLOR'S OFFICE, AND ECONOMIC DEVELOPMENT PROGRAM



Cultural Professionalism and Competency

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Cultural Professionalism and Competency

Background Information

Cultural professionalism and competency is becoming a vital component in the delivery of high quality patient care as the population of the United States becomes more culturally diverse. According to the U.S. Census Bureau (2010), “the only major race group to experience a decrease in its proportion of the total population was the White alone population.”ⁱ In order for healthcare employees to engage in culturally competent care, it is imperative that they know how to be culturally sensitive in their practices.ⁱⁱ Because healthcare is often strictly viewed through a scientific or medical lens, the fact that healthcare and communication are deeply rooted in culture is often overlooked.ⁱⁱⁱ This oversight and lack of cultural sensitivity can lead to poor communication and misunderstandings that can negatively impact health outcomes and patient safety.^{iv}

The significance of culturally competent care is not new. In fact, the American Nurses Association emphasized the role of cultural competency in strengthening and broadening healthcare delivery systems in their 1991 position statement on *Cultural Diversity in Nursing Practice*. The summary statement asserted that an ethnocentric approach to healthcare does not meet the “needs of diverse cultural groups of clients.”^v In addition, an ethnocentric approach can damage the trust between a patient and healthcare employee, thus negatively



impacting healthcare outcomes.^{vi} Therefore, it is critically important that healthcare employees understand that there is interplay of three cultures in a healthcare setting: 1) the culture of the healthcare employee, 2) the culture of the client, and 3) the culture of the setting.^{vii} To be culturally competent requires one to understand the interplay of cultures, and, specifically, the differing perspectives on how cultural groups

- understand life processes
- define health and sickness
- view and maintain wellness
- view the causes of illness
- view types of cures and care.^{viii}

Understanding the nuances of different cultural perspectives can enhance a healthcare employee's ability to provide competent cultural care.^{ix} For example, if a nurse has training in cultural competency, he or she is more likely to know that “some Vietnamese mothers believe evil spirits will haunt the child if a stranger touches the head; and some Asian cultures associate death with the color white.”^x Knowledge of different cultural values and beliefs enable healthcare workers to bridge the gap between the culture of medicine and a patient's culture which, in turn, leads to improved patient outcomes. This module will review what constitutes culturally competent care, the interplay of cultures, and how to develop culturally competent practices.



Training



Overall Goal: Participants will gain a greater understanding of cultural competence and how to develop culturally competent practices.

WIIFM: What's in it for me? The United States is a culturally diverse country which can present a significant challenge to healthcare employees. Understanding the interplay of cultural differences and knowing how to communicate effectively across cultural barriers can significantly impact a patient's treatment and increase quality patient outcomes as well as enhance the working relationships of healthcare employees from different cultural backgrounds.



Materials Provided:

1. Cultural Professionalism and Competency Module PowerPoint
2. Activity #1: Web of Culture
3. "Web of Culture" worksheet
4. Activity #2: Culture As Iceberg
5. "Cultural Sensitivity Practice Table"
6. Activity #3: Interplay of Cultures
7. "Touchpoint Matrix" worksheet
8. Activity #4: Cultural Sensitivity Practice
9. Activity #5: Touchpoints



Directions for the Trainer: Activity preparation information is included in this document and/or within the PowerPoint presentation notes. Each PowerPoint slide, as appropriate, includes detailed explanations and Procedures for the trainer. As with all Grab-N-Go Modules, you can use it all for a more detailed training, *or simply use one or two of the many activities—a la carte style!*



ACTIVITY #1

Web of Culture



Goal: To demonstrate the complex nature of culture and how our values, beliefs, and expectations of behavior are shaped by our culture.



Materials Needed (Quantities vary by how many in the group)

- PowerPoint slides #7 – 9
- “Web of Culture” worksheet (one per participant and one additional copy per group)
- Flip-Chart paper and pen



Procedures:

1. Provide each participant with a copy of the “Web of Culture” worksheet.
2. (PowerPoint slide #7). Instruct participants to write down the first two words that they associate with the words “culture and healthcare” (2 – 3 minutes). From there they should write down
 - four more words of association
 - two more words of association
 - and one final summary word
3. Divide the participants into groups of three.
4. (PowerPoint slide #8). Instruct participants to designate one member to be the record keeper.
5. Provide each group with another copy of the “Web of Culture” worksheet.
6. Instruct the participants to share their list of words with one another and then as a group to complete a collective copy of the “Web of Culture” worksheet. They should choose words that they believe best represent their cultural experiences (3 – 4 minutes).
 - While the groups are working, hang the Flip-chart paper on the wall.
7. Lead a discussion by reviewing the questions listed below and also listed on PowerPoint slide #9.
 - Was it difficult to generate a list of words when working individually? Why or why not?
 - Was it difficult to generate a list of words when working in a group? Why or why not? Did you notice any cultural differences? (This will depend on the composition of the participants.)



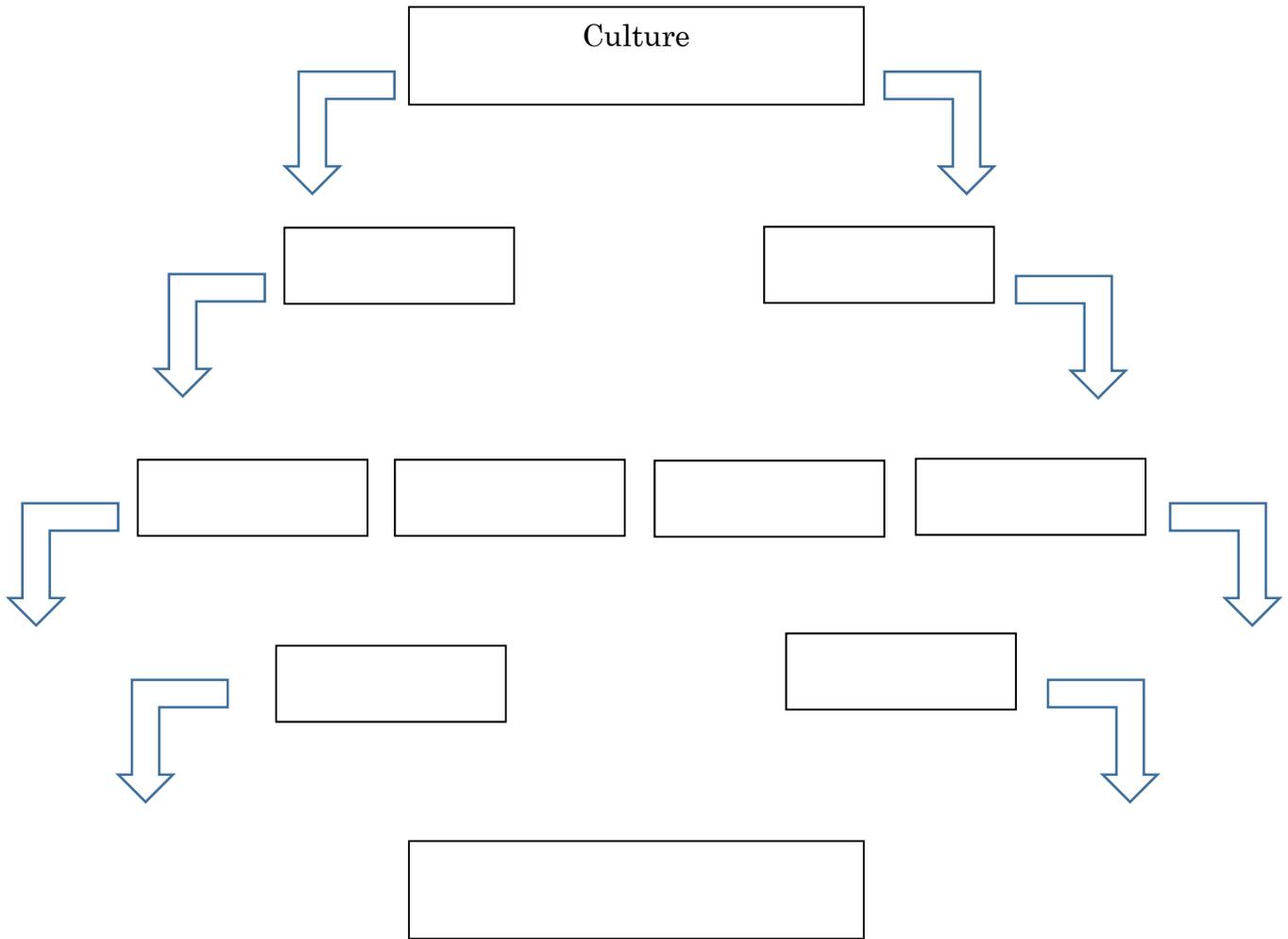
ACTIVITY #1

Web of Culture

8. Ask each group for their summary word and write it down on the Flip-chart paper. Lead a discussion using the following questions:
 - What are the similarities and/or differences in the summary words?
 - What is important to note about the similarities and/or differences?
 - How does our perception of culture influence our patient care practices?
 - How does our perception of culture influence relationships with our co-workers?



Web of Culture





ACTIVITY #2

Culture as Iceberg



Goal: To demonstrate the invisibility of cultural influences and how lack of awareness of cultural influences can lead to poor quality patient care and negatively impact working relationships.



Materials Needed: (Quantities vary by how many in the group)

- PowerPoint slide #12
- Flip-Chart paper and pen



Procedures:

1. Hang a flip-chart paper with a large drawing of an iceberg.
2. Ask participants to answer the questions on PowerPoint slide 12 and record their answers in the appropriate location on the iceberg. (Provide an example or two if the participants get off to a slow start.)
 - Visible examples: facial expressions, rituals, paintings, literature, gestures, holiday customs, foods, eating habits, music, style of dress, etc.
 - Invisible examples: religious beliefs, importance of time, values, beliefs about child rearing, beliefs about health and healthcare, concept of leadership, concept of fairness, nature of friendship, notions of modesty, concept of self, concept of personal space, rules of social etiquette, etc.
3. Lead a discussion by asking the following questions:
 - What are your observations about what is above and below the surface?
 - How will thinking about the visibility and invisibility of cultural factors help us to be more culturally sensitive?
 - How can we be more culturally sensitive with our patients and our co-workers?



ACTIVITY #3

Interplay of Cultures



Goal: To demonstrate the complex nature of culture and how our definitions of culture impact the way we move through the world.



Materials Needed:

- PowerPoint slide #14
- Flip-Chart paper and 4 pens of different colors



Procedures:

1. Divide participants into groups of three.
2. Instruct them to write down their expectations of the three levels of cultural interplay listed on PowerPoint slide #14.
3. Write down their responses on a piece of flip-chart paper. Use one color for similar responses and a different color for different responses (example: blue for “good bedside manner” and orange for “authoritative and direct”).
 - Let the participants help you decide what comments are similar or different. (This can be an informative discussion to see what is seen as similar or different and why.)
 - Participants will observe that their expectations and preferences differ from one another demonstrating how different expectations can create a divide in the delivery of quality patient care.
 - Ask participants to discuss how these three cultures influence one another.
 - Ask participants to share examples from their experiences about patient care and working relationships.



ACTIVITY #4

Cultural Sensitivity Practice



Goal: To demonstrate the importance of approaching patients with cultural sensitivity.



Materials Needed:

- PowerPoint slide #15
- “Cultural Sensitivity Practice Table” (one copy per participant)



Procedures:

1. Divide participants into groups of three.
2. Provide each person with a copy of the “Cultural Sensitivity Practice Table.”
3. Give participants 2 – 3 minutes to read the scenarios in the practice table.
4. Ask the groups to discuss their observations/responses to the scenarios (2 – 3 minutes).
5. Ask the groups to reflect on their daily interactions with patients and to generate a list of three examples for how patients can be treated with more cultural sensitivity.
 - Option: Ask patients to develop a skit to demonstrate an insensitive cultural approach followed by a culturally sensitive approach.
6. Ask the groups to share their three examples (or perform their skits).
 - Note how a shift in daily practices can enhance the healthcare provider and patient interactions leading to improved patient outcomes.



Cultural Sensitivity Practice Table

CULTURAL COMPETENCY IN PRACTICE	
Scenario	Culturally Competent Response
<p>An Amish patient without insurance undergoes an expensive surgical procedure. Hospital personnel explain that enrolling in Medicaid is an option. The patient gets upset, refuses to complete the paperwork, and immediately leaves the hospital.</p>	<p>The Amish community does not accept any form of social support outside of their community. With this knowledge, hospital personnel confirm that enrolling in Medicaid is not an option for the patient and asks the patient how they can be of assistance.</p>
Scenario	Culturally Competent Response
<p>A young Hispanic patient needs a medical procedure. While waiting for the procedure many family members have arrived and are in the patient’s room. The hospital employee provides the patient with a standard consent form and asks for a signature. The family and the patient become agitated.</p>	<p>In the Hispanic community it is common to involve family in medical decisions. With this knowledge, the healthcare employee explains the reason for the procedure and the contents of the consent form to the entire family.</p>
Scenario	Culturally Competent Response
<p>A married lesbian woman is admitted to the hospital. The healthcare employee notices the wedding ring and asks the patient if she would like her husband to be contacted. The patient becomes upset.</p>	<p>Members of the LGBTQ community are often stigmatized and experience discrimination. With that knowledge about how the assumptions about one’s sexual orientation can be problematic, the healthcare employee asks the patient who she would like contacted.</p>

Adapted from: <http://www.acog.org/Resources-And-Publications/Committee-Opinions/Committee-on-Health-Care-for-Underserved-Women/Cultural-Sensitivity-and-Awareness-in-the-Delivery-of-Health-Care#table1>



ACTIVITY #5

Touchpoints



Goal: To demonstrate that a patient's experience is shaped by every interaction in the healthcare setting which impacts their overall patient experience.



Materials Needed:

- PowerPoint slide #16
- "Touchpoint Matrix" worksheet (one per participant)
- Flip-Chart paper and pen



Procedures:

- Explain Touchpoints to participants (see PowerPoint slide #16).
- Ask participants to imagine a patient entering their area of the organization...
- What would the patient see?
- What would the patient hear?
- What would the patient smell?
- What would the patient touch?
- What would the patient taste?
- Instruct participants to find a partner.
- Provide each participant with a "Touchpoint Matrix" worksheet.
- Instruct each participant to individually complete the "Touchpoint Matrix" worksheet.
- Ask participants to share their matrix with their partner. Instruct them to first describe what Touchpoints a patient would experience today in their area and then describe how they plan to create a change that will improve patient outcomes by enhancing the patient's healthcare experience.



Touchpoints Matrix

CURRENT TOUCHPOINTS		
	Setting	Interactions With Healthcare Employees
What do patients see?		
What do patients hear?		
What do patients smell?		
What do patients touch?		
What do patients taste?		

TOUCHPOINT CHANGES		
	Setting	Interactions With Healthcare Employees
What do patients see?		
What do patients hear?		
What do patients smell?		
What do patients touch?		
What do patients taste?		



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