

Cultural Competency Training

Effective January 2021

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The right choice
for **you**
Plan On It.



1110 Main Street, Wheeling, WV 26003

Training Agenda

- 
- Cultural Competence
 - Language Competence
 - Sexual & Gender-Based
 - Social Determinants of Health
 - Ageism
 - Learning Cultural Competence
 - Resources



Cultural Competence

The Basics

Cultural Competence Expectations



The **West Virginia Bureau for Medical Services and West Virginia Children’s Health Insurance Program (WVCHIP)** requires that services provided to Medicaid/WVCHIP enrollees be provided in a culturally competent manner.

The **Centers for Medicare and Medicaid Services** states that Medicare Part C and Part D plans may not discriminate based on race, ethnicity, national origin, religion, gender, sex, age, mental or physical disability, health status, receipt of health care, claims experience, medical history, genetic information, evidence of insurability or geographic location.

Non-discrimination requirements include providing equal access to members with limited English proficiency or limited reading skills.

The **National Committee for Quality Assurance (NCQA)** requires health plans to provide free communication assistance to meet the special needs of their members.



What is Culture?



Culture refers to the behaviors, language, customs, arts, morals, knowledge and beliefs of a particular group of people.

This group could be of a national, racial, ethnic, religious, geographic, age-related, or other social nature.

But... Be mindful that not all individuals within any group can be defined by that group's perceived culture norms. Imposing **YOUR** understanding of a group's culture on any individual **YOU** believe falls with that group is the hallmark of implicit or unconscious bias.

Implicit bias is the unconscious application of attitudes or stereotypes toward a group of people that impacts our decisions and actions.

Without realizing it, we all have hidden biases (both favorable and unfavorable) that influence our behavior.

Nobody is immune from implicit bias; however, it can be harmful.

What is Cultural Competency in Healthcare?



Cultural competency in healthcare is the ability of providers and organizations to effectively deliver healthcare services that meet the social, cultural and linguistic needs of patients.

Cultural competence is the cornerstone of providing superior care for people of all cultures.

What are the Benefits of Cultural Competency?



Cultural competency is important to:

- Respond to demographic changes in the United States
- Eliminate disparities in the health status of people based on racial, ethnic and cultural backgrounds
- Improve the quality of services and health outcomes
- Meet legislative, regulatory and accreditation mandates
- Create a competitive edge in the marketplace and decrease the likelihood of liability claims



Cultural differences can create confusion and misunderstandings:

- Innocent remarks or actions may unintentionally insult or anger a person from a different culture
- Failure to understand cultural differences can cause misunderstandings and create barriers to obtaining appropriate care
- Different cultures may be suspicious of Western medicine and may fail to follow a prescribed treatment plan
- Individuals from certain cultures may hesitate to ask questions even when they don't understand

How Culture Influences Care



Culture and language may influence:

- Health, healing and wellness belief systems
- How illness, disease and their causes are perceived
- The behaviors of patients seeking health care and their attitudes toward healthcare providers
- How patients present their problems, situations and information to others
- How patients respond to interventions and care plans
- Staff members who look at the world through their own limited set of values may create access barriers for patients from other cultures

Your level of cultural awareness and mindfulness of your own implicit biases helps you modify your behaviors to respond to the needs of others while maintaining a professional level of respect, objectivity and identity.



Language Competence

Communication Barriers

Language Competence



Staff members must be able to communicate effectively with diverse audiences. This includes:

- Persons with limited English proficiency
- Persons who are not literate or those with low literacy skills
- Individuals with disabilities
- Individuals who are deaf or hard of hearing

For example, denial letters must be written in a manner that is understandable to the member. For Medicaid members, the information must be written at a sixth grade or lower reading level.

Language Competence



The Health Plan must provide free communication assistance to meet the special needs of its members. This includes:

- The use of an interpreter when communicating with a member who speaks a non-English language
- The translation of important documents upon request
- The provision of large print materials for members with limited eyesight
- The provision of materials written in simple language that is easy to understand
- The ability for a member to talk to a customer service representative to review materials and answer questions over the phone
- The ability of a deaf member to use TTY services (711)

The Health Plan is required to take reasonable steps to provide access to our members with disabilities or limited English proficiency. These reasonable steps are outlined in our Language Access Plan and Non-Discrimination policy.



Protections for Individuals with Limited English Proficiency

We are not permitted to:

- Use low quality video to provide interpretation services
- Rely on unqualified staff for translation services
- Rely on family members to translate except in urgent or emergency situations

For example, it is not appropriate to use an employee who completed two years of Spanish in high school to translate the request of a Spanish speaking member.



Sexual & Gender-Based

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Gender Identity Terminology



Basic Terminology

| | |
|--------------------|--|
| Sexual Orientation | How people locate themselves on the spectrum of attraction. It is important to note that sexual orientation describes attraction and is not the same as gender identity or gender expression. |
| Gender Identity | One's basic sense of themselves as being male, female, or non-binary, identifying as a combination of both male and female, neither male nor female, or outside these categories altogether. Gender identity can be congruent or incongruent with one's sex assigned at birth based on the appearance of external genitalia. |
| Gender Expression | Characteristics in appearance, personality, and behavior, culturally defined as masculine or feminine. |
| Gender-Expansive | Individuals who do not conform to their culture's expectations for males or females. Being transgender is one way of being gender-expansive, but not all gender-expansive people are transgender. |
| Non-Binary | Individuals who don't identify as male or female. Often use they/them/their pronouns. |

Terminology for Sex Assigned at Birth

| | |
|---------------------------------|--|
| Assigned Male at Birth (AMAB) | Individuals believed to be male when born and initially raised as male. |
| Assigned Female at Birth (AFAB) | Individuals believed to be female when born and initially raised as female. |
| Intersex | Individuals whose anatomy develops differently than typical for either males or females. |

Sexual Orientation & Gender Identity Terminology

Basic Terminology

LGBTQAI+ An umbrella term that generally refers to a group who are diverse regarding their gender identity, gender expression and/or sexual orientation.

- **Lesbian:** A woman who is emotionally, romantically or sexually attracted to other women.
- **Gay:** A person who is emotionally, romantically or sexually attracted to the same gender.
- **Bi-sexual:** A person emotionally, romantically, or sexually attracted to more than one sex, gender or gender identity though not necessarily simultaneously, in the same way or degree.
- **Transgender:** Adults and children whose gender identity or gender expression doesn't match their sex assigned at birth. Includes transgender women/girls, transgender men/boys and non-binary people.
 - Transgender Men/Boys:** Individuals assigned female at birth who identify and express themselves as male.
 - Transgender Women/Girls:** Individuals assigned male at birth who identify and express themselves as female.
- **Queer:** A term people often use to express fluid identities and orientations.
- **Asexual:** The lack of a sexual attraction or desire for other people.
- **+**: All other sexualities, sexes, and genders that aren't included in these few letters.

**A person's gender identity or gender expression is separate and distinct from their sexual orientation.
A transgender person can identify as straight, gay, lesbian, bisexual, or other sexual orientation.**

Facts to Remember



Unfortunately, of the one in four LGBTQ persons reporting sexual orientation or gender-identity-based discrimination, nearly 70% reported a negative impact on their psychological well-being. Because many members of the LGBTQ community experience verbal or physical abuse and/or rejection by their families and communities, they may have a heightened level of anxiety in communications and discussions involving their sexual orientation and/or gender-identity.* A 2017 survey shows that 8% of LGBTQ people and 22% of transgender people avoided or postponed necessary medical care because of disrespect or discrimination from health care staff.**

- Pay attention to and mirror the member's language when they refer to themselves and loved ones.
- Refer to "relationship status" in place of "marital status."
- Don't impose your perceptions. Many LGBTQ people don't fit stereotypes.
- Understand that being open about their sexuality is not the same as expressing attraction to you.
- Sharing a member's personal health information, including sexual orientation or gender identity is a violation of HIPAA.
- These members have a unique set of challenges in society and may or may not want medical interventions.

* Center for American Progress, *Widespread Discrimination Continues to Shape LGBT People's Lives in Both Subtle and Significant Ways*, May 2, 2017.

** Center for American Progress, *Discrimination Prevents LGBTQ People from Accessing Health Care*, January 18, 2018.

Don't Know? Ask!



The term “misgendering” refers to the intentional or unintentional use of language in reference to any person that is inconsistent with their gender identity. Even unintentional misgendering can cause a feeling of stigma that negatively impacts the person’s sense of self and their confidence.

It is appropriate to respectfully ask questions to avoid misgendering:

What pronouns do you use?

They/Them/Their – or – He/Him/His – or – She/Her/Hers

Is there another name you would like me to use?

How do you identify?



Gender Nonconformity ≠ Gender Dysphoria



Gender nonconformity:

The extent to which a person's gender identity, role, or expression differs from the cultural norms prescribed for people of a particular sex.

Gender dysphoria:

A clinical diagnosis of psychological distress or discomfort that is caused by a discrepancy between a person's gender identity and that person's sex assigned at birth.

Gender Nonconformity Is Not the Same as Gender Dysphoria



Social Determinants
of Health
Impact on Care



Social determinants can impact a member's care. Social determinants include:

- **Social factors** that may impact freedom from racism and other forms of discrimination
- **Economic challenges**, such as job opportunities and food security
- **Physical environment**, including access to housing, safety, transportation and health care
- **Psychosocial concerns** that may lead to social isolation due to lack of social networks and civic engagement
- **Psychological well-being** that leads to self-esteem and hopefulness

Social Determinants of Health



| Economic Stability | Neighborhood and Physical Environment | Education | Food | Community and Social Context | Health Care System |
|--------------------|---------------------------------------|---------------------------|---------------------------|------------------------------|---|
| Employment | Housing | Literacy | Hunger | Social Integration | Health Coverage |
| Income | Transportation | Language | Access to Healthy Options | Support Systems | Provider Availability |
| Expenses | Safety | Early Childhood Education | | Community Engagement | Provider Linguistic and Cultural Competency |
| Debt | Parks | Vocational Training | | Discrimination | Quality of Care |
| Medical Bills | Playgrounds | Higher Education | | | |
| Support | Walkability | | | | |

Social Determinants of Health



Examples of how social determinants can impact care:

A member may not be obtaining preventive care like regular mammograms. When asked why the services are not complete, it is found that the member does not have reliable transportation to the hospital.

A member may be non-adherent to a prescribed drug therapy. When questioned, it is found that the member is unable to pay for his prescription drug co-payments.

A member's recovery from knee replacement surgery is not progressing well as the wound is not healing. When asked about his diet, it is discovered that his income is limited and no one is available to do the shopping. These concerns have resulted in food insecurity thus hindering the healing process.

Social Determinants of Health



How THP addresses the social determinant challenges of its members:

- By completing an assessment which evaluates concerns surrounding disparities, including employment, social activities, transportation availability, food insecurity, etc.
- THP incorporates a social determinants of health assessment as part of the welcome and enrollment process.
- THP uses analytical software that captures all claims data and publicly available data from the U.S. Census Bureau and other resources to develop risk scores related to the social determinants of health for each member to provide guidance on high-risk concerns.
- Clinical staff work closely with resources in the community, including Aunt Bertha, to provide support and services to those identified as having, or at risk for, health disparities.

Aunt Bertha is a non-profit public benefit corporation that provides human services information solutions. It provides an open access on-line search engine for a network of verified community providers using referral and collaboration tools specific to a member's zip code.



Ageism

Why it matters



Ageism is the specific use of negative and/or derogatory images to discriminate against a certain population group:

Grumpy, frail and sick are words often used to describe the elderly. The media perpetuates these negative images in film and on television, lumping all elderly persons together as a single category.

Ageism can result in the following:

- The perception that older adults are a burden to family members
- Difficulty for an older adult to gain or maintain employment
- Limitations in access to health care as a result of physicians reluctant to treat complex health conditions and the complexity of the Medicare system
- The perception that older adults are a social burden



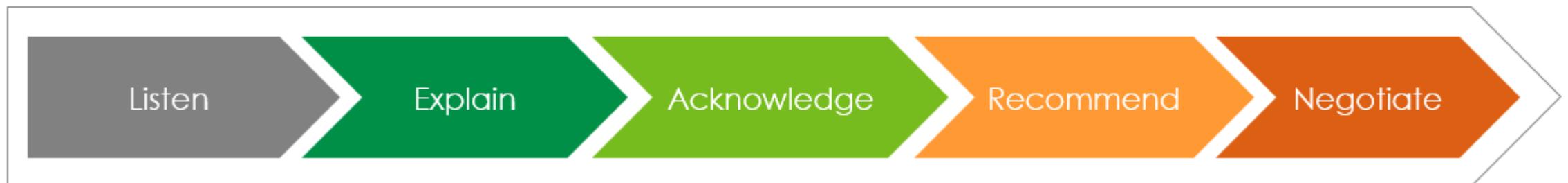
Learning Cultural
Competence

CLAS was developed by the U.S. Department of Health and Human Services to guide providers of health care. These standards include six basic steps:

- 1) Recognize and accept that all types of cultures have a profound influence on our lives.
- 2) Be aware that oppression is pervasive in our society and that it is part of our history and affects our relationships.
- 3) Understand that cultural differences exist and learn to accept and respect what we may not always understand.
- 4) Accept that we cannot know everything about other cultures, and never will.
- 5) Commit to learn about the groups and patients that we serve and those with whom we work in every way possible.
- 6) Identify and confront personal resistance, anger and fear as we seek to gain insight and knowledge about a particular culture or group.

Berlin and Fowkes designed the LEARN system for conducting a cultural assessment:

- **L**isten to the patient's perception of his or her presenting problem.
- **E**xplain your perception of the patient's problem to determine if it is physiological, psychological, spiritual and/or cultural.
- **A**cknowledge the similarities and differences between the patient's perceptions and your perceptions.
- **R**ecommend – Recommendations are built upon the knowledge gained from the first three steps. Culture will affect the recommendations, and the patient must be involved in this process.
- **N**egotiate – In some instances, the patient may require negotiating a treatment plan. Healthcare workers must be sensitive to the cultural practices of each patient.



Pillars to Build Cultural Competency

Knowledge

Seek information on shared traditions and values of each cultural group

Attitude

Develop a level of awareness in yourself and our members with respect to stereotypes, rules of interaction and communication customs

Skills

Develop a skill set to increase your cultural competency, such as focusing on communication and conflict resolution

Cultural competence requires consistency and practice:

- Ask questions and learn what answers mean in different cultures
- Use clear, descriptive communication
- Keep an open mind
- Be aware of situations in which you may portray a lack of sensitivity
- Seek out colleagues and peers of different cultures to learn more about interacting and respecting differences



Resources

Resources



- How to Strengthen Cultural Competence in Nursing Practice:
<https://www.masmedicalstaffing.com/2018/02/13/cultural-competence-in-nursing-practice/>
- National CLAS Standards:
<https://thinkculturalhealth.hhs.gov/clas>
- Enhancing Cultural Competence in Social Service Agencies: A Promising Approach to Serving Diverse Children and Families:
https://www.acf.hhs.gov/sites/default/files/opre/brief_enhancing_cultural_competence_final_022114.pdf
- Cultural Competence:
<https://www.asha.org/Practice-Portal/Professional-Issues/Cultural-Competence/>
- THP's [Language Access and Non-Discrimination Plan](#)
- Aunt Bertha : https://www.findhelp.org/?ref=company_subdomain