

APPLYING CULTURAL COMPETENCY TO EMERGENCY RISK COMMUNICATION

Clinician Outreach and Communication Activity (COCA) Conference Call July 14, 2011

Office of Public Health Preparedness and Response

Division of Emergency Operations



Objectives

At the conclusion of this session, the participant will be able to accomplish the following:

- ❑ **Define cross-cultural communication and its role in emergency preparedness and response**
- ❑ **Discuss the significance of delivering culturally appropriate preparedness messages and how preparedness messages are perceived across various cultures**
- ❑ **Describe strategies for culturally competent communications during a public health emergency, and**
- ❑ **Demonstrate how to incorporate these strategies into day-to-day activities and roles**

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CME: The Centers for Disease Control and Prevention is accredited by the Accreditation Council for Continuing Medical Education (ACCME®) to provide continuing medical education for physicians. The Centers for Disease Control and Prevention designates this electronic conference/web-on-demand educational activity for a maximum of 1 *AMA PRA Category 1 Credit™*. Physicians should only claim credit commensurate with the extent of their participation in the activity. Non-physicians will receive a certificate of participation.

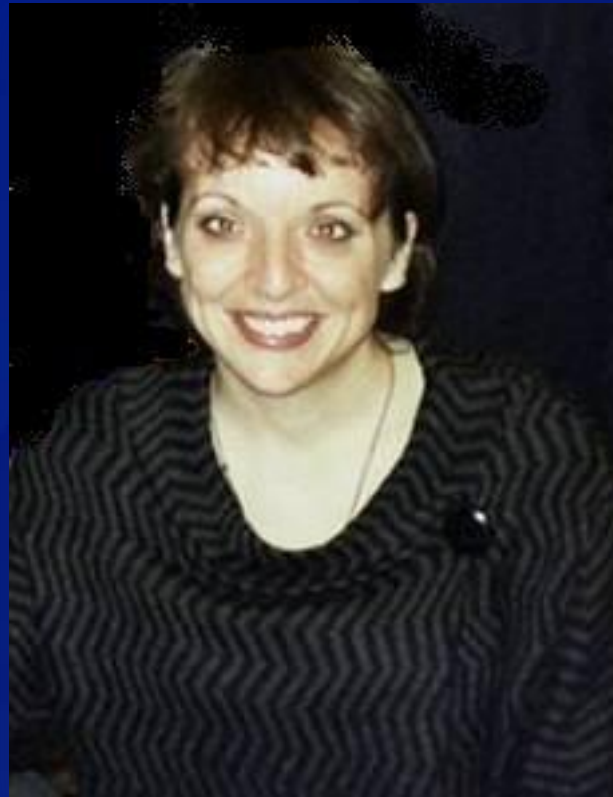
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TODAY'S PRESENTER



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Applying Cultural Competency to Emergency Risk Communication

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Setting the Stage...

- People prepare, respond, and recover from an emergency or disaster within the context of their culture.
- Culture offers a protective system that is both comforting and reassuring.
- It defines appropriate behavior and furnishes a support system, and identifies a shared vision for recovery.
- Despite the strengths of culture, responses from some groups may make them more vulnerable than others.

When McDonald's launched its first restaurants in India, sales were slow to take off. "The company had not acknowledged that Hindus, who account for 85 percent of the population, do not eat beef."



An American TV ad campaign for deodorant, showing an octopus applying the product under each arm, flopped in Japan. The manufacturer later learned that in Japan, octopuses do not have arms, they have legs.



Chevrolet chose to market their model Nova car in Mexico. Nova, when translated into Spanish, means "doesn't go."



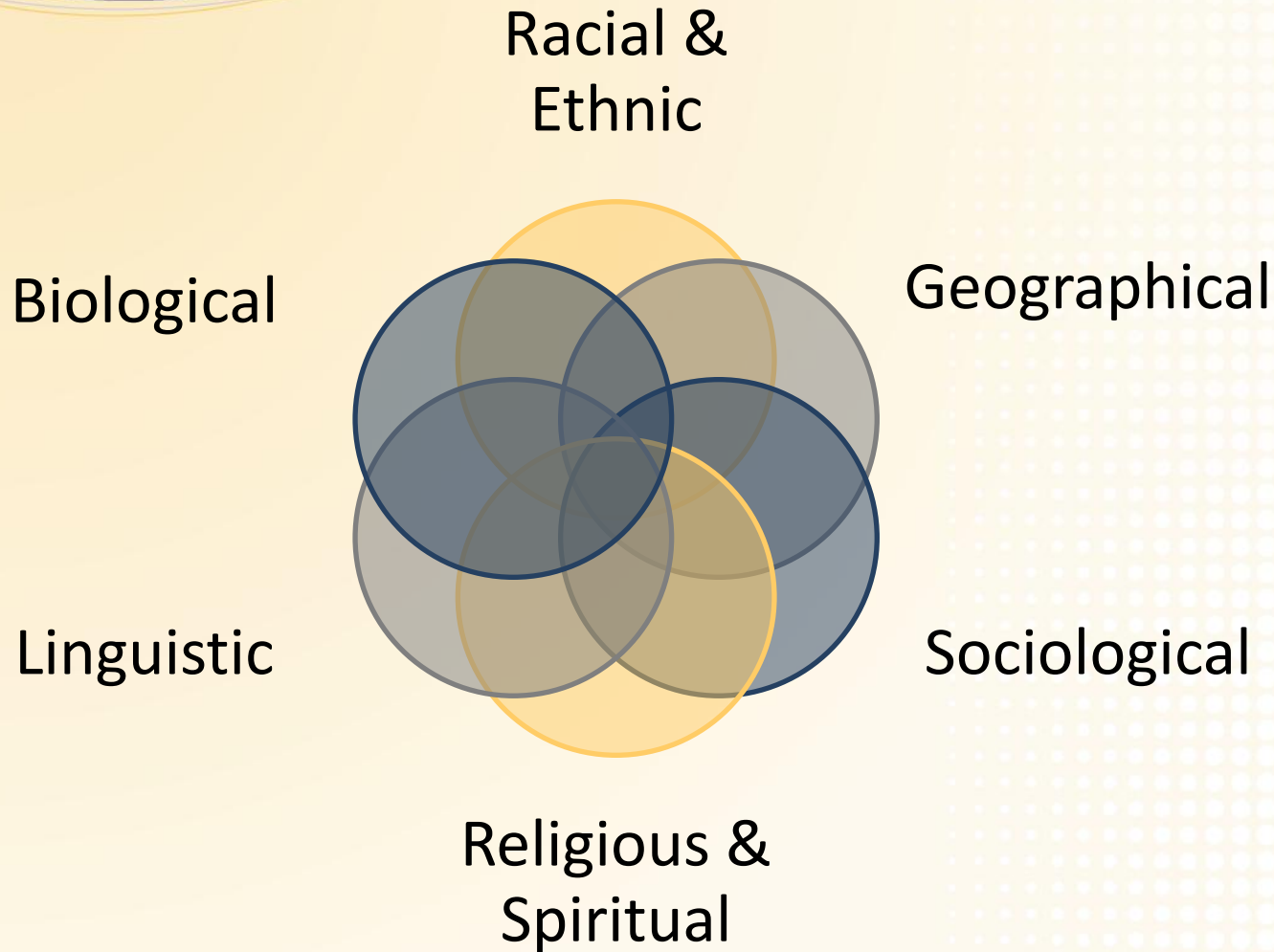
Define Terms & Concepts



Defining “Culture”

Culture is the integrated pattern of thoughts, communications, actions, customs, beliefs, values and institutions associated wholly or partially on racial and ethnic groups as well as religious, spiritual, linguistic, biological, geographical or sociological characteristics.

How Culture is Lived



Graves, 2001 (adapted 2011)

Defining “Cultural & Linguistic Competence”

Cultural and Linguistic Competence is the capacity for individuals and organizations to work and communicate effectively in cross-cultural situations through the adoption and implementation of strategies to ensure appropriate awareness, attitudes and actions, and through the use of policies, structures, practices, procedures and dedicated resources that support this capacity.



National Standards on Culturally and Linguistically Appropriate Services (CLAS)

- Released in 2001, there are currently 14 standards organized into three themes:
 - Culturally Competent Care (Standards 1-3),
 - Language Access Services (Standards 4-7), and
 - Organizational Supports (Standards 8-14).
- CLAS Standards Enhancement Initiative launched in fall of 2010; new standards to be released in fall 2011.



Defining “Risk Communication”

Risk Communication is a reciprocal activity
grounded in trust and respect.

Significance of Cultural Competence



Variations in Cultural Perspectives

Dominant American Culture	Other Cultural Perspectives
Make it Better	Accept with Grace
Control Over Nature	Balance Harmony with Nature
Action	Wait and See
Intervene Now/Early	Cautious Deliberation
Strong, Aggressive Measures	Gentle Approach
Recent Approach is Best	Take Life As it Comes
Treat Everyone the Same	Recognize Differences

(Healthcare Georgia Foundation, 2009)



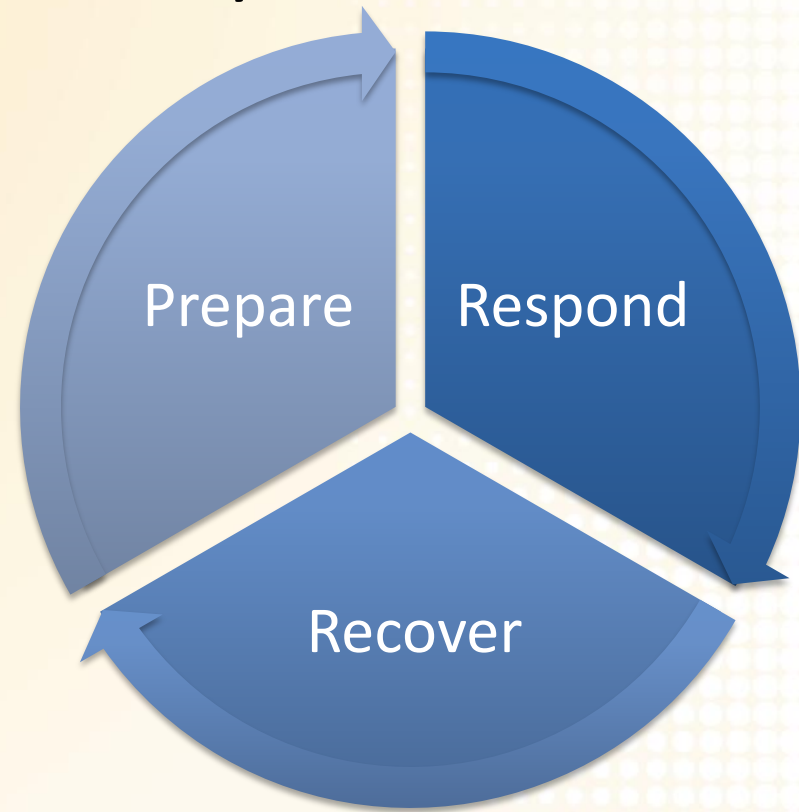
Need for Cultural Competence

- Respond to current and projected demographic changes
- Reduction of long-standing disparities
- Improvement of the quality of services and primary care outcomes
- Compliance with legislative, regulatory and accreditation mandates
- Creation of a competitive edge in the market place
- Decrease in the likelihood of liability/malpractice claims



Disparities

Evidence indicates that racially and ethnically diverse populations suffer disproportionately at every stage of a disaster.



“Take Once Daily”

ONCE

ONCE



intoxicado

You can come with
your wife...



The Hurricane is Coming: To Evacuate or Not?



Strategies For Culturally Competent Communications & How to Incorporate Them Day-to-Day



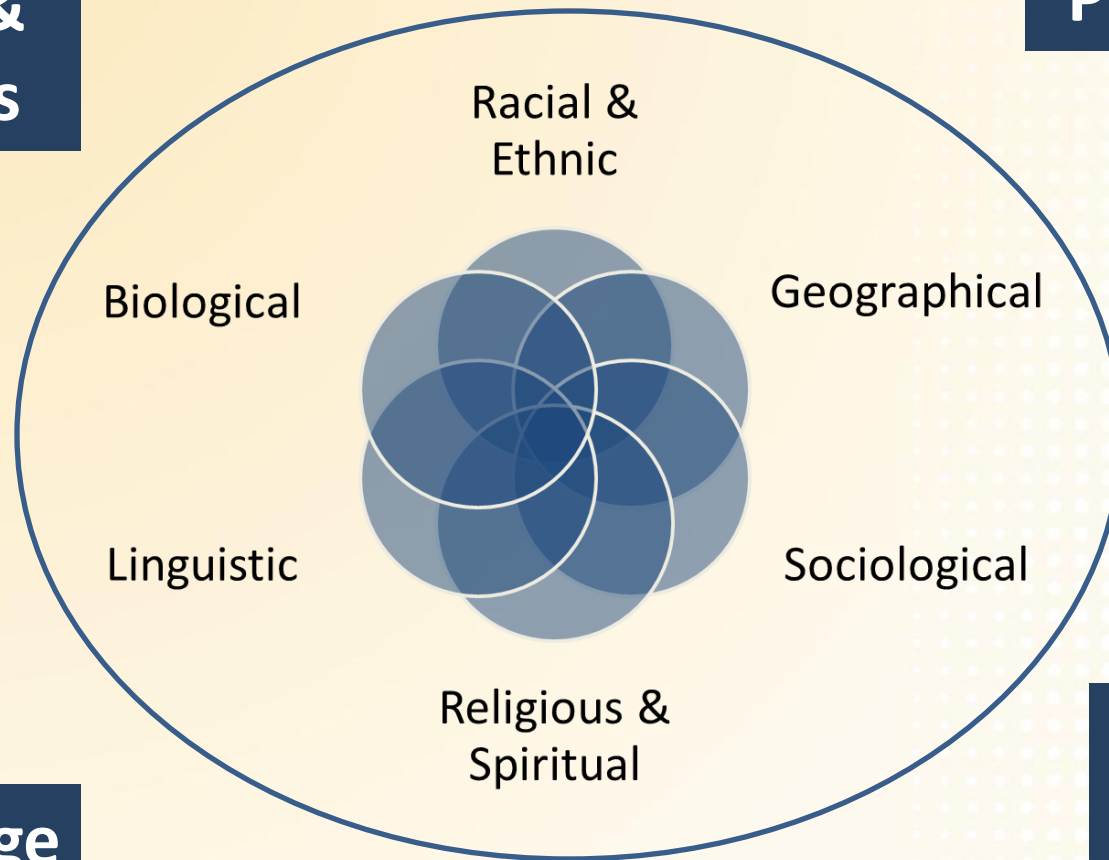
REACT

- **Recognize Differences**
- **Engage Stakeholders**
- **Audience-Centered Messages**
- **Communicate Effectively**
- **Trust is Key**

Recognize Differences

Beliefs & Customs

Preferences



Knowledge

Attitudes & Behaviors



Engage Stakeholders

- Community Assessment
- Gatekeepers & Trusted Community Members
- Collaborations and Partnerships
- Ongoing and Sustainable
- Assessment and Evaluation

Audience-Centered Messages

- Is the emergency preparedness plan appropriate from a cultural & linguistic standpoint?
 - Communication
 - Preparedness
 - Input

Communicate Effectively

- Will information be available in other media (web, telephone, etc.)? If so, will the access method be linguistically and culturally appropriate?
- Will printed copies of the information/ resources be available? If so, at what locations (community centers, places of worship, other frequently visited sites within the community)?

Trust is Key

- Know Your Organization's Reputation in the Community
 - Recognize that some populations may have a distrust or fear of government and health institutions
 - Conduct research to better understand your organization's reputation

Summary: Ongoing Considerations

- How do ensure that these services are routinely addressed, updated, managed, etc.?
- Can there be work teams within individual counties and cities that focus on these tasks?
- Will there be ongoing dialogue and sharing of best practices on this topic? If so, in what venue?



Summary: Cultural Competence

- Include as a part of an organization's overall mission and objectives as a component of all services (not just emergency preparedness).
- REACTing with cultural competence aids in the establishment of trust and rapport, which is key when and if an emergency occurs.

Summary: Keys to Implementation



- Journey Mentality
- Training
- Collaboration
- Expert Partners
- Research
- Internal/External Policy Review
- Methodology
- Shared Understanding of “SUCCESS”

For questions or additional information, contact:



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Thank you for joining!

Please email us questions at

coca@cdc.gov

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Applying Cultural Competency to Emergency Risk Communication

CE = Continuing Education Credits

Date: Thursday, July 14, 2011



Time: 2:00 - 3:00 pm (Eastern Time)

Participate by Phone: 888-790-6180

Passcode: 1281914

Register for this Webinar


Presenter(s):


 **Darci L. Graves, MA, MA**
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 Health & Civil Services Sector
SRA International, Inc.


Overview:
Racial and ethnic minorities are disproportionately impacted by disasters, and disparities that existed prior to the event are exacerbated following the event. Using a culturally and linguistically appropriate emergency risk communication framework in the context of a disaster can aid in the reduction of health disparities associated with disaster response and recovery. This COCA call will illustrate the importance of cultural competency in the everyday communication activities between clinicians and patients, and will discuss culturally competent emergency risk communication strategies that clinicians can use during any crisis.


Objectives: At the conclusion of the session, the participant will be able to accomplish the


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