

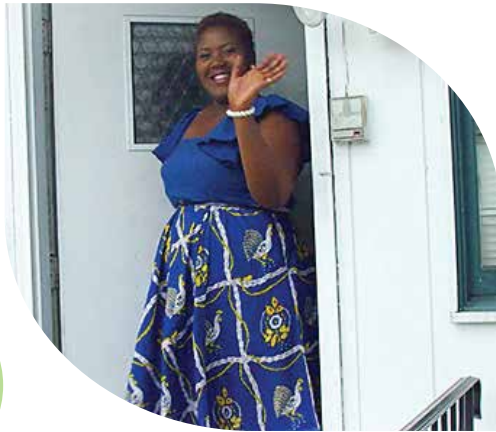
Cultural Competency

BUILDING BETTER RELATIONSHIPS



Learn how to understand people's cultures, promote engagement with others, and build strong, diverse communities.





Becoming culturally competent focuses on the “how-to” of aligning policies and practices with goals, and everyone is involved in the process. This “inside-out” model relieves the outsiders (or excluded groups) from the responsibility of doing all the adapting.

The Difference Between Cultural Knowledge, Cultural Awareness, Cultural Sensitivity, and Cultural Competence

There are four levels to these concepts:

- “Cultural knowledge” means that you know about some cultural characteristics, history, values, beliefs, and behaviors of another ethnic or cultural group.
- “Cultural awareness” is the next stage of understanding other groups -- being open to the idea of changing cultural attitudes.
- “Cultural sensitivity” is knowing that differences exist between cultures, but not assigning values to the differences (better or worse, right or wrong).
- “Cultural competence” brings together the previous stages -- and adds operational effectiveness. A culturally competent organization has the capacity to work effectively in cross-cultural settings to produce better outcomes.

Cultural competence is non-threatening because it acknowledges and validates people for who they are.



WHAT IS A CULTURALLY COMPETENT ORGANIZATION?

Organizations have a “culture” of policies, procedures, programs, and processes, and incorporate certain values, beliefs, assumptions, and customs. Organizational cultures largely echo mainstream culture in its sense of time orientation, perception, and use of time. An organizational culture may not lend itself to cultural competence, so that's where skill building comes in. A culturally competent organization brings together knowledge about different groups of people -- and transforms it into standards, policies, and practices that make everything work.

CULTURAL COMPETENCY

on icebergs



How to Learn from the Iceberg Concept of Culture

Cultural competence, in brief, is the ability to interact effectively with people from different cultures. This ability depends on awareness of one's own cultural worldview, knowledge of other cultural practices and worldviews, tolerant attitudes towards cultural differences, and cross-cultural skills.

Like an iceberg,
nine-tenths of a culture
is below the surface

SURFACE CULTURE [READILY VISIBLE]

- Food
- Dress
- Music
- Celebrations
- Visual Arts
- Performing Arts
- Holiday Customs
- Language

DEEP CULTURE [HIDDEN BELOW THE SURFACE]

- Values
- Religious Beliefs
- Body Language
- Assumptions
- Learning Styles
- Gender Roles
- Concept of Time
- Personal Space
- Rules of Conduct
- Theory of Disease
- Touching
- Eye Contact
- Notions of Modesty
- Courtship Practices
- Relationships To Animals
- Child Rearing Ideals
- Social Interaction
- Tone of Voice
- Notions of Cleanliness
- Concept of Fairness

CORE ELEMENTS OF CULTURAL COMPETENCE



- Cultural awareness
- Cultural knowledge
- Culturally appropriate skills



The 2017 Growth Rate in Maine was negative 0.07%.



In 2022, one in four people in the state of Maine will be age 65 or older. Maine is in definite need of more residents due to this projected population decline.

On The Need to be Culturally Competent

- To survive economically, we need people to move to and to stay in Maine.
- New residents will likely be from different cultures and races.
- 95% of Maine's population is white while the rest of the nation is 64%.
- Maine currently has one of the slowest population growth rates in the country of only 0.03%, which ranks 48th out of 50.
- To attract and keep people from all places, we need to further develop our cultural competency skills.



THE DEFINITION OF CULTURE COMPETENCE

"Culture" refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.

"Competence" implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and their communities.

CULTURAL COMPETENCY

on diversity



Diversity is Reality

We are all connected through increasing globalization of communications, trade, and labor practices. Changes in one part of the world affect people everywhere. Considering our increasing diversity and interconnected problems, working together seems to be the best strategy for accomplishing our goals. Because social and economic change is coming faster and faster, organizations are understanding the need for cultural competence. We're realizing that if we don't improve our skills we're asking for organizational and cultural gridlock.

Studies show that new entrants to the workforce and communities increasingly will be people of color, immigrants, and white women because of differential birth rates and immigration patterns.



There are many benefits to diversity, such as the rich resource of alternative ideas for how to do things, the opportunity for contact with people from all cultures and nationalities that are living in your community, and a source for hope and success in managing our work and survival.



BUILDING AN ORGANIZATION'S CULTURAL COMPETENCE

- Increases respect and mutual understanding among those involved.
- Increases creativity in problem-solving through new perspectives, ideas, and strategies.
- Decreases unwanted surprises that might slow progress.
- Increases participation and involvement of other cultural groups.
- Increases trust and cooperation.
- Helps overcome fear of mistakes, competition, or conflict.
- Promotes inclusion and equality.

How do you motivate professionals and organizations to examine and broaden their cultural awareness, embrace diversity, and develop a heightened respect for people of all cultural groups?



Help to educate them on developing a culturally sensitive mindset, skillset and motivation!

▶ Benefits of Culturally responsive services:

- Likely provide a greater sense of safety from the client's perspective.
- Offer clients a chance to explore the impact of culture (including historical and generational events), acculturation, discrimination, and bias, and allow clients to examine how these impacts relate to or affect their mental and physical health.
- Recognize the fundamental importance of language and the right to language accessibility, including translation and interpreter services.
- Honor the belief that culture is embedded in clients' language and implicit and explicit communication styles.
- Acknowledge that language-accommodating services can have a positive effect on clients' responses to treatment and care.

▶ Potential consequences of no or limited cultural competence:

- Ineffective provider–consumer communication.
- Delays in appropriate treatment.
- Misdiagnosis.
- Lower rates of consumer compliance with treatment.
- Poorer treatment outcome.

▶ Potential benefits of cultural competence include:

- Increased access to care and improved assessment and treatment.
- Enhanced communication between clients and treatment providers, thus leading to improved understanding of clients' presenting problems.
- Increased use and cost effectiveness of services because services are more appropriately matched to clients from the beginning.

How to Begin Building a Multicultural Organization

Form a committee.

This Cultural Competence Committee (CCC) within your organization should have representation from policy making, administration, service delivery, and community levels. The committee can serve as the primary governing body for planning, implementing, and evaluating organizational cultural competence.

Write a mission statement.

Be sure that the mission statement commits to cultural competence as an integral part of all of the organization's activities. The CCC should be involved in developing this statement.

Find out what similar organizations have done and develop partnerships.

Don't reinvent the wheel if you don't have to. Other organizations may have already begun the journey toward developing and implementing culturally competent systems. Meet with these organizations, pick their brains, and see if they will continue to work with you to develop your cultural competence. Then adapt the processes and information that are consistent with your needs to your organization.

Use free resources.

Aggressively pursue and use information available from federally funded technical assistance centers that catalog information on cultural competence.

Do a comprehensive cultural competence assessment of your organization.

Determine which instruments best match the needs and interests of your organization. Use the assessment results to develop a long-term plan with measurable goals and objectives to incorporate culturally competent principles, policies, structures, and practices into all aspects of your organization. Among others, this may include changes in your mission statement, policies, procedures, administration, staffing patterns, service delivery practices, outreach, telecommunications and information dissemination systems, and professional development activities.

Find out which cultural groups exist in your community and if they access community services.

What are the cultural, language, racial, and ethnic groups within the area served by your organization? Then find out if these groups access services and if they are satisfied with what they get.

Have a brown bag lunch to get your staff involved in discussion about cultural competence.

The object of this get-together is to get your staff members to think about their attitudes, beliefs, and values related to cultural diversity and cultural competence. Invite a guest speaker.

Ask your personnel about their staff development needs.

Find out what your organization's staff members perceive as their staff development needs with regard to interacting with cultural groups in your area.

Assign part of your budget to staff development programming in cultural competence.

Analyze your budget to see where there are opportunities for staff development through participation in conferences, workshops, and seminars on cultural competence. Then commit to provide ongoing staff training and support for developing cultural competence.





Resources

CULTURALLY & LINGUISTICALLY APPROPRIATE PUBLIC HEALTH RESOURCES (CLAS)

Sources to Assessing Your Organization

Take the first step toward providing more equitable and respectful quality care and services by evaluating how well your organization meets the communication needs of your patients with diverse cultural health beliefs and practices, limited English proficiency and/or minimal health literacy.

<http://www.culturecareconnection.org/navigating/assessment.html>

<http://aetcnmc.org/curricula/CLAS/index.html>

www.thinkculturalhealth.hhs.gov/clas

Sources on Developing Cultural Competency

- Maine Intercultural Communication Consultants is a Portland-based resource for affordable cultural competency training, assessment and coaching: <http://maineintercultural.com>
- Focuses on skills and knowledge to value diversity:
<http://www.countyhealthrankings.org/policies/cultural-competence-training-health-care-professionals>
- Health Reach is a national collaborative partnership that has developed a vast archive of quality multilingual, multicultural public health information: <https://healthreach.nlm.nih.gov/provider-information>
- Minnesota's ECHO crafts high quality culturally and linguistically appropriate health-related instructional videos for television and radio broadcast and phone, print, web, and DVD partner relay distribution:
<http://www.echominnesota.org/tools/echo-dvds>
- Minnesota Department of Health provides an excellent overview of common medical issues and cultural concerns of Somali patients: <http://www.culturecareconnection.org/matters/diversity/somali.html>
- The Daniel Hanley Center for Health Leadership created a video series titled, "In All Fairness," which aims to help build awareness and prompt action to address health inequities: <http://www.hanleyleadership.org/in-all-fairness—putting-a-face-on-health-disparities/>
- Public Health Training (PHT) is a growing collection of FREE online educational training modules to help public health workers and other broaden their knowledge of critical issues affecting the health of Maine people: www.Maine.gov/PHT

Medical Sources

- ECHO crafts high quality culturally and linguistically appropriate health-related programming for television and radio broadcast and phone, print, web, and DVD partner relay distribution
<http://www.echominnesota.org/tools/echo-dvds>
- Health Reach is a national collaborative partnership that has developed a vast archive of quality multilingual, multicultural public health information. <https://healthreach.nlm.nih.gov/>

Please call Healthy Androscoggin at (207) 795-5990 if you have any questions.





Resources for Providers

We're here to help all local healthcare and wellness providers ensure that their practices are serving the needs of Lewiston/Auburn African New Mainers. If you'd like to be a part of this effort, we suggest taking these three steps:

1. Watch the training video below, created by the REACH grant to help educate your staff on the importance of culturally competent care.
2. [Click here](#) to find resources to better understand and bridge the cultural and linguistic barriers to serving New Mainers, including cultural competency needs assessment and trainings.
3. Visit <http://www.maineintercultural.com> to learn about Maine Intercultural Communications Consultants, a local resource for affordable cultural competency training, assessment and coaching.
4. Call Healthy Androscoggin at (207) 795-5990 to learn how we have worked with major local healthcare partners to provide the following services:
 - Cultural Competency Trainings
 - Providing Culturally and Linguistically Appropriate Services (CLAS) Assessments for organizations to meet National Standards for delivery of culturally competent services
 - Improving collection and analysis of data on healthcare access for immigrants and refugees, in order to assess and optimize programs
 - Production and Distribution of culturally and linguistically appropriate health information

Contact one of these organizations for interpretation and translating services:

Catholic Charities

ccmaine.org - (207) 784-0157

House of Languages

translation@houseoflanguages.com (207) 423-9962

We also work with a number of local Ethnic Community-Based Organizations (ECBOs) on the list linked below:

ECBO Contact List

For New Mainers

[Click here for a video](#) explaining the process of accessing health care to new Mainer patients. It is available in English, French, Somali and Arabic.

Click the links below to view stories of success from some of our REACH Partners:

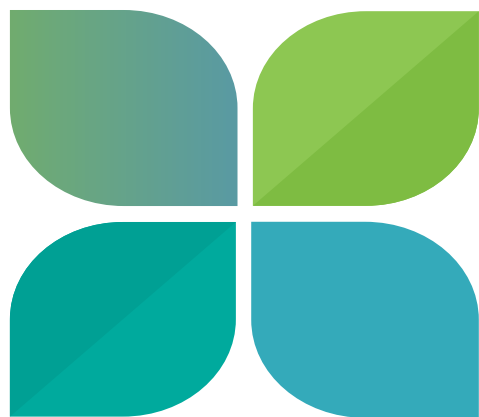
[United Ambulance](#)

[Bedard Pharmacy](#)

[YWCA Of Central Maine](#)

[National Diabetes Prevention Program](#)





Welcome

We Are a Culturally Aware Business!

Soo dhawow

Somali

أهلاً وسهلاً

Arabic

خوش آمدید

Farsi

Bienvenue

French

Bem-vindo

Portuguese

Ẹ káàbọ

Yoruba, West Africa

স্বাগতম

Bengali

ברוכים הבאים

Hebrew

स्वागतम्

Hindi

Karibu

Swahili

Esiet sveicināti

Latvia

Sveiki atvykę

Lithuanian

സംഗതം

Malayalam, India

歡迎

Chinese, Mandarin

Witamy

Polish

خوش آمدید

Urdu

ਜੀ ਆਇਆ ਤੂੰ

Punjabi

Mišto avilan

Romani

Bine ați venit

Romanian

歡迎

Chinese, Cantonese

Добро пожаловать

Russian

Vitajte

Slovak

Добре дошли

Bulgarian

Bienvenido

Spanish

Isten Hozott

Hungarian

Mabuhay

Tagalog, Phillipines

Benvindu

Tetum, East Timor

Vítáme vás

Czech



We Are a Culturally Inclusive Business



Cultural inclusiveness addresses and supports the needs of people from diverse cultures, and values their unique contribution. Embracing diversity means creating a workplace in which people of all backgrounds and cultures feel included, welcome, and valued. Inclusion involves respecting individual differences and capturing the advantages they provide. Most of all, it is important to regard cross-cultural interactions as an opportunity for all of us to learn.



We Are a Culturally Competent Provider

We have been educated to effectively deliver health care services that meet the social, cultural, and linguistic needs of our patients.

