

Cultural Competency for HIV/AIDS Services

Presentation by
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What is Cultural Diversity?

- **Cultural diversity** is the variety of human societies or cultures in a specific region, or in the world as a whole.



What is cultural sensitivity?

- Cultural sensitivity means being aware that cultural differences and similarities exist and have an affect on values, learning and behavior.

Stafford, Bowman, Eking, Hanna, Lopoese-DeFede (1997)



What is Cultural Competency

- Cultural competence is a set of congruent behaviors, attitudes, and policies that come together in a system, agency or among professionals and enable that system, agency or those professions to work effectively in cross-cultural situations.

Cross et al, 1989

- The incorporation of CLAS (Culturally and Linguistically Appropriate Services) when determining customer service needs

Why Cultural Competency?

- Health Disparities
- Better health outcomes



What is culture?

- Thoughts
- Communications
- Actions
- Customs
- Beliefs
- Values
 - Of racial, ethnic, religious, or social groups



Steps to Culturally Appropriate Services

- Valuing diversity
- Organizational cultural self assessment
- Being conscious of the dynamics inherent when cultures interact
- Having institutionalized culture knowledge
- Having developed adaptations to service delivery reflecting an understanding of cultural diversity
- Regularly scheduled cultural diversity trainings specific to the cultures of the customers serviced
- Adoption of CLAS to organizational strategic plan
- Ongoing evaluation of competency by customers, staff and management



Organizational Cultural Assessment

- ❑ Organizational Chart
- ❑ Board of Directors
- ❑ Management and Staff
- ❑ Customer Representation
- ❑ Communication and Service Skills
- ❑ Literature appropriateness
- ❑ Personal biases and beliefs
- ❑ Sustainability

Cultural Diversity Training

- Diversity trainers and service professionals
- Culturally appropriate literature
- Hang out!!!



CLAS

Culturally and Linguistically
Appropriate Services



□ **Standard 1**
Health care organizations should ensure that patients/consumers receive from all staff member's effective, understandable, and respectful care that is provided in a manner compatible with their cultural health beliefs and practices and preferred

□ **Standard 5**
Health care organizations must provide to patients/consumers in their preferred language both verbal offers and written notices informing them of their right to receive language assistance services.

□ **Standard 2**
Health care organizations should implement strategies to recruit, retain, and promote at all levels of the organization a diverse staff and leadership that are representative of the demographic characteristics of the service area.

□ **Standard 6**
Health care organizations must assure the competence of language assistance provided to limited English proficient patients/consumers by interpreters and bilingual staff. Family and friends should not be used to provide interpretation services (except on request by the patient/consumer).

□ **Standard 3**
Health care organizations should ensure that staff at all levels and across all disciplines receive ongoing education and training in culturally and linguistically appropriate service delivery

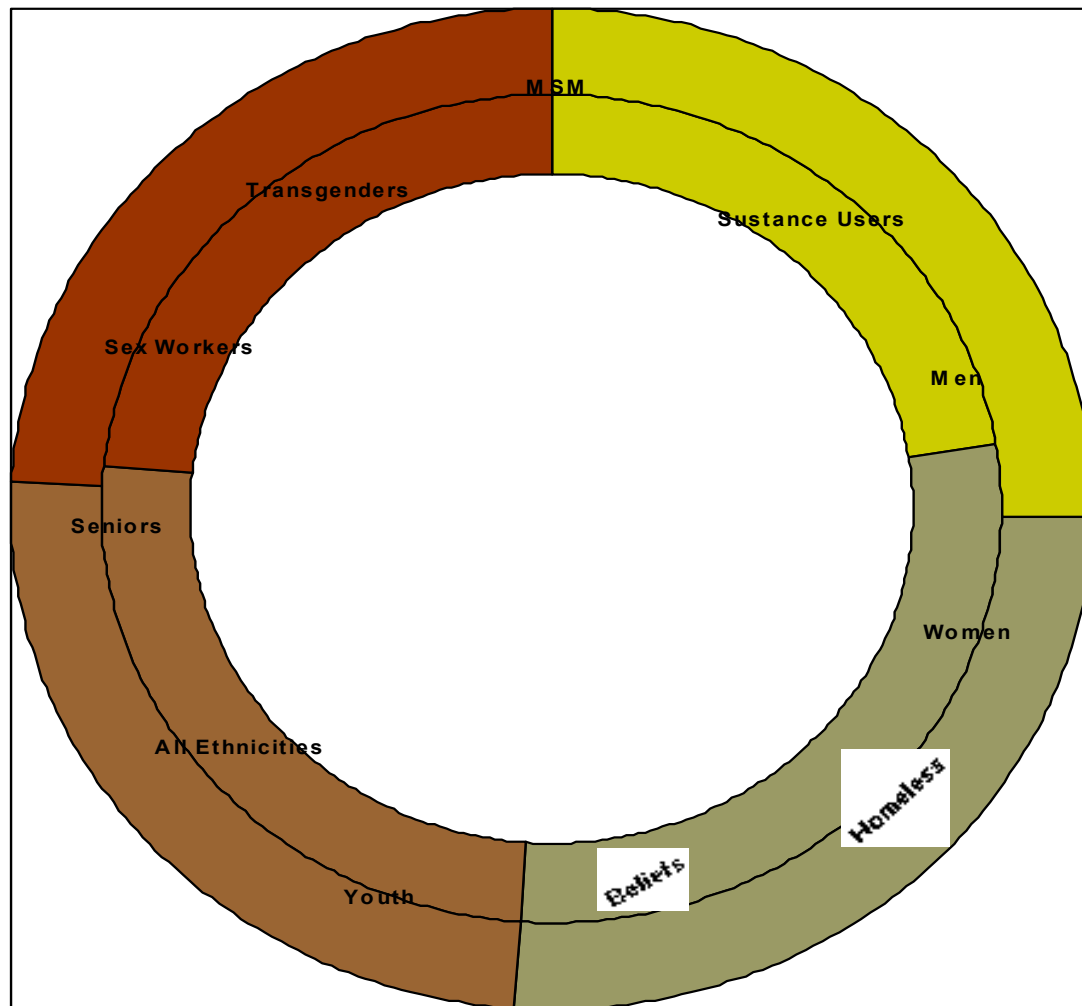
□ **Standard 7**
Health care organizations must make available easily understood patient-related materials and post signage in the languages of the commonly encountered groups and/or groups represented in the service area.

□ **Standard 4**
Health care organizations must offer and provide language assistance services, including bilingual staff and interpreter services, at no cost to each patient/consumer with limited English proficiency at all points of contact, in a timely manner during all hours of operation. .

□ **Standard 8**
Health care organizations should develop, implement, and promote a written strategic plan that outlines clear goals, policies, operational plans, and management accountability/oversight mechanisms to provide culturally and linguistically appropriate services.

- **Standard 9**
Health care organizations should conduct initial and ongoing organizational self-assessments of CLAS-related activities and are encouraged to integrate cultural and linguistic competence-related measures into their internal audits, performance improvement programs, patient satisfaction assessments, and outcomes-based evaluations.
- **Standard 10**
Health care organizations should ensure that data on the individual patient's/consumer's race, ethnicity, and spoken and written language are collected in health records, integrated into the organization's management information systems, and periodically updated.
- **Standard 11**
Health care organizations should maintain a current demographic, cultural, and epidemiological profile of the community as well as a needs assessment to accurately plan for and implement services that respond to the cultural and linguistic characteristics of the service area.
- **Standard 12**
Health care organizations should develop participatory, collaborative partnerships with communities and utilize a variety of formal and informal mechanisms to facilitate community and patient/consumer involvement in designing and implementing CLAS-related activities.
- **Standard 13**
Health care organizations should ensure that conflict and grievance resolution processes are culturally and linguistically sensitive and capable of identifying, preventing, and resolving cross-cultural conflicts or complaints by patients/consumers.
- **Standard 14**
Health care organizations are encouraged to regularly make available to the public information about their progress and successful innovations in implementing the CLAS standards and to provide public notice in their communities about the availability of this information.

Specific HIV/AIDS Cultures



- Substance Users**
- Homeless**
- All Ethnicities**
- Sex Workers**
- Transgenders**
- MSM**
- Beliefs**

Frontline Questions

- ❑ Language
- ❑ Relationships
- ❑ Homelife
- ❑ Family
- ❑ Personal Values
- ❑ Spiritual Beliefs





Next Steps

- Cultural Assessment
- Continued Training
- Evaluation

Use ADHS as a resource

Contact the National Office of Minority Health

The Center for Health Disparities



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