CC1. Cultural Competency for Health Professionals: Caring Across Cultures

Presented by:
Dr Anita Foster-Horne, RSW, MSW, Ph.D, Master Caregivers
Cultural Competency for Healthcare Professionals: Caring Across Cultures

Dr. Anita Foster Horne

Cultivating Healthy Solutions to Improve Processes across Organizations one Culture at a time.
Leadership influence shapes organization culture

Corporate Culture and Organizational Trends

Company Identity

Mission and Vision

Guiding Policies

Systems, processes, and products
Corporate Norms

Beliefs and Values  Experiences and Expectations  Written and Unwritten Rules

Influencing Dynamics

CORE ELEMENTS
- Attitude
- Self-awareness
- Awareness of others

COLLECTIVE IMPACT
- Leadership behavior
- Diversity of Staff / Client Ratio
- Job performance
Economic Empowerment

When in doubt, assume that people will act according to their current irrational urges, ignoring information that runs counter to their beliefs, trading long-term for short-term benefits and most of all, being influenced by the culture they identify with.

~ Seth Godin
Bridging the Culture Gap

Cultural Competency Defined

Webster: “A process of learning that leads to an ability to effectively respond to the challenges and opportunities posed by the presence of cultural diversity in a defined social system.”

Terry Cross (1955) “A set of congruent behaviors, attitudes, and policies that come together to enable a system, organization, or professions to work effectively in cross-cultural situations.”
**Culture Defined Independently**

“An integrated pattern of human behavior that includes thoughts, communications, languages, practices, beliefs, values, customs, courtesies, rituals, manners of interacting, roles, relationships, and expected behaviors of a racial, ethnic, religious, or social group and the ability to transmit the above to succeeding generations.”

**Incompetent to Cultural Competence**

- Incompetent
- Bridge to
- Cultural Competence
“Am I good Enough: The Little Voice”

Capacity to Shift

- Conflict and Chaos
- Cultural Perspective
- Commonalities and differences
- Trajectory of the organization
Thoughts

What is the current organizational culture in health care and how does this culture inform or impede on the progress towards cultural competency and effective care needs?
Leaders Approach to Cultural Competence

- Company Inclusive Values that raise awareness
- Impeccable Communication that changes attitudes
- Encourage Employee feedback that welcomes cultural knowledge
- Compassion for employees representative of diligent Behavior

Leverage Employee Productivity

- Value-based Behaviors
- Increase Creativity and Expanded Viewpoints
- Sustainable Relationships
Build the Culture

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

Define Expectations

- Written and Well Defined
- Consistent Communication
- Establish Expected Behaviors
Demonstrate Expected Behavior

Walk the Talk

Consistency - Manage Emotions

Customer Service

Manage the Process First - Not the Person

Build the Culture

Professional Development

- CELEBRATE SUCCESSES
- PROVIDE COACHING AND FEEDBACK
- IMPLEMENT A POSITIVE APPROACH
- TRAIN, TRAIN, TRAIN
People Development

- Commit to developing others
- Lead everyone differently
- Performance assessment
- Empowerment
- Help people improve

“America's strength is not our diversity; our strength is our ability to unite people of different backgrounds around common principles. A common language is necessary to reach that goal.”

Ernest Istook
Adaptive Cultural Change (Cummings & Worley, 2019)

- Formulate a clear strategic vision
- Display top-management commitment
- Model Culture change at the highest level
- Select and socialize newcomers and terminate deviants
- Modify the organization to support organizational change
- Develop ethical and legal sensitivity

Return on Investment

- Improve Bottom Line
- Improve Workplace Culture
- Improve Hiring and Retention
- Improve Social Reputation
Credits

Special thanks to all the people who made and released these awesome resources for free:

- Tsai, Y. (2011). Relationship between Organizational Culture, Leadership Behavior and Job Satisfaction. BMC Health Services Research BMC Health Serv Res (11)1, 98.

Thanks!

Questions?