



BUILDING CULTURALLY COMPETENT COMMUNITY PARTNERSHIPS

“There is no power for change greater than a community discovering what it cares about.”

-Margaret J. Wheatley



THE CROSS CULTURAL
HEALTH CARE PROGRAM



Building Culturally Competent
Community Partnerships

INTRODUCTIONS



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Inclusion Coordinator

Marshfield Clinic Health System



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Jess Gaffney (she/her)

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and Inclusion

Marshfield Clinic Health System



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OBJECTIVES

1. To develop an awareness of the complex dynamics present in communities
2. To develop a relevant knowledge base to work effectively with communities
3. To develop skills and strategies for effective community programs and linkages



Building Culturally Competent
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AGENDA

1. Involving the community
2. Strategies for working effectively in communities
3. Case study

WHAT IS HEDI?

Equity:

Creating and maintaining an environment in which everyone has their best chance at succeeding or attaining their full potential.

Health Equity:

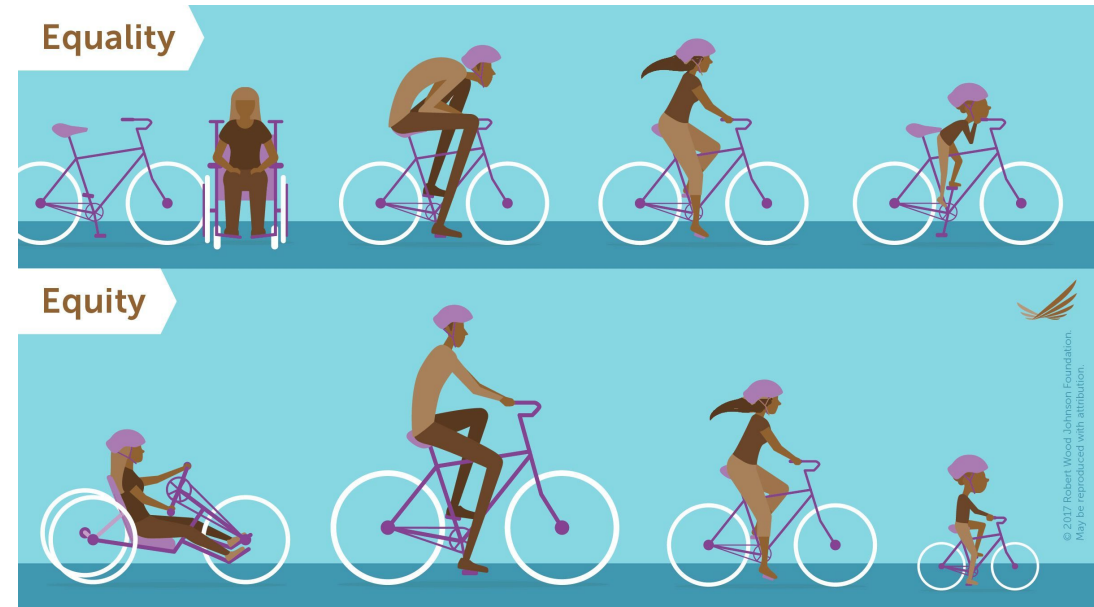
Achieved when every person can attain one's fullest or highest level of health potential.

Diversity:

The range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, social class, physical ability or attributes, religious or ethical values system, national origin, language, citizenship status, and political beliefs.

Inclusion:

Creating environments in which any individual or group can feel welcome, respected, and valued.





RESPECT

Involving the



AWARENESS

Community



SHARING



TRUST

RESPECT



Can readily adapt to many different cultural situations.

Is comfortable with own cultural identity.

Holds cultural diversity in high esteem.

Seeks to add to its knowledge base through research and by developing new approaches.

Advocates for cultural competence throughout their organization.

May mine for cross-cultural conflicts and learn from the resolution.

Finley, LY. Cultural Competence Continuum Stages and Indicators. The Multicultural Training & Research Institute, School of Administration, Temple University, 1993.



Seen

Age range, skin color, physical ability, behaviors, etc.

Unseen

Preferences, experiences, core values, beliefs, hopes, attitudes, etc.

AWARENESS

Become Fully Aware of the Community

- Politics
- Religious Beliefs
- Cultural Values
- Communication Styles
- Prevalent Health Beliefs
- Languages Spoken
- Socioeconomic Status
- Social Structures
- Immigration Patterns
- History





AWARENES

S

A photograph of two young Black women smiling. The woman on the left wears a patterned headwrap with a large gold bow and several beaded necklaces. The woman on the right wears a white headwrap with blue and green stripes and a beaded necklace. They are both looking towards the camera.

power

survey accountability,
advisory councils, board
representation...

resources

advice, treatment,
medication, social
services, financial
assistance...

knowledge

lecture series, classes, blog posts...

time

weekend and evening
appointments, home
visits, telemedicine...

SHARING

Avoid:

exclusion

prejudice

condescension

exploitation

Overcome:

outsider fatigue

fear

indifference

suspicion



TRUST

Overcoming Mistrust

Listen first!

Own your missteps.

Always provide accurate and appropriate information.

Identify expectations, fears, doubts and frustrations.

Deliver on commitments.

Integrate community at various levels.

Institutionalize inclusion.



Once an organization has a fundamental respect for difference, becomes fully aware of the communities within its reach, shares resources, knowledge, and power; trust can be established.

**And remember to recognize achievements
and celebrate together!**

Strategies for Working Effectively in Communities

Does the problem match with the community's perception?

Find and overcome the barriers to collaboration.

Establish a shared understanding of partnership goals.

Develop a plan with clear roles, responsibilities and expectations.

Evaluate failures and successes collaboratively.



Collin's Families Center: A Case Study



- The staff at Collin's Families Center in a nearby county have noticed a growing number of families from Haiti and other Caribbean nations moving into their community.
- The staff would like to find a way to proactively reach out to these families so Collin's Families Center can understand some of the strains they may be under and offer parenting and wellness classes to them.
- Collin's Families Center has asked you to help them figure out a way to do this.

Community Partnerships



Wausau - New home to Afghan refugees



- **By the end of 2022, 75 refugees from Afghanistan are expected to resettle in Wausau. The first families arrived earlier in January 2022.**
- **There is a need to provide health care, dental care and mental health services to uninsured or underinsured individuals.**
- **We need help in how we can meet the health care needs of the incoming families.**

Wausau - New home to Afghan refugees



- **What are some challenges that you can foresee with this population directly relate to their health care?**
- **What would you recommend as the first set of steps to engage with the newly arriving community/communities from Afghanistan?**



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REVIEW

1. Involving the community
2. Strategies for working effectively in communities
3. Case study

QUESTIONS AND COMMENTS?



"The greatness of a community is most accurately measured by the compassionate actions of its members."

– Coretta Scott King

Additional/Optional or Alternative Slides, Resources,



VOICES OF THE COMMUNITIES



Voice Project: Valuing Our Individual Cultures through Engagement

<http://www2.minneapolismn.gov/health/toolkit/voice>

An aerial photograph of the Minneapolis skyline at dusk, featuring numerous skyscrapers and the Mississippi River with several bridges. The image is framed by a large, stylized blue and white wavy graphic that curves across the top and sides. A semi-transparent white box is overlaid on the lower right portion of the image, containing the title and URL.

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