Living with Dignity: A Cultural Competence Strategy for Caregiving and Caregivers

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Inspiration

There are only four kinds of people in the world - those who have been caregivers, those who are caregivers, those who will be caregivers and those who will need caregivers.

—Besos and Caring—

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Session Objectives

1. To identify the critical influence of individual cultural realities in person centered nursing home and assisted living care.

2. To strengthen and build on team diversity while navigating communication challenges in the workplace.

3. To apply the five steps to culturally competent communication

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INTRODUCTIONS

The Cross Cultural Health Care Program (CCHCP)

- We have a 25 year history of training healthcare teams in effective cross cultural communication
- Nationally recognized leader in cultural competency and language access programs
- CCHCP conducts national and regional assessments of organizational cultural competency needs
- Consults on developing culturally and linguistically responsive systems
- Conducts research on community needs and customizes engagement strategies

Agenda

1. Expand concepts of diversity, culture and cultural competency
   - Changing Demographics: Aging of the US population
   - Low Health Literacy
   - AMA video: Help your Patient Understand
   - Practical tips to address Low Literacy
   - Stereotypes and Myths
   - Exercise: Aging and Older People Quiz
   - Barriers to cross cultural communication
   - Exercise: Tapping Fingers
   - Video: Empathy

2. Explore the impact of personal culture on workplace communications
   - Practical Tips for effective verbal and non verbal communication
   - Case Study: The Red Envelope
   - Practical Tips: Applying the 5 Steps to Cultural Competency

3. Moving from Cultural Bump to Cultural Congruence
   - Practical Tips for effective verbal and non verbal communication
   - Case Study: The Red Envelope
   - Practical Tips: Applying the 5 Steps to Cultural Competency
Characteristics of Culture

- Culture is manifested at different layers of depth and diversities
- Culture affects behavior and interpretations of behavior
- Culture is learned and created by internal and external influences
- Culture grows and changes

The Impact of Personal Culture on Communication

- Incorrect assumptions about the other
- Language and communication style issues
- Biases against the unfamiliar
- Personal values in conflict
- Expectations that others will conform to established norms
Cultural Competence

- Equips us to successfully navigate the dynamics of difference
- Assists in authentically partnering with others
- Aligns our intent with our outcomes.

Why Cultural Competence

- Responding to demographic changes.
- Achieving equity and inclusion.
- Utilizing for effective interpersonal communication
- Enhancing quality of services.
- Meeting legislative, regulatory & accreditation mandates.

Adapted from: National Center for Cultural Competence, Georgetown University

Changing Demographics

People of color and lesbian, gay, bisexual, and transgender (LGBT) individuals are a rapidly growing portion of the US older adult population.

- In 2010, people of color made up 20 percent of the nation’s total 65+ demographic, This number is expected to more than double by 2050.

- The Hispanic and Asian senior populations are expected to increase more rapidly over the next 40 years.

- Estimated 1.75 million to 4 million older adults are lesbian, gay, bisexual or transgender (LGBT), and expected to double by 2030.

Backdrop for our Discussions

- Over 60,000 elderly and disabled Wisconsinites reside in nursing homes and in assisted living communities.
- Assisted living, for the elderly and disabled, is growing rapidly in Wisconsin at rates twice the national average and fourth highest in the nation.
- Facilities are accepting residents with increasingly complex medical and mental health conditions.
- The Bureau of Assisted Living (BAL) ensures regulatory compliance for residents safety and proper care.
- Regulatory Oversight of Community-Based Residential Facilities (Revised September 2017).
New information is available in a short video to help bridge communication and understanding between pharmacists/pharmacy staff and refugees and immigrants. This, in turn, can help improve the health and medication management for these patients. Watch the video [link is external].

Key Risk Factors for Limited Literacy

- White, US born Americans
- Elderly
- Low income
- Did not finish high school
- Minority ethnic groups
- Recent immigrants to the US
- People with chronic diseases

Source: Source: NNLM.gov “National Networks of Libraries of Medicine: Health Literacy Statistics”

What does this mean for our work?
Barriers to Communication

- Barriers of register
- Cultural Barriers
- Linguistic Barriers
- Systemic Barriers

Source: The Cross Cultural Health Care Program
Bridging the Gap Medical Interpreter Training

Poor Communication in Resident/Provider Interactions ...

- Creates disruptions
- Reduces loyalty
- Reduces confidence
- Diminishes compliance

Understanding and responding to ...

- Resident or peer reactions and behaviors such as:
  - Imposing
  - Intrusive
  - Demanding
  - Dramatic
  - Manipulative
  - Offensive
  - Accusatory
Exercise: Pair Share

Case Study: Tapping fingers

In a very busy care facility, an elderly woman with dementia was always tapping on the table and irritating people.

- How would each of you handle the situation?
- What would be your expected outcomes?
- How would you change your approach if necessary?

Some tips for effective verbal and non-verbal communication

- Greeting resident first by using formal titles (Mr, Ms, or Mrs.)
- Using informal conversation as an icebreaker
- Inquiring about ways they've previously taken care of health problems
- Speaking slowly and clearly
- Avoiding colloquialisms, idioms and acronyms
- Allowing residents to choose physical distance in sitting and standing
- Listen for words resident and family uses to describe a health issue
- Considering how individuals and families express emotion
- Body movements and touch may be interpreted differently
- Develop and understanding of cultural differences in pain management and end of life preferences
- Understand cultural stigmas associated with mental health issues

Cross Cultural Communication Skills

Overriding all conflict resolution across cultures is the fact that there are skills that make a difference, such as:

- Understanding the reality of the other
- Being nonjudgmental
- Understanding stereotypes
- Treating people as individuals
- Looking at whether expectations are real
- Accepting ambiguity
- Empathizing
- Checking assumptions
- Being open to differences
Effective Communication

- Minimizes disruptions
- Builds loyalty
- Creates confidence
- Increases adherence

Practice Time!

Definition of a Cultural Bump

Moments or circumstances of difference with the "other" creating:
- a barrier,
- an impasse,
- an awkward or painful conversation,
- an inability to connect or engage or partner
The Cycle of Ineffective Communication

**Actions**
- Passive-aggression
- Anger
- Accusations and Misunderstandings
- Withdrawal
- Blame
- Violence

**Emotion**
- Confusion
- Anger
- Depression
- Frustration
- Helplessness
- Hopelessness
- Misunderstanding

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Case Study: ‘The red envelope with money’

Mrs. Louie, an 85 year old Chinese resident was looking forward to celebrating the Chinese New Year. Family members would drop by and bring special treats, that she would offer to her caregivers.

On the morning of the Chinese New Year, she dressed in her traditional red outfit and proceeded to hand out to staff, little red envelopes with money in them. Explaining that this gesture brought good luck to the giver, she politely insisted the staff accept her gift.

The facility had a firm rule that no staff accept any gifts whatsoever.

**Brainstorm activity**
- Please discuss the case study in groups of three.
- Using the five steps to cultural competency, how would you resolve the impasse?

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The Five Steps of Cultural Competency

- Awareness of Self and the Other
- Acknowledgement
- Honest Validation
- Negotiation
- Action: Choices and Options

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### More Skills: Language Matters

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<thead>
<tr>
<th>Agree</th>
<th>Never argue</th>
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<tbody>
<tr>
<td>Redirect</td>
<td>Never reason</td>
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<tr>
<td>Distract</td>
<td>Never shame</td>
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<tr>
<td>Reason</td>
<td>Never lecture</td>
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<tr>
<td>Reminisce</td>
<td>Never say 'remember'</td>
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<tr>
<td>Repeat</td>
<td>Never say 'I already told you'</td>
</tr>
<tr>
<td>Say ‘do what you can’</td>
<td>Never say “you can’t”</td>
</tr>
<tr>
<td>Encourage and praise</td>
<td>Never condescend</td>
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<tr>
<td>Reinforce</td>
<td>Never force</td>
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</tbody>
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Source: kateswaffer.com

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### Listen with empathy

- **Explain** your own perceptions and knowledge
- **Awareness** of yourself and knowledge of the other’s Reality
- **Be open** to new information
- **Ask** open-ended questions

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### Beyond all else...

“"I've learned that people will forget what you said, people will forget what you did, but people will never forget... how you made them feel."

- Maya Angelou
Thank you...

For all your caring, all your caregiving:

Thank you. Thank you.