



Southeast (HHS Region 4)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Honoring Culture in Prevention - Cultural Interactions, Awareness, & Responsiveness Training

October 11, 2023

Presented by

Michael Browning

Public Policy and
Public Health Advisor





Southeast (HHS Region 4)

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Disclaimer

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The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

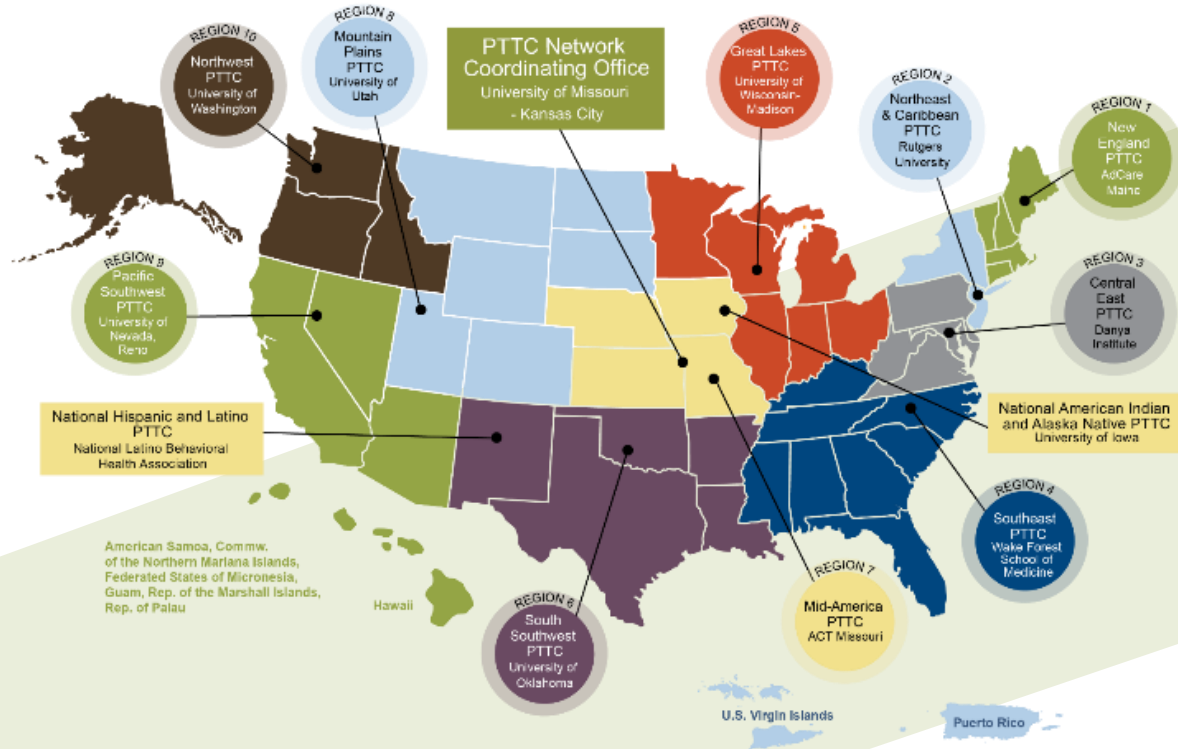
PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



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Co-Directors

Kimberly Wagoner, DrPH, MPH
 and Mark Wolfson, PhD



Wake Forest University
School of Medicine

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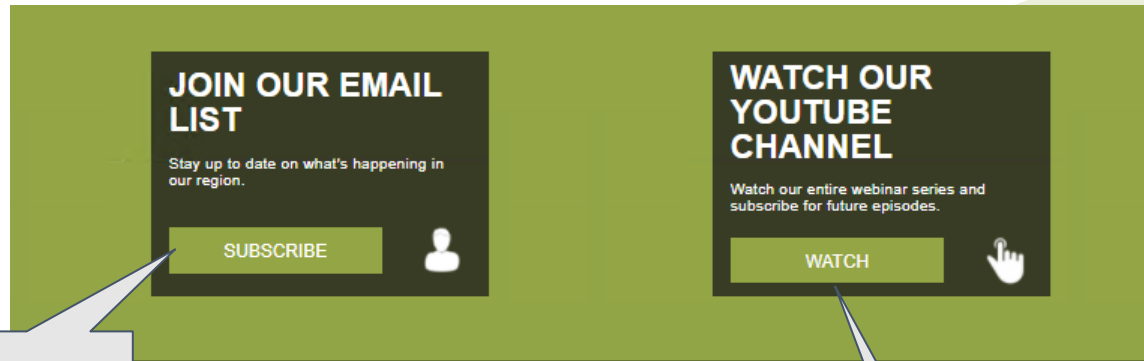
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**Bottom of our main
webpage**

pttcnetwork.org/southeast



Sign up for our newsletter here!



TONS of great trainings to share/watch with your coalition members

Upcoming Events: Practical Skills in Prevention Series

Practical Skills in Prevention
Series Session 1-
Nurturing a Sense of Belonging

November 1st, 1pm ET

November 8th, 1pm ET

Practical Skills in Prevention
Series Session 2-
Contagious Leadership! If there's
such a thing?

Upcoming Events in December

HIV A to Z: An Interactive Training
for Prevention & Treatment
Providers

December 5th

*Health Equity Series Session 3 –
Equity, Inclusion, & Prevention: A
Rural & Appalachian
Conversation*

December 13th

December 7th

Empowering Prevention
Professionals: A Deep Dive into
Certification, Equity, and
Essential Resources

Today's Presenter



Honoring Culture in Prevention - Cultural Interactions, Awareness, & Responsiveness Training

Collaborating TTC: [Southeast PTTC](#)

October 11, 2023

Trainer: Michael Browning



Honoring Culture in Prevention - Cultural Interactions,
Awareness, & Responsiveness Training

The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application
of evidence-based and culturally informed practices.

Every community has a unique culture, and coalitions and prevention providers must interact with community members respectfully. This interactive skill-building training will explore culture. We will explore the essential elements of cross-cultural communication and practice strategies to improve communication and practices that promote respect of cultural differences.



Training Objectives

1. **Define Cultural Competency vs Cultural Humility.**
2. **To apply cultural humility and The National Enhanced CLAS Standards** (*Culturally and Linguistically Appropriate Services in Health and Health Care*).
3. **Practice methods to overcome hurdles and avoid misunderstanding in cross-cultural communication, service delivery, and community engagement.**
4. **Learn from others and share experiences.**



In Chat:

Where do you live? How do you describe your culture?

**Ex. Los Angeles, Midwest
Suburban Black male with
American Indian heritage**



Cultural Humility

Word cloud:

Choose a word that describes how people feel about cultural differences in your communities? As many one-word responses as needed. Ex. Open, tension, acceptance, afraid, etc.



How do you define:

Cultural Competence?



How do you define: **Cultural Competence?**

What Is Cultural Competence? In 1989, Cross et al. provided one of the more universally accepted definitions of cultural competence in clinical practice: “A set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals and enable the system, agency, or professionals to work effectively in cross-cultural situations”

A Treatment Improvement Protocol Improving Cultural Competence TIP 59 SAMHSA

Cultural Competence Limitations

- Attention to power dynamics and how they shape cultural interactions
- “Culture” is reduced to race and ethnicity, ignoring other identities
- Culture defined as static and unchanging
- Efforts that are easily reduced to checking off boxes
- Can focus more on THEM instead of ME
- Implies that people of a certain background are a monolith-stereotype
- Indicates that there is an endpoint to becoming fully culturally competent

In Chat:

Culturally, What is important to YOU when YOU seek health services?

Ex. A male doctor that understands inner-city stressors.



Cultural Humility

Cultural Humility is: A stance toward understanding culture. Requires a commitment to lifelong learning, continuous self-reflection on one's own assumptions and practices, comfort with 'not knowing', and recognition of the power/privilege imbalance that exists between clients and health professionals.



Cultural Humility

**An interactive approach:
Approach another person
with openness to learn;
Ask questions rather than
make assumptions; Strive
to understand rather than
to inform.**



Cultural Humility

An examination of one's prejudices, an effort to truly understand and empathize with others, the development of an appreciation of differences, and, hopefully, the establishment of real, positive connection.



Cultural Humility

Humble and respectful attitudes toward individuals of other cultures that pushes one to challenge cultural biases,

We cannot possibly know everything about other cultures, and approach learning about other cultures as a lifelong goal and process.



Cultural Humility

Willingness to suspend what you know, or what you think you know, about a person based on generalizations about their culture.

What you learn about clients' culture stems from being open to what they themselves have determined is their personal expression of their heritage and culture.



Cultural Humility

Word cloud:

How do you determine someone's culture beyond their appearance? One-word responses.



Cultural Humility

Why Cultural Humility?

- Differences between the staff and participant view of substance abuse disorders SUDs may lead to poor outcomes.
- Limited information about cultural responses to SUDs can contribute to participant-coalition miscommunication.
- Through over-confidence in their own cultures, staff/coalition members can lose sight of their participant's perspectives, beliefs, and wisdom.
- Cultural humility reminds staff and coalition members to be curious about and actively engage their participant's cultural perspectives.

Cross, T., Bazron, B., Dennis, K., & Isaacs, M. (1989). Towards a culturally competent system of care, volume I. Washington, D.C.: Georgetown University Child Development Center, CASSP Technical Assistance Center. Flores G. et al. The Health of Latino Children: Urgent priorities, unanswered questions, and a research agenda (2002) JAMA



Cultural Humility

Poll:

Do you understand concepts of cultural humility and are ready to implement them in your work?



Cultural Humility

Poll:

Do you have policies in place to address culture?



CLAS

(Culturally and Linguistically Appropriate Services)

The National CLAS Standards are intended to advance health equity, improve quality, and help eliminate health care disparities by establishing a blueprint for health and health care (SUD) organizations to:

1. Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.
2. Governance, Leadership and Workforce
3. Communication and Language Assistance
4. Engagement, Continuous Improvement, and Accountability

What do you know about:

CLAS?

Any experiences?



CLAS

(Culturally and Linguistically Appropriate Services)

Services that are respectful of and responsive of each person's culture and communication needs.

WHAT is CLAS?

- NY State Office of Addiction Services and Supports

CLAS
helps
take into
account
...

- Cultural health beliefs
- Preferred languages
- Health literacy levels
- Communication needs

- Respectful
- Understandable
- Effective
- Equitable

CLAS
helps
make
your
services...

WHY Do Organizations Implement the National CLAS Standards...

STAFF & Coalition

- Cultural Humility
- Language Services use
- Quality of Services
- Respect
- Cultural Confidence
- Accountability
- Self Examination

Because it's
the right thing
to do and
They seek to
IMPROVE...

And Thereby
INCREASES...

PARTICIPANTS

- Trust
- Satisfaction
- Engagement
- Experience
- Outcomes



Cultural Humility

Poll:

Does your
agency/coalition policies
include CLAS Culturally
and Linguistically
Appropriate
Services Standards?



CLAS

(Culturally and Linguistically Appropriate Services)

CLAS STANDARDS

=

POSITIVE OUTCOMES



**Governance, Leadership,
and Workforce**



**Advance SUD Prevention
Service Equity**



**Communication &
Language Assistance**



**Improve Quality and
Engagement**



**Engagement, Continuous
Improvement, &
Accountability**



Prevent SUDs



CLAS

(Culturally and Linguistically Appropriate Services)

GOVERNANCE, LEADERSHIP, AND WORKFORCE

1. Advance and sustain Coalition governance and leadership that promotes Cultural Humility, CLAS and health equity through policy, practices, allocated resources, and ACTION.
2. Recruit, promote, and support a culturally and linguistically diverse governance, leadership, membership, and workforce that are responsive to the population in the service area.
3. Educate and train governance, leadership, workforce, and all coalition members in culturally and linguistically appropriate policies and practices on an ongoing basis.



CLAS

(Culturally and Linguistically Appropriate Services)

COMMUNICATION AND LANGUAGE ASSISTANCE

5. Offer language assistance to individuals who have limited English proficiency and/or other communication needs, at no cost to them, to facilitate timely access to all health care and services.
6. Inform all individuals of the availability of language assistance services clearly and in their preferred language, verbally, and in writing.
7. Ensure the competence of individuals providing language assistance, recognizing that the use of untrained individuals and/or minors as interpreters should be avoided.
8. Provide easy-to-understand print and multimedia materials and signage in the languages commonly used by the populations in the service area.

CLAS

(Culturally and Linguistically Appropriate Services)

ENGAGEMENT, CONTINUOUS IMPROVEMENT, AND ACCOUNTABILITY

9. Establish culturally and linguistically appropriate goals, policies, and management accountability, and infuse them throughout the organization's planning and operations.
10. Conduct ongoing assessments of the organization's CLAS-related activities and integrate CLAS-related measures into measurement and continuous quality improvement activities.
11. Collect and maintain accurate and reliable demographic data to monitor and evaluate the impact of CLAS on health equity and outcomes and to inform service delivery.

GROUP DISCUSSION



Addressing culture in your agency and with community members, What are your challenges and successes?

How would improvements in cultural interactions improve your work?



20 Minutes – no comments over 30 seconds please

Practicing Cultural Humility

Always consider the ways that the systems with which our clients interact have shaped their lives, their belief systems, their relationships, their sense of self, and the conditions that have brought them to your coalition activities.

Acknowledging power imbalances and balancing power imbalances.

Allow self-reflection and lifelong learning.

Hold ourselves accountable and learn directly from community members. Allow for genuine interaction, with an openness and willingness to learn.



Practicing Cultural Humility

Be open and teachable. Strive to see cultures as the community members and coalition members see them, rather than as we have come to know or define them.

Building a genuine authentic relationship depends most on the relationship built between ourselves and our community members. Cultural humility offers a guide for that relationship.

Be aware of and sensitive to historic realities like legacies of anti-immigration and oppression against certain groups of people.

Are you aware of your personal biases and assumptions about people with different values than yours?



Putting it into Action:

Take 1 minutes to write down as many ways your coalition can adopt a cultural humility approach with its members, leadership, and community members etc.

Let's Chat!



In Chat:

**What have you learned
so that you
personally can begin to
practice right away?**



NEXT STEPS

Consider:

**Can you do this in your
community?**

What are the barriers?

NEXT STEPS

Take 1 minute to write down as many ways your agency/coalition can adopt a cultural humility approach with its members, leadership, and community members etc.

RESOURCE

National Standards on Culturally and Linguistically Appropriate Services (CLAS) –
<https://thinkculturalhealth.hhs.gov/clas>

Cultural Respect

<https://www.nih.gov/institutes-nih/nih-office-director/office-communications-public-liaison/clear-communication/cultural-respect>

Q&A



<https://ttc-gpra.org/P?s=488577>



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The purpose of the Prevention Technology Transfer Center (PTTC) Network is to improve implementation and delivery of effective substance abuse prevention interventions, and provide training and technical assistance services to the substance abuse prevention field.

Address for the listserv is

<https://lp.constantcontactpages.com/su/OaIT5aj/SignUp>



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southeast@pttcnetwork.org



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