

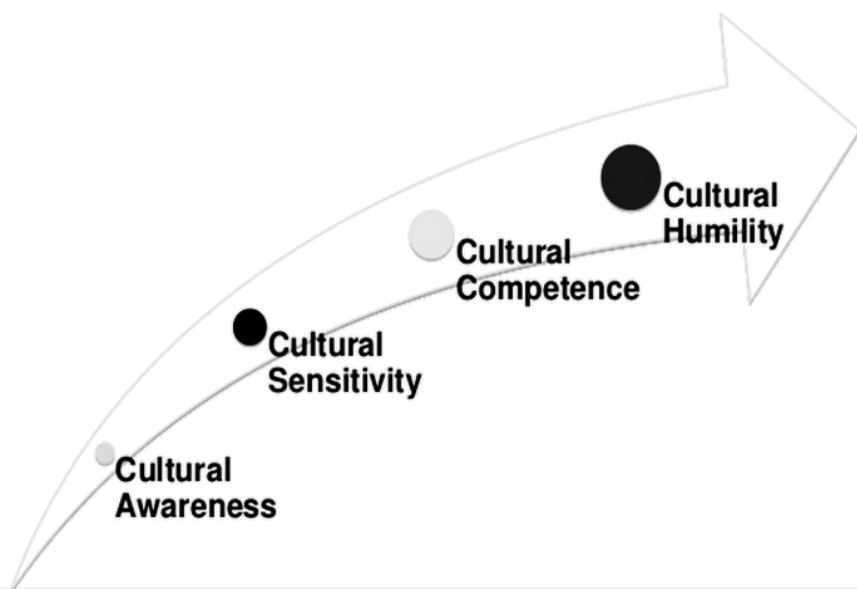
Health Equity: Concepts and Best Practices

Learning Objectives

- Identify key characteristics of cultural humility, health equity and implicit bias
- Identify ways to address implicit bias in healthcare
- State the impact of cultural humility and implicit bias have in your work as a public health professional

Cultural Competency Journey

The Cultural Competence Journey

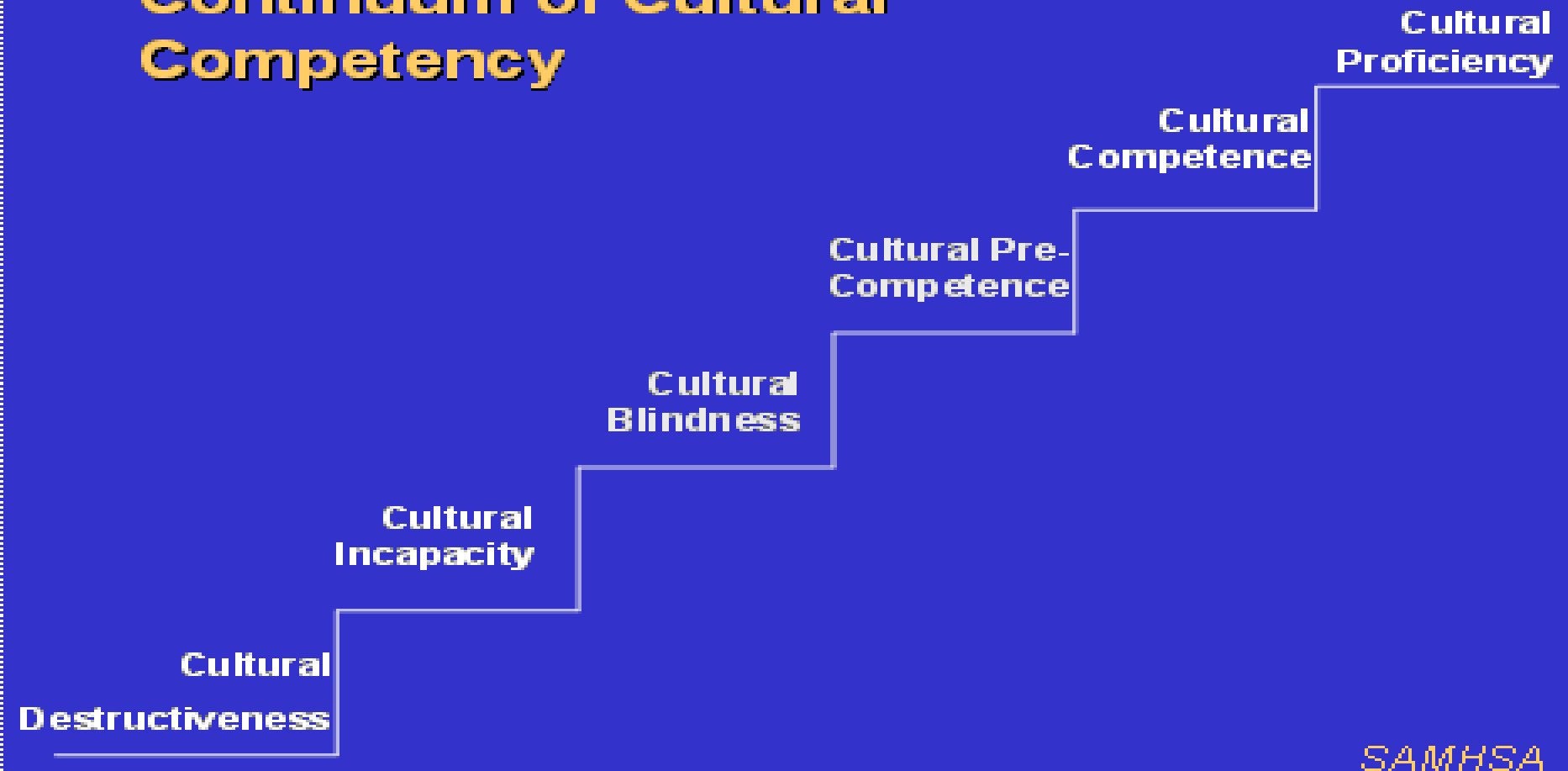


Cultural humility is the “ability to maintain an interpersonal stance that is other-oriented (or **open to the other**) in relation to aspects of cultural identity that are most important to the [person].

Hook, J.N. (2013). Cultural Humility: Measuring openness to culturally diverse clients. Journal of Counseling Psychology

PATH TO CULTURAL COMPETENCY

Continuum of Cultural Competency



Cultural Destructiveness

Actively participates in purposeful attacks on other cultures. Attitudes, policies and practices are destructive to cultures and individuals within the cultures, e.g., depriving gay or lesbian clients access to quality care.



Cultural Incapacity

Lacking the capacity to help individuals from other cultures. These individuals are extremely biased, may believe in race superiority of the dominant group or act paternalistic towards Minorities.



Cultural Blindness/Ignorance

The perspective that color or culture makes no difference whatsoever, if the system works as it should, all people, regardless of race or ethnicity, shall be served with equal effectiveness, e.g., ignoring the individual differences of your community or prevention activities, and treating them all the same.



Cultural Pre-competence

Awareness of one's limitations in serving persons of diversity and making small steps to improve on some level, e.g., asking a colleague or client about their culture in effort to acquire cultural knowledge and sensitivity.



Cultural Competence

- Accepting and respecting differences among and within different cultures.
- Continuously assessing one's behavior to ensure it is congruent with culturally competent practices.
- Expanding one's knowledge, resources and services in order to better meet the needs of different racial and ethnic groups.



Cultural Proficiency/Humility

Takes a proactive approach towards cultural competency to move it forward on a systemic level.

Individuals at this level are often involved in multicultural research, treatment modalities that address diversity issues, and other actions to raise society awareness and sensitivity to cultural issues.



Cultural Humility Includes

- Self-awareness
- Cultural understanding
- Multiple perspectives
- Intercultural communication
- Relationship building
- Flexibility/adaptability
- Intercultural facilitation/conflict resolution skills

Practicing Cultural Humility

Practicing Cultural Humility

*A*sk questions in a humble, safe manner

*S*eek Self-Awareness

*S*uspend Judgment

*E*xpress kindness and compassion

*S*upport a safe and welcoming environment

*S*tart where the patient is at

- Lisa Boesen



Cultural Competence - Checklist for Success

- Understand there is no recipe.
- Hire staff that reflect the client population.
- Understand cultural competency is continually evolving.
- Be creative in finding ways to communicate with population groups that have limited English-speaking proficiency.

Implicit Bias

What is Implicit Bias?

“Implicit Bias is the unconscious attitudes and stereotypes we hold about different groups of people that influence our actions.”

def·i·ni·tion n. 1.
The teacher gave de
new words.

Key Characteristics of Implicit Biases

- We tend to hold implicit biases that **favor our own in-group**, though research has shown that we can still hold implicit biases against our in-group.
- Implicit biases can be gradually unlearned through a variety of de-biasing techniques (de-biasing strategies are outlined in later slides).



Implicit Bias

- Thought processes that occur without introspective awareness (vs. explicit bias, which can be consciously detected and reported)
- Unconsciously influences individuals' behavior
- Does not necessarily align w/individuals' openly held beliefs
- Frequently results in negative bias towards vulnerable populations
- Impacts numerous social situations



Understanding Implicit Bias

- Having biases does not make us bad.
- Every one of our decisions and interactions are influenced by factors within and outside of our scope of awareness.
- They are powerful because they are anchored by predominant beliefs and feelings.

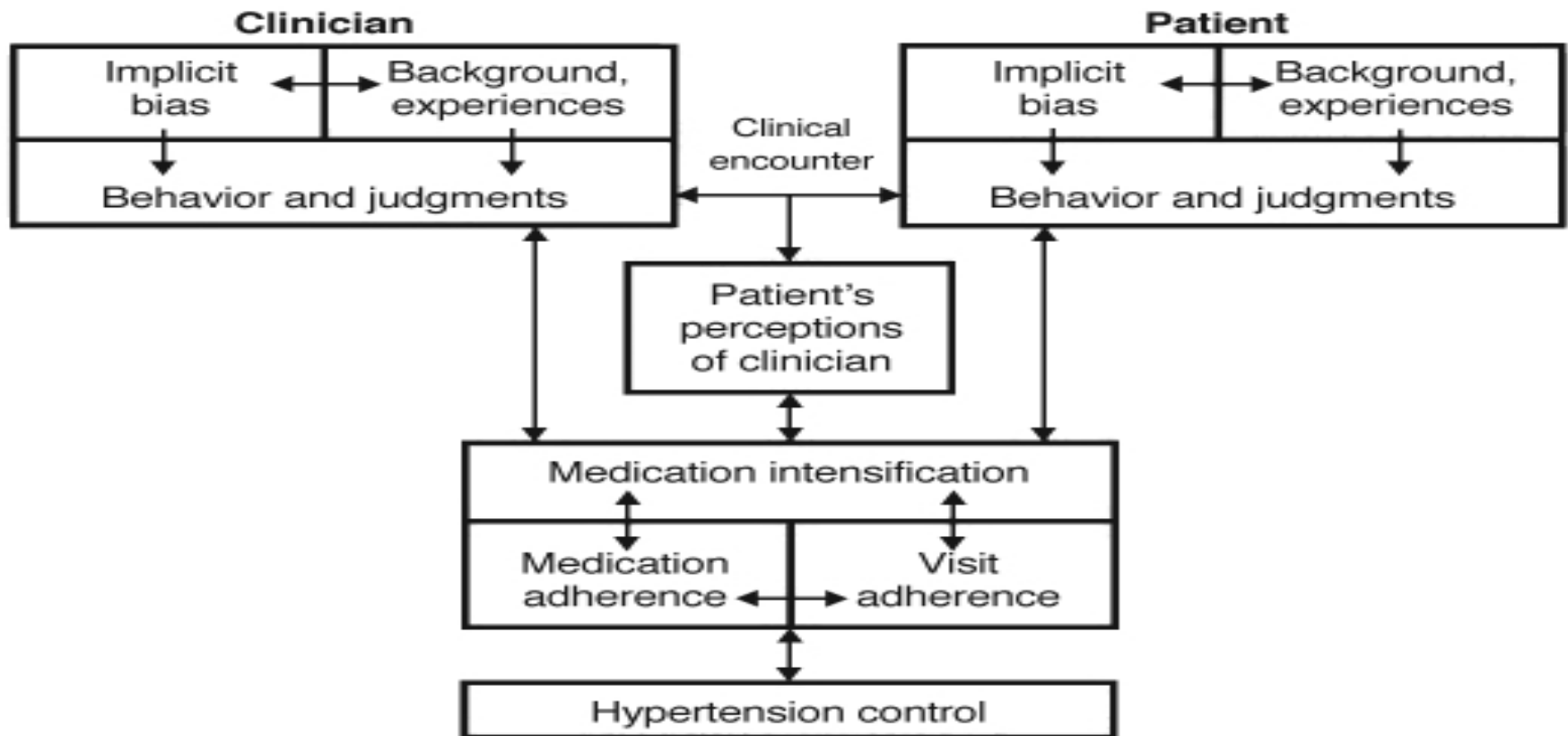
Harvard Implicit Bias Test



- How could implicit bias impact the way that individuals are treated in real life?
- What could be the impact of social determinants of health combined with implicit bias in your work?

Why Address Implicit Bias?

Conceptual model of the influence of implicit bias



Implicit bias and its effect on health care

Some examples of how implicit bias plays out in health care include:

- Non-white patients receive fewer cardiovascular interventions and fewer renal transplants
- Black women are more likely to die after being diagnosed with breast cancer
- Non-white patients are less likely to be prescribed pain medications (non-narcotic and narcotic)
- Patients of color are more likely to be blamed for being too passive about their health care

Ways in Which Implicit Bias Operates

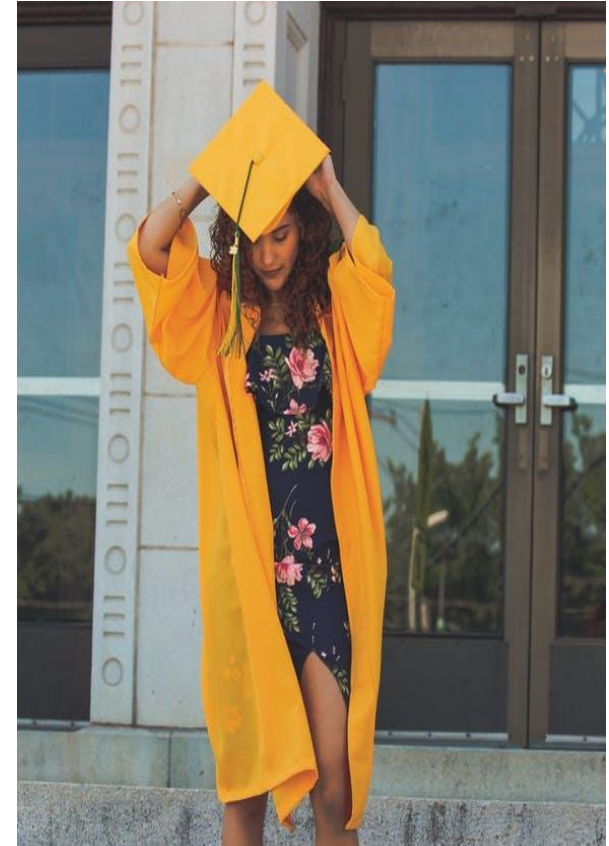
Confirmation Bias - The tendency to unconsciously seek out evidence to confirm what we believe is true.

Example: Someone with a negative attitude towards young black males may ignore positive news stories and instead concentrate on news reports about young black males that have committed crimes or have been arrested.

Ways in Which Implicit Bias Operates

Anchoring Bias - The common tendency to rely too heavily on one trait or piece of information when making decisions.

Example: Assuming that a graduate from an elite school is more qualified despite holes in the elite school graduate's credentials.



Ways in Which Implicit Bias Operates



Groupthink is a phenomenon where people tend to confirm with group decisions to avoid feeling outcast, leading to errors in decision making.

Ways to Address Implicit Bias

De-biasing Strategies

1. Common identity formation. Focus on a shared, common identity between you and the client.

Finding something in common is a great way to build trust and rapport.



1. Lai. *J of Exp Psychology: General*. 2014, 143, 1765-1785.
2. Blatt. *Academic Medicine*. 2010, 85, 1445-1452.
3. Lord. *J Pers Soc Psychol*. 1984 Dec;47(6):1231-43
4. Lai. *J of Exp Psychology: General*. 2014, 143, 1765-1785

Ways to Address Implicit Bias

De-biasing Strategies

2. Perspective taking.

Take the perspective of a member of the group against which you have the unconscious bias.



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Ways to Address Implicit Bias

De-biasing Strategies

3. “Consider the opposite.” When data seems to point to one conclusion, briefly look for data supporting the opposite conclusion before making a final decision.



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Ways to Address Implicit Bias

De-biasing Strategies

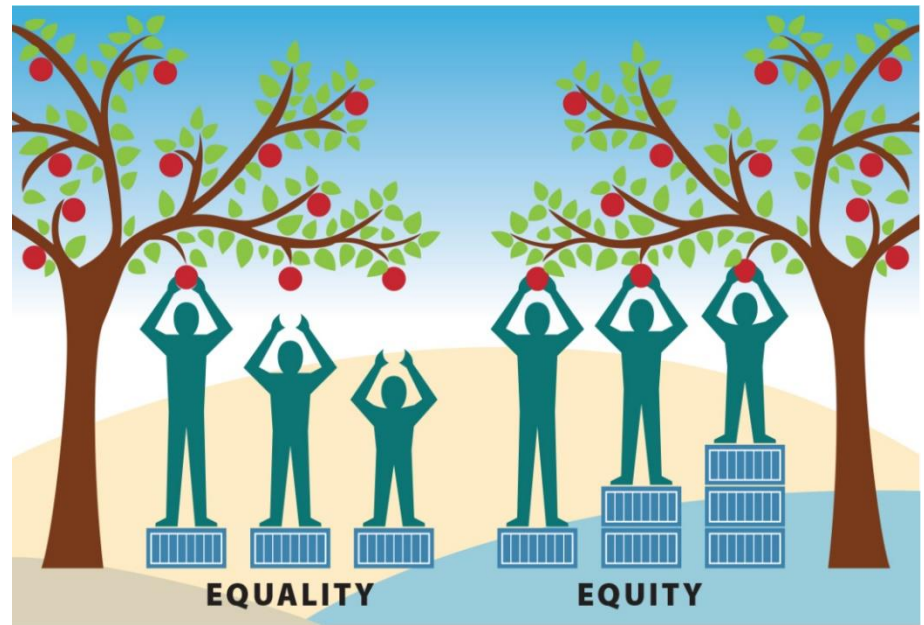
4. Counter-stereotypical exemplars. Spend time with or focus on individuals you admire from groups against which you have a bias.



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Why Address Implicit Bias?

To achieve health equity in public health and health care organizations have a responsibility to reduce the effects of implicit bias in all interactions and at all points of contact with patients/clients.



Why Address Implicit Bias?

Implicit bias not only impacts outcomes of care, but also whether patients will return for services or even seek care at the organization in the first place.

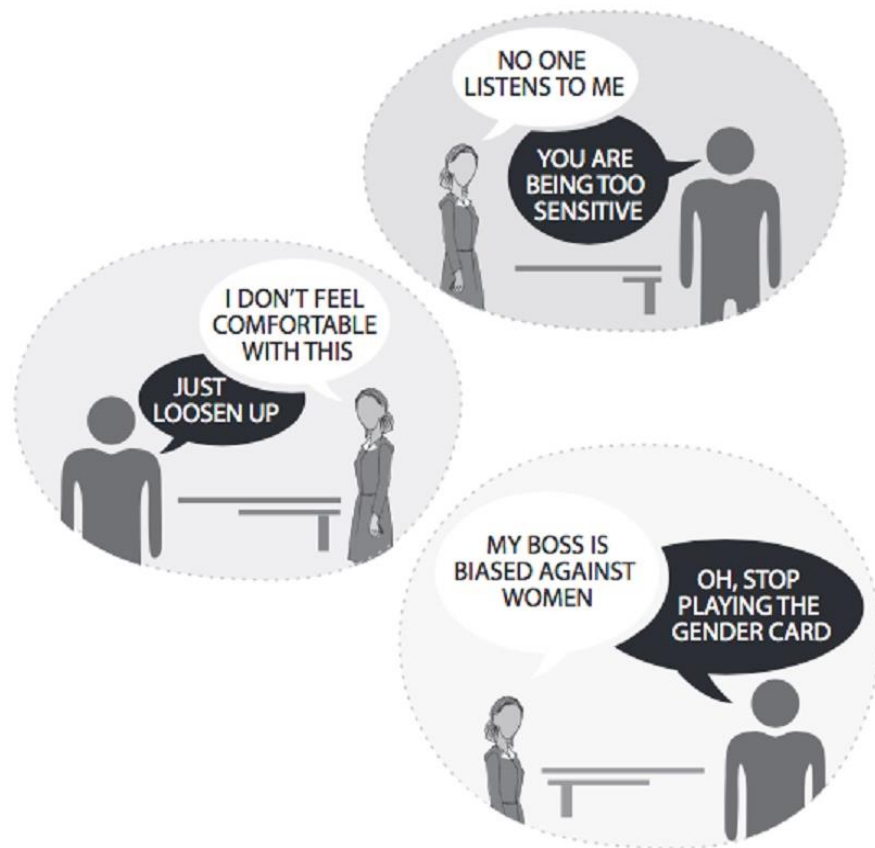


Actions to combat implicit bias as a health provider

- ✓ Having a basic understanding of the cultures from which your patients come.
- ✓ Avoiding stereotyping your patients; individuate them.
- ✓ Understanding and respecting the magnitude of unconscious bias.
- ✓ Recognizing situations that magnify stereotyping and bias.
- ✓ Knowing the National Standards for Culturally and Linguistically Appropriate Services
- ✓ Using techniques to de-bias patient care

Microaggression

“A statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group ”



Microaggressions

**Think of
microaggressions
as mosquito bites**



Who is affected by Microaggressions?

Groups and individuals categorized by one or more of the following categories (common examples):

- Race
- Ethnicity
- Ability/Disability
- Sexual Orientation
- Gender/Gender Identity
- Age
- Educational Attainment
- Socioeconomic Status
- Religion
- Newest: Body Image

Microaggression and Racism

- Racism is prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's own **race is superior**
- Microaggressions are more about the **individual victims feelings** than the person who performed the action and go beyond just a person's race



Impact of Microaggression on the Individual

How can microaggressions affect someone?

- Results in feeling ignored, unappreciated, overworked, and devalued
- Produces physical and mental health problems.
- Creates an unwelcome, hostile, and invalidating climate which is alienating, polarizing, and risky



Cultural Audit Discussion

Identify the current expectations and stereotypes in your group or community about people from each of these cultures, and how these stereotypes might affect communication and your ability to work together.

Please discuss the following stereotype examples at your table or with the person directly next to you:

- Clinic staff overhears patient and family member speak in another language
- Outreach staff sees client in need of services drive up in luxury car
- At an outreach event employee is approached by a potential client who is well dressed in designer brands

Moving Forward.....

- Shifting from just using cultural competence to cultural humility
- When addressing implicit bias keep in mind:
 - Establishing common ground,
 - Taking in the other person's perspective
 - Challenge yourself to think outside the box
 - Spend time with groups of people you have formed a bias over



Moving Forward

- Implicit bias vs. microaggression; Admitting there is a problem and addressing the problem is key
- Frequent training established to identify implicit bias, microaggression and teach cultural humility with active components to address real life scenarios



Cultural Competence - Checklist for Success



- ✓ Avoid stereotyping
- ✓ Include community input at the planning and development stage of projects
- ✓ Hire staff that reflect the client population
- ✓ Be creative in finding ways to communicate

Contact Information

Lindsey Latscha BA, MPHA Candidate
Health Equity Promotion Program Manager,
Health Equity Section

614-645-1542

LALatscha@Columbus.gov

Krizia Melendez, MPH, CHES
Graduate Assistant,
Univeristy of Toledo

krizia.melendez@rockets.utoledo.edu