Respect Through Understanding

University of Washington Medical Center

Cultural Diversity Training
2007
Like trees that make up a forest, each patient, family member, and employee is unique; our cultural differences affect our actions. At UWMC, we strive to show respect through understanding of other cultural backgrounds.

Definitions

| **Culture:** | A system of shared values, beliefs, and rituals that are learned and passed on through generations of families and social groups. |
| **Diversity:** | The condition of being different or having differences. |
At times, North American cultural values come into conflict with those of other cultures. To be sensitive to issues related to culture, race, gender, sexual orientation, and socio-economic backgrounds, among other factors, we need to be aware of differences and work to communicate properly with others.

**Cultural Awareness at UWMC**

_Cultural Awareness_ at UWMC reflects our values of Accountability, Respect, Innovation, Service and Excellence. Each value supports workplace equality and culturally respectful delivery of service to all customers and health care to patients and their families.

The following self-guided module will educate staff about:

- The meaning of “Cultural Awareness” at UWMC.
- Practices used at UWMC to promote cultural awareness.
- Our major patient and employee cultural groups.
- Ways to work well through an interpreter.
- Resources to help staff provide customer service and care to people from diverse cultures.

The goal of this education is to offer UWMC staff a snapshot of human diversity. It is not intended to provide a procedure, but rather a set of guidelines to alert staff to similarities as well as differences among the groups that make up our customer, patient, and staff populations. Staff are encouraged to use the following educational materials as a starting point to become more “Culturally Aware.”
What is “Cultural Awareness?”

According to the U.S. Census, between the years of 1990 and 2000, minorities accounted for approximately 80 percent of the largest 10-year U.S. population growth in history. This recent growth in the minority population challenges hospitals across the nation to give culturally competent patient care – care that is respectful of, and attentive to, different cultural norms and expectations. Our goal is to build a workforce that is aware of cultural differences and is also very sensitive to meeting the needs of a diverse customer, patient, and employee population.

Cultural Awareness Example

A nurse who strongly believes that an individual has a right and a responsibility to make decisions on their own behalf may approach a patient directly to teach them about a specific treatment plan. If the patient is from a culture in which the _family_ has primary decision-making responsibility (not the individual), then that patient may nod and smile, expecting the nurse to return when the family is present to discuss treatment. This type of common misunderstanding can become a significant barrier to delivery of excellent patient care.

Cultural Awareness is not:

- Knowing everything there is to know about different cultures throughout the world.
- Stereotyping persons that “look” a certain way.
- Assuming a person has certain values or beliefs if they belong to a specific ethnic or cultural group.
Cultural Awareness is:

- Practicing respect by asking questions about personal preferences.
- Striving continually to learn about others and ourselves.
- Being willing to learn enough about another person to work comfortably with them.
- Incorporating other people’s background, beliefs, and values into the care we provide our patients.
- Adjusting your personal style to accommodate other beliefs and values.

UWMC is committed to cultural awareness and has incorporated the following practices into its culture:

- We are dedicated to supporting and creating a workforce that reflects diversity in culture, race, ethnicity, and gender and are committed to hiring procedures that will achieve equal employment opportunities for all individuals.
- We orient all new employees on sensitivity to other cultures.
- We provide diversity training on cultural awareness to all staff, students, and volunteers.
- We address cultural sensitivity in the annual performance evaluation.
- We provide a strong UWMC Interpreter Services Department.
- We offer tools and resources to assist staff in communications.
- We translate over 250 UWMC documents in up to 10 languages.
UWMC Family Tree
Primary Groups of Patients and Staff

Chinese        American Indian        Hispanic        Filipino

African American        Russian         Vietnamese         Caucasian

Each person bringing their own
Ethnicity, Values, Beliefs, and Customs

Top Eight Languages Spoken by UWMC Patients:

- Cantonese        - Farsi
- English          - Korean
- Mandarin         - Russian
- Spanish          - Vietnamese
Cultural Differences with Communication

Why is communication important to cultural awareness?

Even when two people speak the same language, communication may be hindered by different values or beliefs. Nonverbal differences or ethnic dialects can also get in the way of mutual understanding.

Some communication differences include:

Conversational Style

- Be aware that silence may show respect or acknowledgment.
- In some cultures, a direct “No” is considered rude, and silence may mean “No.”
- A loud voice or repeating a statement may mean:
  - anger or simply emphasis.
  - enthusiasm or conviction.
  - a request for help.

Personal Space

- We need to recognize that different cultures have different beliefs about personal space.
- For example, someone may be seen as aggressive for standing “too close” or as “distant” for backing off when approached.
- Be sensitive to someone else’s need for personal space.
Eye Contact

- Different cultures have different beliefs about making direct eye contact.
- Avoiding direct eye contact may be:
  - a sign of respect.
  - an effort to refrain from invading someone’s privacy.
  - an appropriate gender interaction between men and women.
- Don’t assume that differences are negative personality characteristics.

Time Orientation

- In some cultures, life is paced according to “clock time,” which is valued over personal or subjective time.
- In other cultures finishing a conversation, regardless of how long it takes, is more valued than being “on time.”

What does Cultural Awareness look like?

Here are some examples of how cultural awareness can be shown at UWMC:

- Taking the time to learn the correct pronunciation of a coworker and patient’s name.
- Asking what someone’s words really mean before making assumptions.
- Asking if a Vietnamese customer prefers a gentle bow, rather than a handshake.
- Asking before moving religious icons in a patient’s room.
- Asking a Muslim woman’s preference for a male or female provider.
- Finding out how a deaf customer prefers to communicate.
- Avoiding the use of hand signals such as pointing your finger, since it represents different meanings in different cultures.
Appearance Does Not Tell the Whole Story!

Some aspects of a person’s background and cultural experience can be identified by appearance:

- Dress
- Language
- Body posture
- Physical appearance
- Age
- Gender
- Physical abilities

Many other aspects of a person’s background and cultural experience are not evident from appearance:

- Religion
- Beliefs
- Ethics
- Customs
- Diet needs or preferences
- Family structure
- Sexual identity
- Preferred health care practices
- Physical abilities

Can you think of other cultural elements?
Practice Respect Through Understanding

Three Steps for a Lifelong Path of Cultural Awareness:

2. Show Respect.
3. Take Action.

1. **Continual Learning**

L istening with understanding to what people say.
E xplaining or paraphrasing what you hear.
A cknowledging and respectfully talking about differences.
R ecommending possible options to work together.
N egotiating mutual agreement.
2. **Show Respect**

- Recognize that all people have personal differences and individual preferences.
- Know that decisions may be based on family and community influences.
- Learn about the cultural values and beliefs of others.
- Avoid making assumptions about how people look, sound, or act.
- Avoid stereotyping someone because it prevents you from knowing them as an individual.
- Treat others the way they want to be treated.

3. **Take Action**

**Seek to Understand:**

- Find common understanding or experience.

**Cooperate:**

- Give and ask for feedback.
- Ask questions to learn about people’s preferences.
- Partner with your coworkers, your customers, and our patients and their families to bridge cultural gaps.
Cultural Resources Everyone Can Use

UWMC Interpreter Services
A great resource for bridging cultural gaps is using the UWMC Interpreter Services Department. To be the most effective at partnering with interpreters, practice the following:

- Speak to the customer or the patient, not the interpreter.
- Use short sentences and give the interpreter time to convey the full meaning.
- Ask the customer or patient to repeat back their understanding.
- Use the interpreter as a cultural resource to understand the customer’s body language, choices, or concerns.

Staff members in Interpreter Services are available for Cultural Consultations:

- They are located in BB-312.
- Contact them at 206-598-4425 or e-mail at intrpsvc@u.washington.edu.

Cultural Tools Everyone Can Use

Culture Clues
- Tools to improve communication with specific cultures served at UWMC.
- Culture Clue sets are available at each clinical service area and online at http://depts.washington.edu/pfes/cultureclues.html.

Cultural Tapestry Guides
- An overview of 18 different cultures including interpersonal preferences, preferences in decision making, meaning of gestures, medical treatment preferences, important holidays.
• Online access to these guides are available at
  
  Click in sequence: Library, Academy Connect Library, Cultural Diversity,
  Tapestry Card Collection

• Printed copies of these guides are available at:
  - Organizational Development & Training, EE-305
  - Learning Resource Center, CC-420

UWMC Language Cards
• Tools to help providers and patients communicate about non-medical topics.

• Language cards are available at each clinical service area and online at

Cultural Books and Guides
A variety of literature is available to staff in various departments within UWMC at
the following locations:

• Interpreter Services .................................................................BB-312
• Organizational Development & Training .................................EE-305
• Learning Resource Center .....................................................CC-420
• Health Sciences Library..........................................................T227

Building Cross-Cultural Understanding
• Patient and Family Education Toolkit: Designed to increase awareness of
  resources supporting clinician communication with patients from diverse
  cultures.

• Available in Clinical Service Areas and on line:
  https://departments.medical.washington.edu
Translated Documents (Health Online)
- A collection of over 250 translated Patient Education Materials.

Natural Medicines Comprehensive Database
- Find online via Healthlinks.
- Toolkits available for nurse and pharmacists
- Located at http://healthlinks.washington.edu/hsl/hsl-news/00/03.html.

Ethnomed
- Information about cultural beliefs in medical care.
- Located at http://ethnomed.org/.

Summary
Each one of us can make a difference at UWMC by consistently showing respect for other cultures through understanding, and utilizing the available tools and resources in our interactions with those of different cultural backgrounds.
2007 Respect Through Understanding

QUIZ

To successfully complete the 2004 Cultural Diversity Training Requirement, you will need to complete the “Respect Through Understanding” self-guided module and quiz.

Directions

1. Review the “Respect Through Understanding” self-guided module.

2. Write your name, date, and department on the quiz.

3. Read the questions and write your answers in the box to the right of each question.

4. When completed, correct the quiz yourself with the attached answer key.

5. Read and review each answer for additional information or comments.

6. Give the completed cover sheet and quiz to your Manager as documentation of completion.
Learning Quiz

Name (Print): ____________________________ Date: ___________________
Department and Job Title: __________________________________________

<table>
<thead>
<tr>
<th>Questions</th>
<th>Write Your Answers</th>
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<td>2  What are 3 ways each one of us can be more culturally aware?</td>
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<td>3  List 4 of the most frequently spoken languages at UWMC.</td>
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4. List 3 ways to ensure success when working with an interpreter.

5. List 3 cultural tools or resources to help staff provide care to customers from diverse cultures.

Self-score your answers with the attached answer key and review content for any questions you may have missed. If you have questions or need additional information, contact your department manager for further resources.

Note: Please give your completed quiz to your supervisor to place in your personnel file as evidence of program completion.
### Answer Key

<table>
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|   | List 3 ways to ensure success when working with an interpreter. | Prepare the interpreter before the interaction, if appropriate.  
|   |                                                               | • Speak to the patient, not the interpreter.  
|   |                                                               | • Use short sentences and give the interpreter time to convey the full meaning.  
|   |                                                               | • Ask the patient to repeat back their understanding.  
|   |                                                               | • Use the interpreter as a cultural resource to understand the patient’s body language, choices, or concerns.  
| 5 | List 3 cultural tools or resources to help staff provide care to customers from diverse cultures. | • Interpreter Services  
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