


Understanding your community's superpowers

Cultural Competency for Health Department Staff
July 16, 2020



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Summer Webinar Series

Your Superhero Utility Belt

August 20, 2020
10 – 11:30 a.m.

Public health professionals have a variety of problem solving and detective tools at their disposal. This webinar will focus on one specific resource, the *Driving the Future: Assessment of the North Carolina Local Public Health Workforce*. Participants will learn how to use the *Driving the Future* report to inform their training policies and plans.

Registration is now open: <https://nclhdaccreditation.unc.edu/training/2020-webinar-series/>

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Fall Series

- **September 24, 10 – 11:30 a.m.** – Engaging Staff in Accreditation
- **October 22, 10 – 11:30 a.m.** – NCLHDA Dashboard Overview
- **November (TBD)** – Understanding the Accreditation Legislation

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Overview

- Review of cultural competency related accreditation activities
- Cultural Competency Overview
- Durham County Example
- Question and Answer

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Presenters

- Amy Belflower Thomas, MHA, MSPH, CPH
NCLHD Accreditation Administrator, NC Institute for Public Health
- Kweli Rashied-Henry, DRPH(C), MPH
Racial Equity Officer, Durham County
- Yesenia Merino, PhD, MPH
Director of Inclusive Excellence Education and Training, UNC
Gillings School of Global Public Health

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Cultural Competency and Appropriateness in the Standards

Activity 9.6: The local health department shall assure that information disseminated by the agency reflects the cultural and linguistic character of the local population as required by Title VI of the Civil Rights Act.

Activity 19.1: The health department shall assess use of public health programs and health care services by underserved, at-risk, and vulnerable populations identified in the community health assessment process.

Activity 19.2: The health department shall take actions to include linguistically and culturally representative persons in planning and implementing programs intended to reach underserved population groups.

Activity 21.2: The health department shall make available complete and up-to-date information about local health department programs, services, and resources. (and should be culturally appropriate)

Activity 21.3: The health department shall develop and implement strategies to increase use of public health programs and services. (and implementation should be culturally appropriate)

Activity 26.3: The health department shall assure that agency staff receives training in cultural sensitivity and competency. (and including policy)

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If now is not
the time to
improve the
way your
agency
addresses
cultural
competency,
when is?



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**RACISM IS
A PUBLIC
HEALTH
CRISIS**

ASPPH

PUBLIC HEALTH

Wake County Commissioners declare racism a public health crisis

By Clayton Henkel · 9 days ago · 2 Comments · In public health

Six weeks after the death of George Floyd in Minneapolis, Wake County Commissioners are poised to pass a resolution that acknowledges the harm racism and discrimination poses to individuals and our community.

Commissioners will vote on a resolution at Monday's meeting that details how racism perpetuates poverty through intentional and unintentional policies, creating barriers to upward mobility.

WAKE COUNTY
NORTH CAROLINA

PROPOSED RESOLUTION DECLARING RACISM AS A PUBLIC HEALTH CRISIS

WBTV ON YOUR SIDE

"...RACISM UNFAIRLY DISADVANTAGES BLACK AND BROWN INDIVIDUALS AND COMMUNITIES, WHILE UNFAIRLY GIVING ADVANTAGES TO OTHER INDIVIDUALS AND COMMUNITIES..."

WBTV ON YOUR SIDE
CITY CONSIDERS DECLARING RACISM A PUBLIC HEALTH CRISIS
CHARLOTTE

COVID 19 Status: Wake County, North Carolina: 544

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Challenge:

- ✓ Take a fresh look at your materials in light of cultural appropriateness, not just linguistics
- ✓ Consider developing an anti-racist agency statement
- ✓ Consider collecting or stratifying data for specific populations
- ✓ Update your Cultural Sensitivity/Competency policy considering current events
- ✓ And perhaps all of your policies!
- ✓ Offer a new and current training to meet Activity 26.2



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Cultural Competence for Health Departments

Yesenia Merino, PhD, MPH
July 16, 2020

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Land acknowledgement

- There have been teachers, students, elders and youth in this space since long before UNC or any NC health departments existed
- Give thanks to the First Peoples of this land and their descendants
- Build on the history, memories and goodwill for all on this land before us
- NC is home to:
 - Occhaneechi
 - Lumbee
 - Coharie
 - Haliwa-Saponi
 - Eastern Band of Cherokee Meherrin
 - Sappony
 - Waccamaw-Siouan
 - Many other indigenous peoples

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Shared expectations

- Open and free expression of ideas without animosity
- Assume best of intentions
- Non-judgment
- Commitment to bringing things forward and discussing so issues don't fester
- Confidentiality
- Brave space – brave to speak about the baggage and brave enough to listen to the baggage of others
- Its ok to ask questions
- Mistakes are a part of learning; they mean you're growing

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Definitions

- **Cultural competence** – checklist of things that you are supposed to do (e.g., interpreters, translators, procedural compliance)
- **Cultural humility** – internal understanding, not grouping people together, not assuming that you know everything about any one person, emphasis on knowing yourself
- **Implicit bias** – everyone comes to every situation with biases, difficult to overcome, they can be automatic or unconscious, effort must be made to recognize, individual level of analysis, hard to identify when operating from a place of privilege
- **Structural bias** – institutions (both formal and informal) that have written policies and unspoken norms, structural level of analysis (community, environment) , hard to identify when operating from a place of privilege

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Definitions

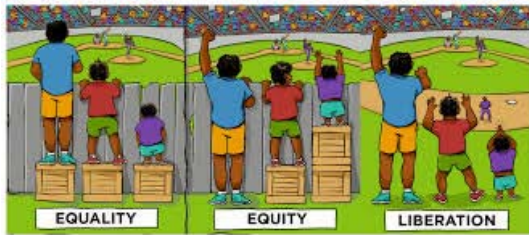
- **Diversity** – different opinions, backgrounds, experiences, viewpoints, religions, beliefs, all the differences that encompasses a body of people, invited to the party
- **Inclusion** – Additional step beyond acknowledging differences must be taken into account to unify, being asked to dance at the party
- **Equality** – giving all people the same
- **Equity** – giving people what they need (to get everyone to the same line)

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Potentially illegal illustrations of equity

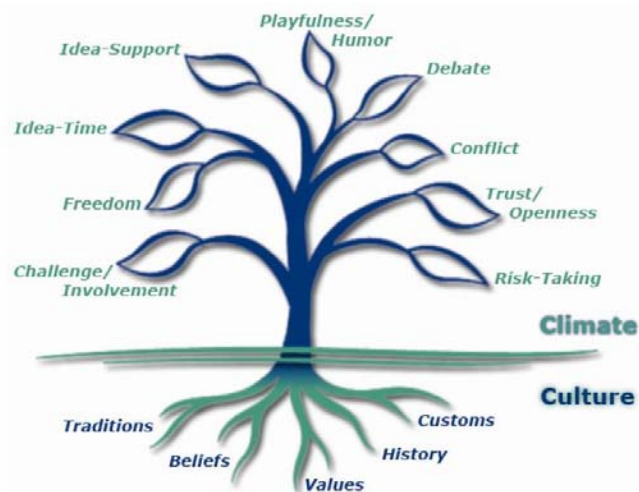


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Culture and Climate



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Why I don't believe in cultural competence

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Bringing cultural competence to health departments

- Involving community partners in:
 - Setting priorities
 - Developing solutions
 - Establishing outcomes
 - Assessing efforts
- Increase linkages
 - Between community and governmental organizations
 - To preventative services
 - To relatable public health information
- Diversify the public health workforce

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Feel free to contact me with questions

Yesenia Merino, PhD, MPH

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NCLHD Accreditation Program "Understanding Your Community's Superpowers"

Kweli Rashied-Henry, Racial Equity Officer
Durham County Government

July 16, 2020



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Highlighting Difference – Avoiding the Isms

- Late 1990s – early 2000s, ***diversity*** was used to acknowledge and value difference (usually POC) in workplaces, rarely included discussions of racism and oppression.
- ***Cultural competence*** training became a commonplace strategy to provide or help individuals gain knowledge and improve skills to more effectively relate to and serve diverse populations.

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Highlighting Difference – Avoiding the Isms

diversity

inclusion

othering

cultural
competence/humility

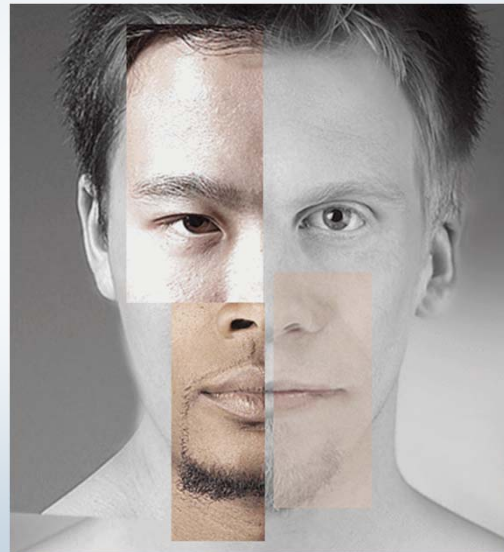
language

forms of oppression anti-ISM

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Racism is a system
that structures
opportunity and
assigns value based
on how someone
looks.

-Dr. Camara Jones



understandingrace.org

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**Beyond a
Single
Voice**

- We are intersectional people with many roles and identities, which can often create overlapping forms of oppression.
- Sharing our stories can lead to shared cultural understanding.

[Chimamanda Adichie's Ted Talk](#)
The Danger of a Single Story

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So why racial equity?

Racial Equity: when racial identity cannot be used to predict individual or group life outcomes (e.g. wealth, income, employment, criminal justice, housing, health care, education, etc.) and outcomes for all groups are improved.

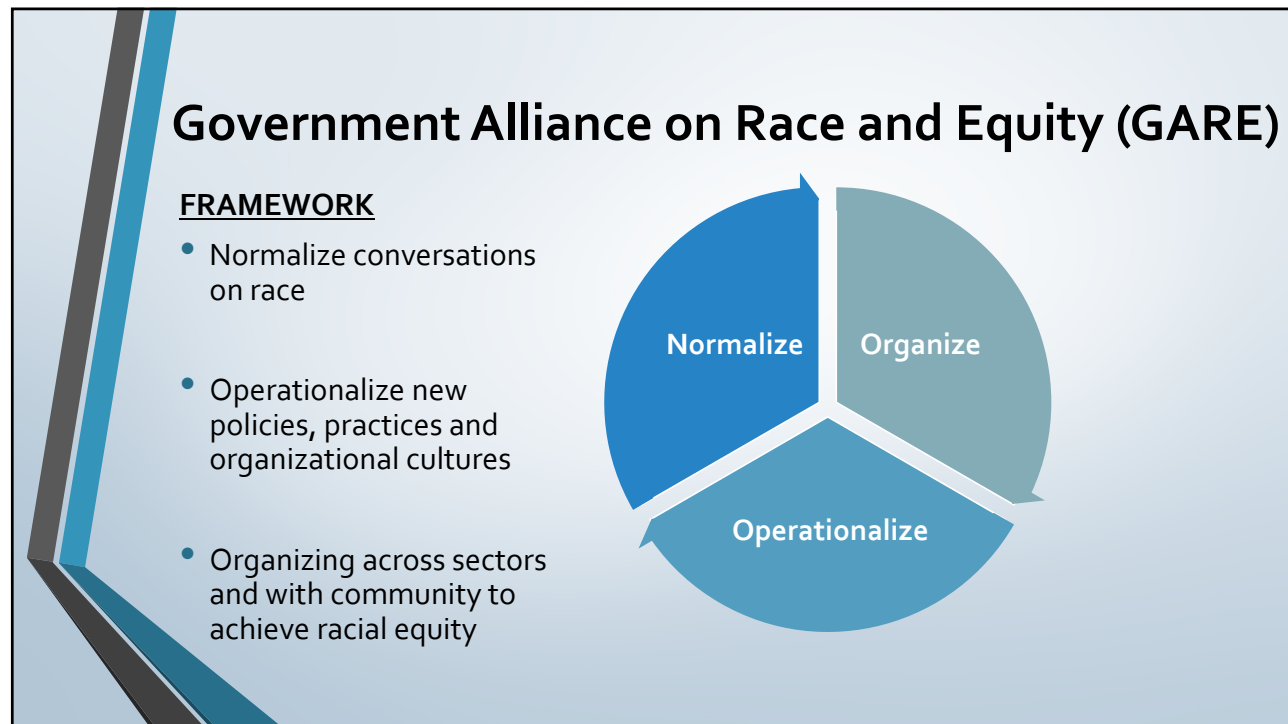
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Government's Role in Advancing Racial Equity

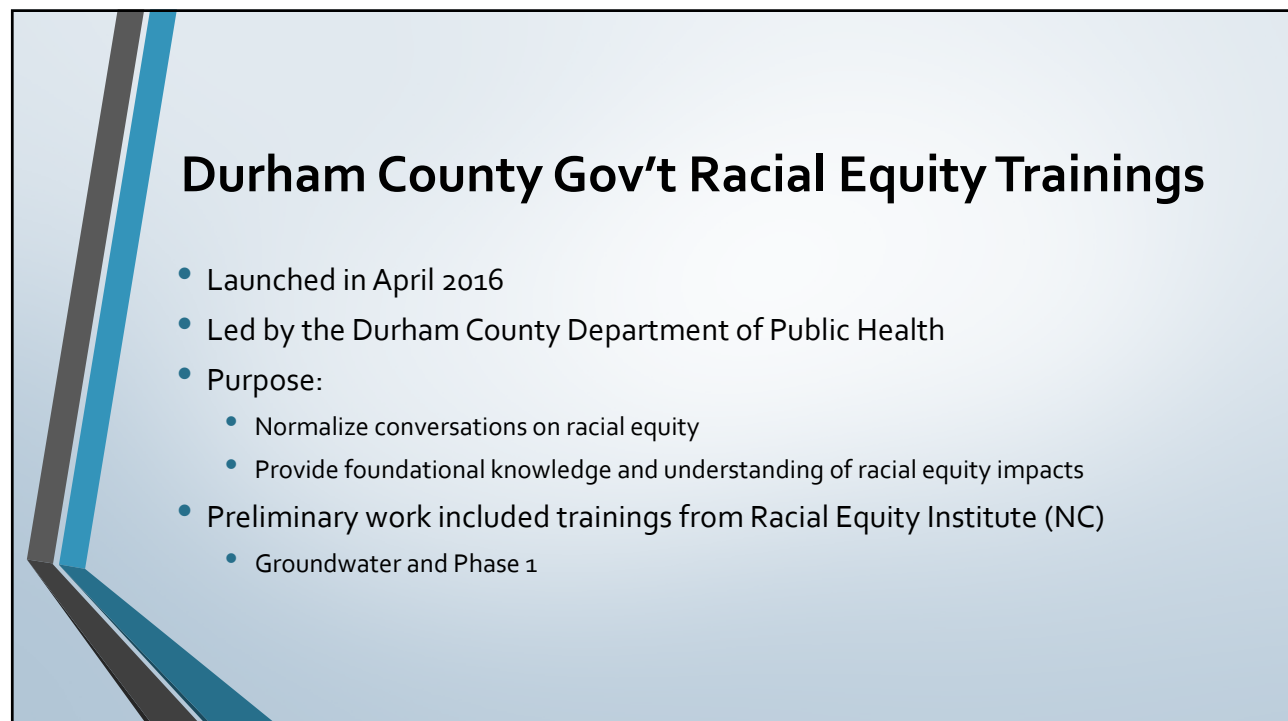
- Historical reminder of government's role in perpetuating racial inequities in education, housing, employment, health, criminal justice, etc.
- Therefore, it is government's responsibility to address structural and institutional racism, a root cause of racial inequities.



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Durham County Gov't Racial Equity Trainings

Groundwater is "designed to help practitioners at all levels internalize the reality that we live in a racially structured society, and that *that* is what causes racial inequity."

GROUNDWATER

2017 – 3 trainings
2018 – 2 trainings
2019 – 2 trainings

Phase 1 is "designed to develop the capacity of participants to better understand racism in its institutional and structural forms....this workshop presents a historical, cultural, and structural analysis of racism."

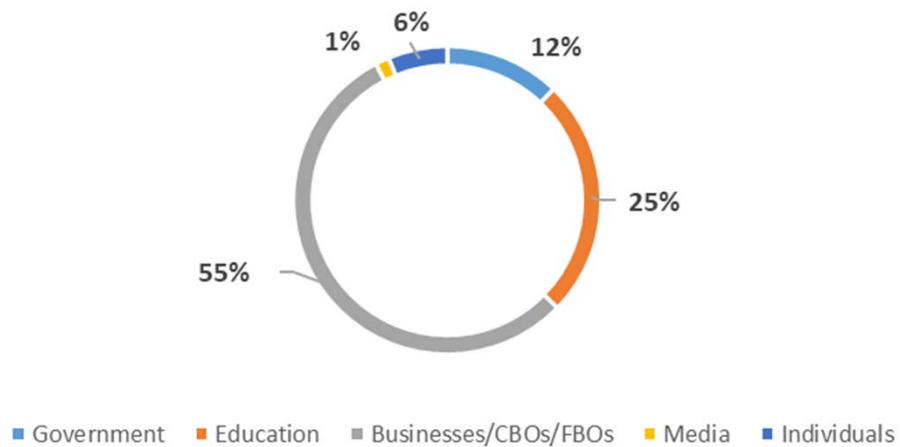
PHASE 1

2016 – Launch in November
2017 – 6 trainings
2018 – 2 trainings

<https://www.racialequityinstitute.com/>

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Durham County Gov't Racial Equity
Groundwater Training Participants by Sector,
2018-19 (n=1029)



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Participant Feedback (2018-2019)

In response to a survey question related to how participants will apply what they've learned...

*"It [training] will make me more cautious about **how I perceive things**. I will definitely think before I speak about issues at work and try to be **more sensitive to the feelings and experiences of others**."*

- Groundwater Training Participant [Resident]

*"It was generally very **eye opening**. It was a **new perspective** for me!"*

- Groundwater Training Participant [CBO]

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What's Next?

- **GARE Racial Equity Employee Survey, Racial Equity Action Plan**
 - Racial equity cross-departmental teams
 - Applying racial equity tools in real time
- **Continuous professional learning and development**
 - The importance of cultural grounding given new demographic shifts
 - Intersectionality; acknowledge and honor other forms of oppression
 - Make visible anti-racism efforts and people's stories towards the pursuit of this goal

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How can you help?

- Educate yourself and deepen your analysis and understanding of how racism operates.
- Engage in Durham County's effort to uphold govt accountability to achieve racial equity.
- Get connected with local groups who are doing racial equity work.
- Share with others how you are affecting change to achieve racial equity in your own community.

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Thank you!

Kweli Rashied-Henry, DrPH(c), MPH
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Webinar Series

Offered monthly all year. No cost to attend, but registration is required. To learn more and to register visit the training page of our website.



Training needs assessment

Engaging staff

Dashboard

Accreditation Legislation

Public Health Superheroes



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**Accreditation 101:
New AAC Training
September 15, 2020**

Visit the Training
page of our website
to register:
NCLHDaccreditation.unc.edu





ONE-TIME ONLY (WE
THINK): ON-LINE




NO COST TO ATTEND



LIMITED TO THE FIRST
25 PEOPLE TO REGISTER

Public Health Superheroes


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**Not All Superheroes
Wear Capes...**

⚡

**Some Take the
Accreditation Survey!**

NCLHDA Annual Survey

Who?


- Health Directors
- AAC's
- Other Accreditation Team Members

When?
July 16 – August 6

Where?
go.unc.edu/NCLHDA2020


WE KNOW YOU'RE BUSIER THAN EVER...

But please take 10-20 minutes to help us learn about local health departments' experience with accreditation! Your anonymous feedback is one of the most powerful tools we have to add value to the accreditation process. Visit go.unc.edu/NCLHDA2020 to take the survey and be our hero!



NORTH CAROLINA

Local Health Department
Accreditation

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Thank you.

Amy Belflower Thomas
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The North Carolina Local Health Department Accreditation Program is part of the North Carolina Institute for Public Health at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill.



Public Health Superheroes

