

The background features a network of blue lines, including solid and dotted curves, and a central circular icon containing a white cross with a right-pointing arrow. The text is positioned in the lower-left area of the slide.

Diversity, Inclusion, and Cultural Competence in Central Texas

Community Action Network
January 2012

 **Seton** Healthcare Family

Objectives

- Increase awareness of Diversity, Inclusion and Culture Competence in Central Texas.
- Increase confidence to lead and embrace diversity, inclusion and cultural competence.
- Identify next steps to impact the individuals served in our community.

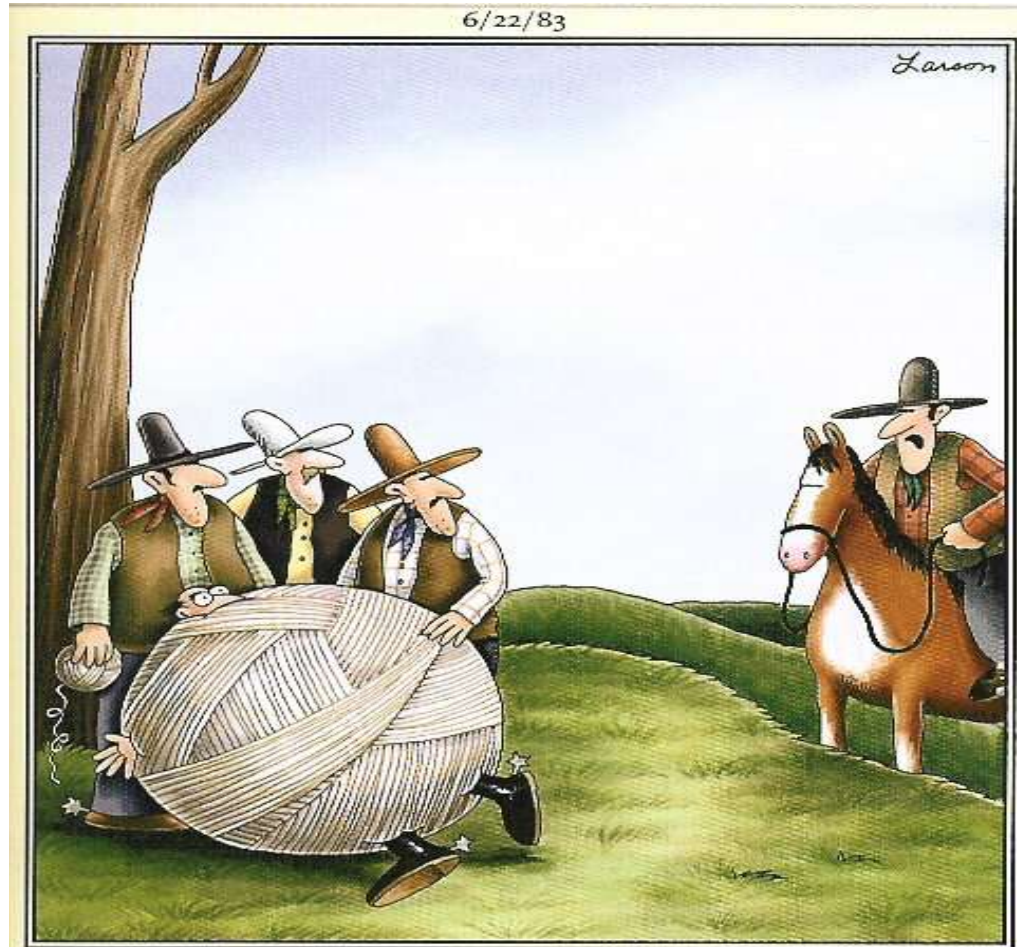
Why Diversity, Inclusion and Cultural Competence?

- ✓ **Right thing to do**
 - Supports the Mission, Philosophy and Values
 - Community Outreach
- ✓ **Good for Customer care**
 - Provides a strategic advantage
 - Provides competent customer care
 - Enhances your brand
- ✓ **Good for the stakeholders**
 - Supports recruitment and retention
 - Promotes teamwork and innovation
 - Builds loyalty
 - Leadership support

Reflection Questions

- ***What do you see as diversity challenges within your organization/community?***
- ***Why is Diversity important to your organization/community?***

Communication



“Hang him, you idiots! Hang him! ...
‘String him up’ is a figure of speech!”

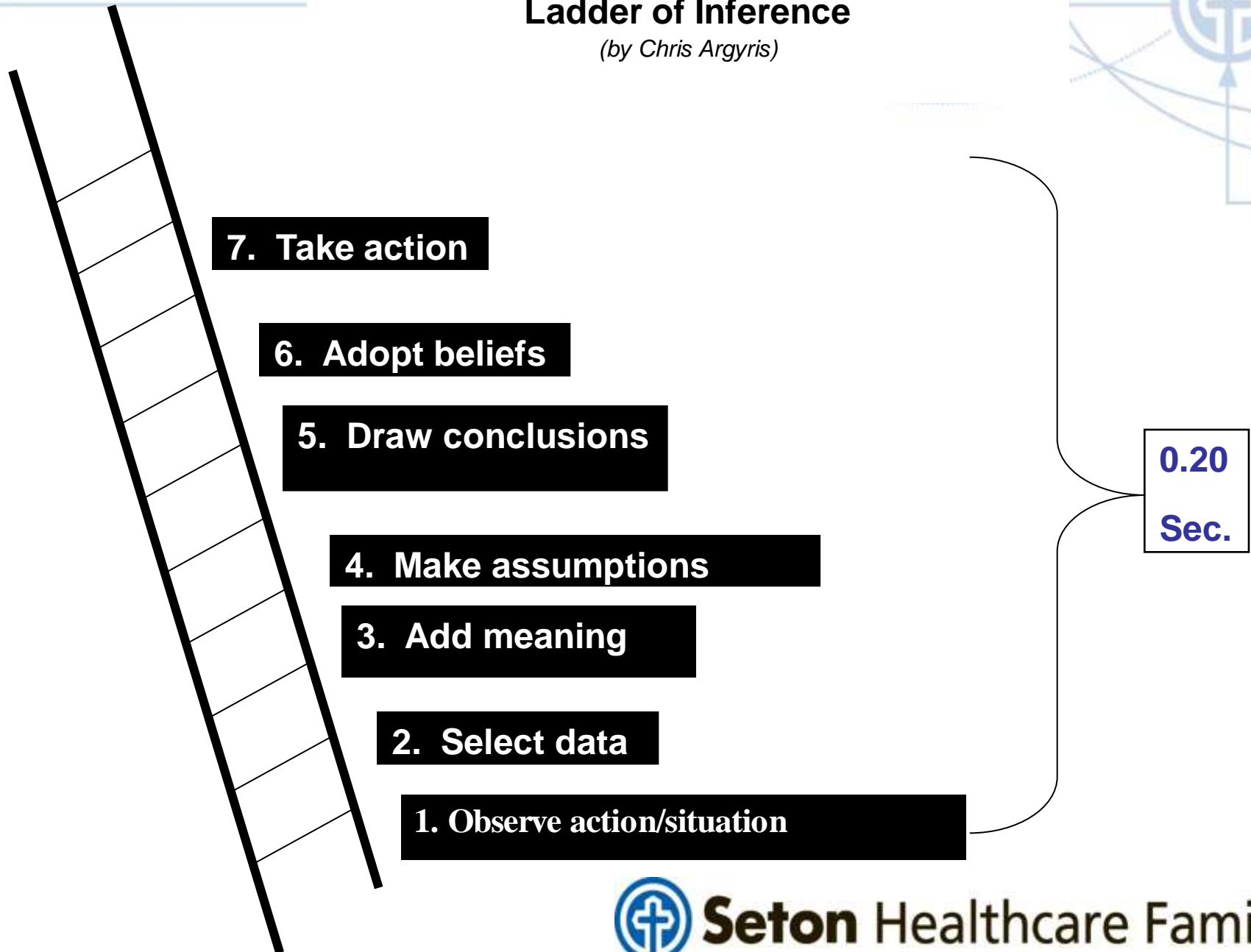
Top 5 Non-English Languages Spoken in Travis County

1. Spanish*
2. Vietnamese
3. Korean
4. Chinese Mandarin
5. Urdu

*Spanish is also the top non-English language spoken in the rest of Central Texas

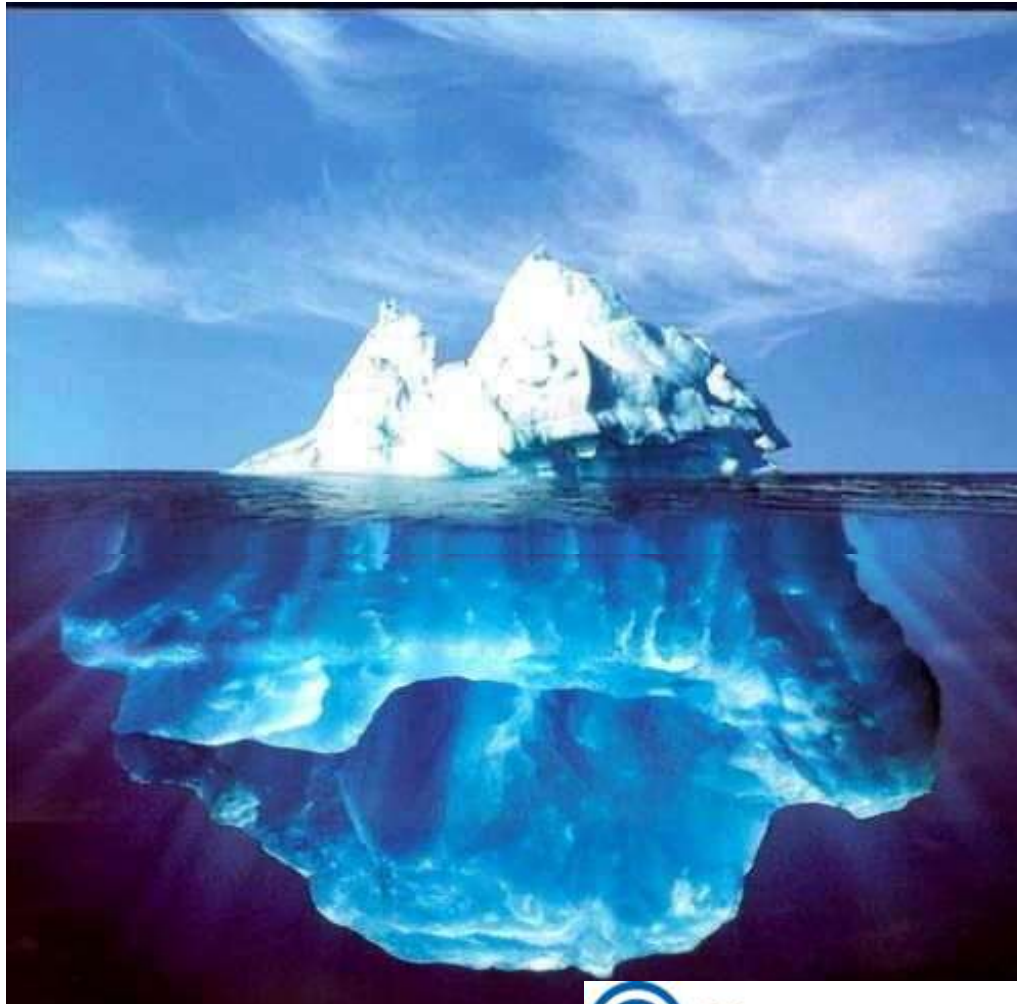
Ladder of Inference

(by Chris Argyris)



The Iceberg

*Explicit vs. *Implicit Culture*



What I observe

What I assume

What I cannot see

What I do not know

****Implicit Association Test***
<https://implicit.harvard.edu/implicit/>



Seton Healthcare Family



Diversity @ Seton is..

- **Recognizing** the differences, inclusive of diverse ideas and backgrounds, each individual brings to their work at Seton.
- **Utilizing** the varied dimensions, experiences and ideas of our talented workforce to deliver culturally competent patient care.

Inclusion @ Seton is..

- **Valuing** our universal human "oneness" and interdependence.
- **Accepting** the whole person and being free to bring our whole selves to work.
- **Ensuring** an understanding, appreciation, and respect of cultural differences and similarities within, among and between groups.

Cultural Competence @ Seton is...

- ***Skills, behaviors, policies and practices*** that enable Seton staff to work and communicate effectively across cultures in situations that involve team members, patients, families, partners and other visitors.
- ***The ability to acquire and use knowledge*** of health-related beliefs, attitudes, practices and communication patterns with patients and their families, team members, partners and visitors.



What Makes Someone Culturally Competent?

The Golden Rule: Treat others as you would have them treat you

The Platinum Rule: Treat others as THEY would have YOU treat THEM

A Word of Caution*

If I met Rosa, a Mexican woman, and say to myself, “Rosa is Mexican; she must have a large family.” I am stereotyping her. But if I think Mexicans often have large families and then ask Rosa how many people are in her family, I am making a generalization.

A **STEREOTYPE** is an *ending* point.

A **GENERALIZATION** is a *beginning* point.

*Text taken from:

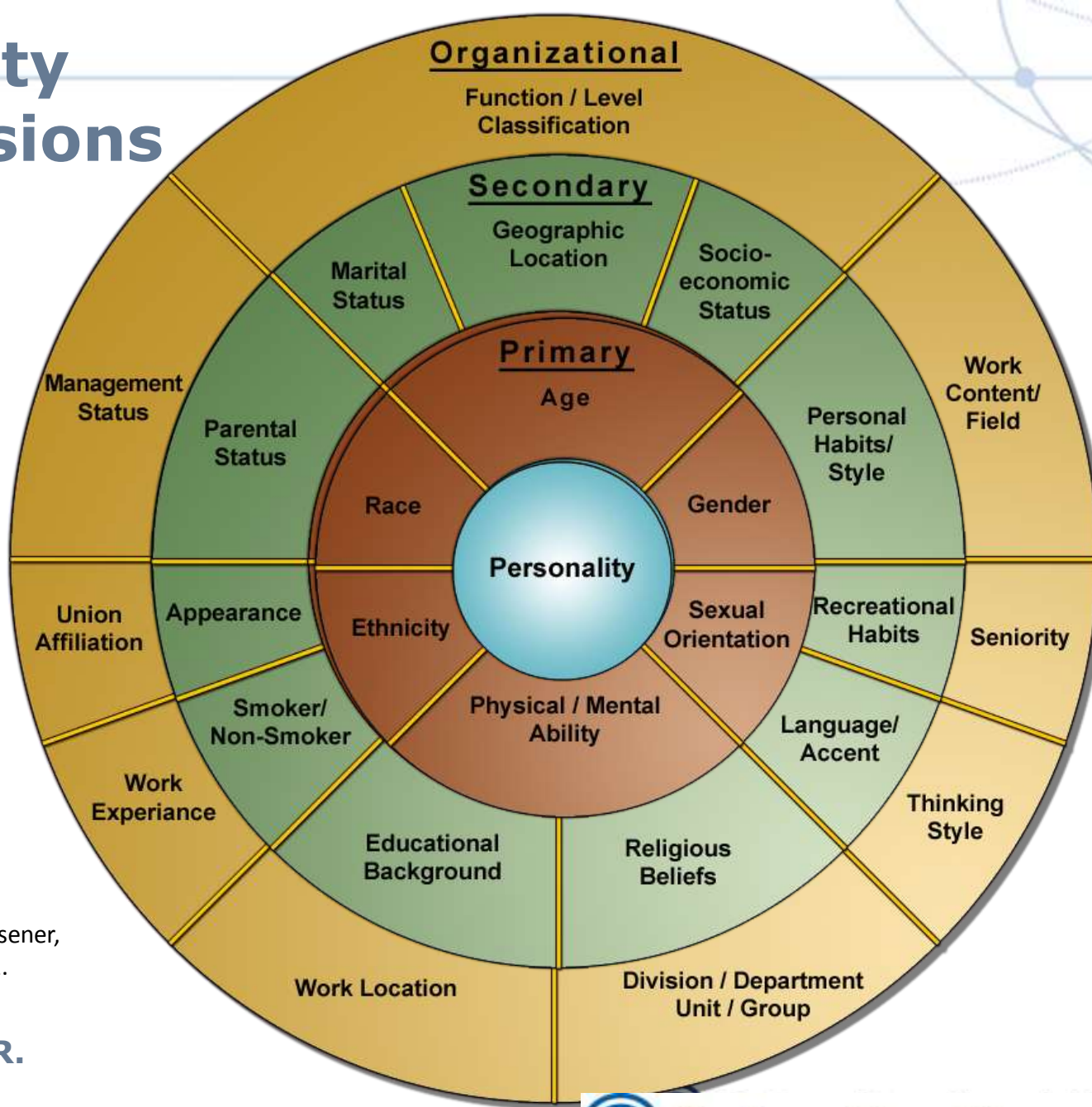
“Cultural Sensitivity: A Pocket Guide for Health Care Professionals”

A Joint Commission Resource, By Geri-Ann Galanti, Ph.D.; 2007

Key Strategy Components

- We will move Seton from recognizing Diversity to institutionalizing inclusion and cultural competence.
- We will enhance all existing systems and business processes so that Diversity, Inclusion and Cultural Competence become an integral part of each key process-including:
 - **Talent Acquisition**
 - **Recruitment support/Policy Integration/Federal Contractor Status**
 - **Talent Development/Education**
 - **Diversity skills workshop series**
 - **Patient Access/Patient Care**
 - **Language assessment/policy**
 - **Communications, Advocacy, Marketing and Planning**
 - **Branding support**
 - **Community Outreach**
 - **Partnerships/collaborations**
 - **Supplier Diversity**
 - **Partnerships/policy**
 - **Workforce Development**
 - **Current & next generation (intern programs)/policy**

Diversity Dimensions



Adapted from Loden & Rosener, Workforce America! 1991.

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Diversity, Inclusion and Cultural Competence in Action



Project | SEARCH

Project SEARCH offers an innovative approach to the vocational rehabilitation model, which views employment for individuals with intellectual disabilities from a business perspective while maintaining focus on each individual's unique abilities, skills and interests.

•The Goals of Project SEARCH

- Career Exploration
- Enhanced Employability Skills
- Advancement and Documentation of Marketable, Job-Specific Skills
- Increased Independence
- Competitive Employment

•Results

- Twenty-four interns completed the job training
- Eighty-three percent placement!
- Twelve currently in training (six each at SMCA & DCMCTT)
- 2008 Health Care Heroes Employer/Business Leader Award
- 2009 Governor's Committee on Employment of People with Disabilities Award
- 2010 Austin Mayor's Committee on Employment of People with Disabilities



Seton Healthcare Family

Diversity, Inclusion and Cultural Competence in Action

Ethical Discernment Process regarding Language Access Services

Spanish Medical Interpreters

Spanish Bilingual Assistants

Telephone Interpreters in 170 languages

Sign Language Interpreters

Video Interpretation

Translations

Universal Signage

What Diversity, Inclusion, Cultural Competence is NOT...

- Affirmative Action program
- Quota System
- Preference system
- Short-term solution (quick fix)
- Focus on just race and gender
- My issue
- “Check the box”
- “Program of the month”

What Diversity, Inclusion, Cultural Competence Is...

- Integrated into Mission, Vision and Values
- A focus on respect and dignity at all levels
- Community imperative
- Organizational journey
- A personal journey
- Leadership accountability
- Leader-led initiative
- Support for teamwork and innovation
- Increased productivity and effective outcomes
- Integrated into every process and service

Next Steps

- Leadership Matters
- Add Diversity, Inclusion, and Cultural Competence to the 2012 CAN work plan
 - Identify what community service organizations are already doing.
 - Share best practices.
 - Draft a community vision.

Draft Community Vision

We envision a strong, diverse and inclusive Central Texas that aspires to be the community service provider of choice and the preferred workplace for employees. We will fully utilize our “likenesses” and “differences” to continuously improve services, strengthen programs, increase community participation, and to be a catalyst to address disparities among all groups.



Q & A

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