Enhancing Cultural Competency at the University Health Center

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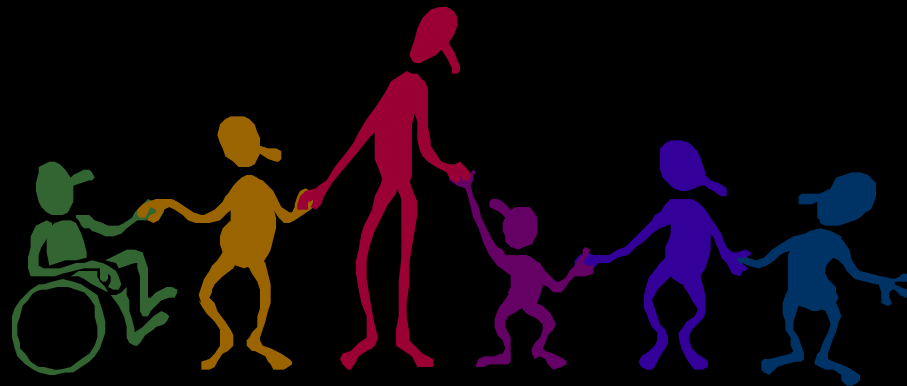Jon Thompson, PhD
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Why is diversity important?

- Changing U.S. demographics
- Health disparities linked to lower SES
- Recruitment efforts at colleges and universities
- Health is a cultural construct
- Under representation of ethnic minorities in health care
  (Sullivan

  Report)

Representation of Minorities in Specific Occupations by Percent

	U.S. Population	Physicians/ Surgeons	Registered Nurses	Management Positions
Black/African American	**12.8**	**5.3**	**10.0**	**8.1**
Asian/Pacific Islander	**4.5**	**17.3**	**6.4**	**5.9**
Hispanic/ Latino	**14.4**	**5.2**	**4.3**	**6.4**
Total	**31.7**	**27.8**	**20.7**	**20.4**

Source: U.S. Census Bureau, 2005

What is Cultural Competency?

- **Culture:** human behaviors, customs, beliefs, values, language, social/religious institutions

- **Competence:** functioning effectively as an individual or organization within that context

- Congruent behaviors, attitudes, and policies unite enabling effective work environments in cross-cultural situations

Population Comparisons by Percent

|	White/ Caucasian	Black/ African- American	Asian/ Pacific Islander	Hispanic/ Latino	Native American
U.S. Population	**80.2**	**12.8**	**4.5**	**14.4**	**1.0**
JMU Student Population	**88.5**	**3.5**	**4.8**	**2.2**	**.25**

JMU Fall 2006 Enrollment, U.S. Census Bureau 2005

Research Methods

- Pilot survey of International and Minority students using Websurveyor

- Staff interviews

- Contact with other UHC directors via a list-serv mass e-mail

- Prioritized list of recommendations

Student Web-survey
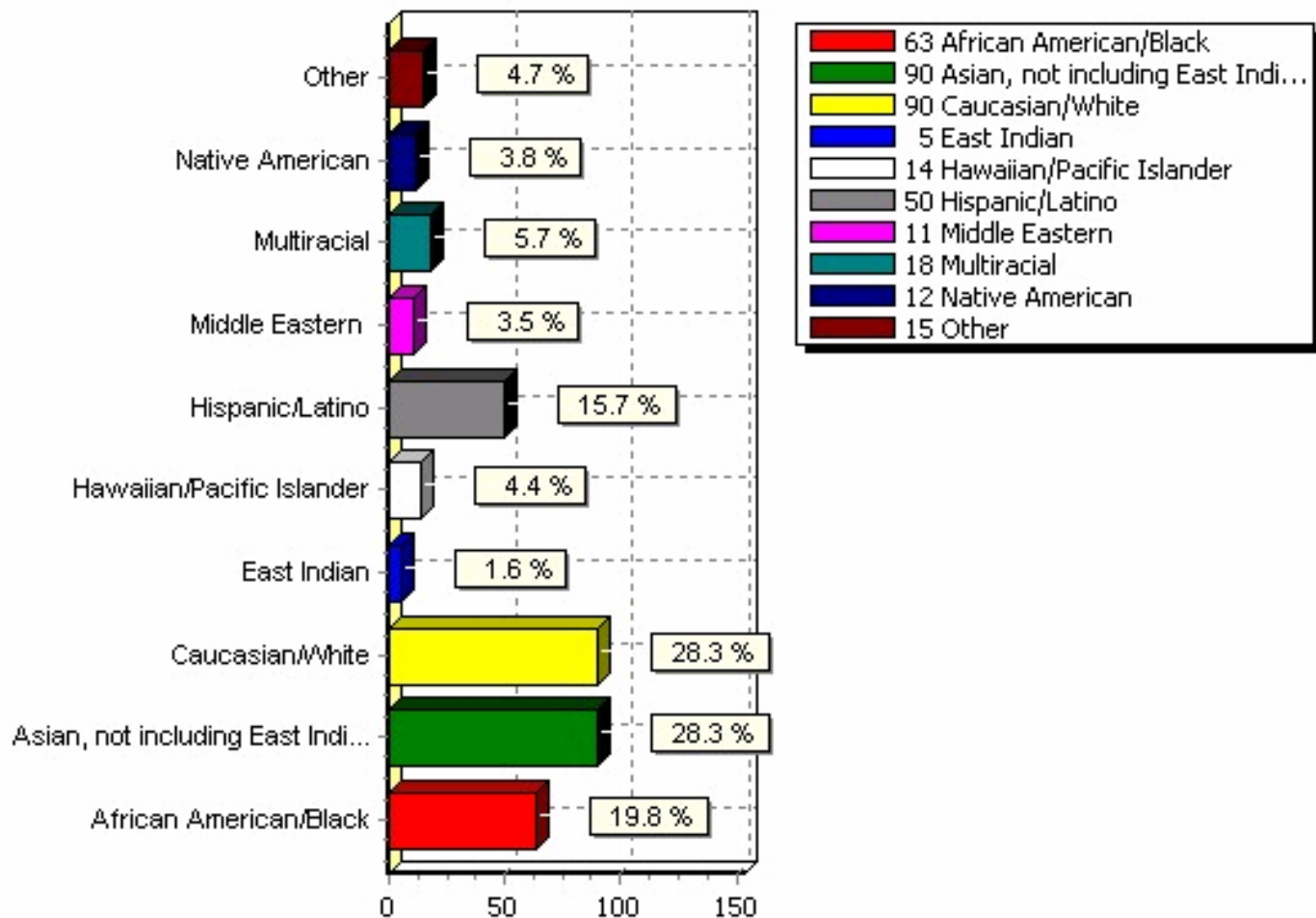
Satisfaction Rates

- 92.1% felt the staff was sensitive to cultural/religious beliefs

- 96.9% were treated with courtesy and respect

- 96.5% were comfortable asking questions or voicing concerns

Barriers to seeking service

Response	Count	Percent
Location	57	17.9%
Cost	46	14.5%
Unfamiliar with services	**98**	**30.8%**
I prefer to see a primary care physician	96	30.2%
I prefer to see a specialist	46	14.5%
None of my friends got the UHC Medical Clinic	7	2.2%
I've never needed to go	104	32.7%
Religious reasons	1	0.3%
I don't feel welcome	18	5.7%
Fear of Medical clinics in general	**24**	**7.5%**
I am intimidated	**26**	**8.2%**
Other	42	13.2%

Recommendations

- **Physical Environment Enhancement**

- **Documentation and Policy Revision**

- **Patient Feedback and Evaluation**

- **Staff Recruitment and Development**

Physical Environment Enhancement

- Display culturally diverse artwork throughout facility
- Include a representation of ethnic minorities in pamphlets and brochures
- Provide reading materials tailored to ethnic minority groups

Documentation and Policy Revision

- Re-write the mission statement to include diversity
- Create and post an anti-discrimination policy
- Edit the employee manual to explain the importance of diversity issues
- *Document the ethnicity of patients on admission forms

Patient Feedback and Evaluation

- Administer patient surveys with areas focused on cultural competency
- Create focus groups to learn new ideas for furthering diversity initiatives
- Make information of provided services readily available to students
- Establish a Student Health Advisory Committee to liaison with diverse on-campus groups

Staff Recruitment and Development

- Recruit and hire qualified minority employees
- Provide in-service training for employees on cultural competency
- Procure trained diversity facilitators or speakers for staff development
- Use self-assessment tools such as checklists to track progress

Staff Development Study Design

- Mixed methods
- Pre-test
- Focus groups
- Staff Training
- Post-test
- Follow up post-tests at 3 months and 6 months
- Continuous programs and speakers

Survey Instrument

- Items adapted from the National Center for Cultural Competence's, *"Self-Assessment Checklist for Personnel Providing Primary Health Care Services"* by Tawara D. Goode, 2006

- Likert-scale of 5 possible answers (5=strongly agree to 1=strongly disagree) plus an answer choices of "not applicable" or "prefer not to say"

Survey Items

- Demographics

Checklist Areas:
- Physical Environment
- Materials and Resources
- Communication Styles
- Values
- Attitudes

Conclusion

- The combination of pre-test information and focus group discussions helped shape the development workshops
- Continuous efforts have been initiated by staff members themselves such as a book club, holiday party, and tradition tree