

Engaging Cultures in Health Care

AFN Workshop / May 2019

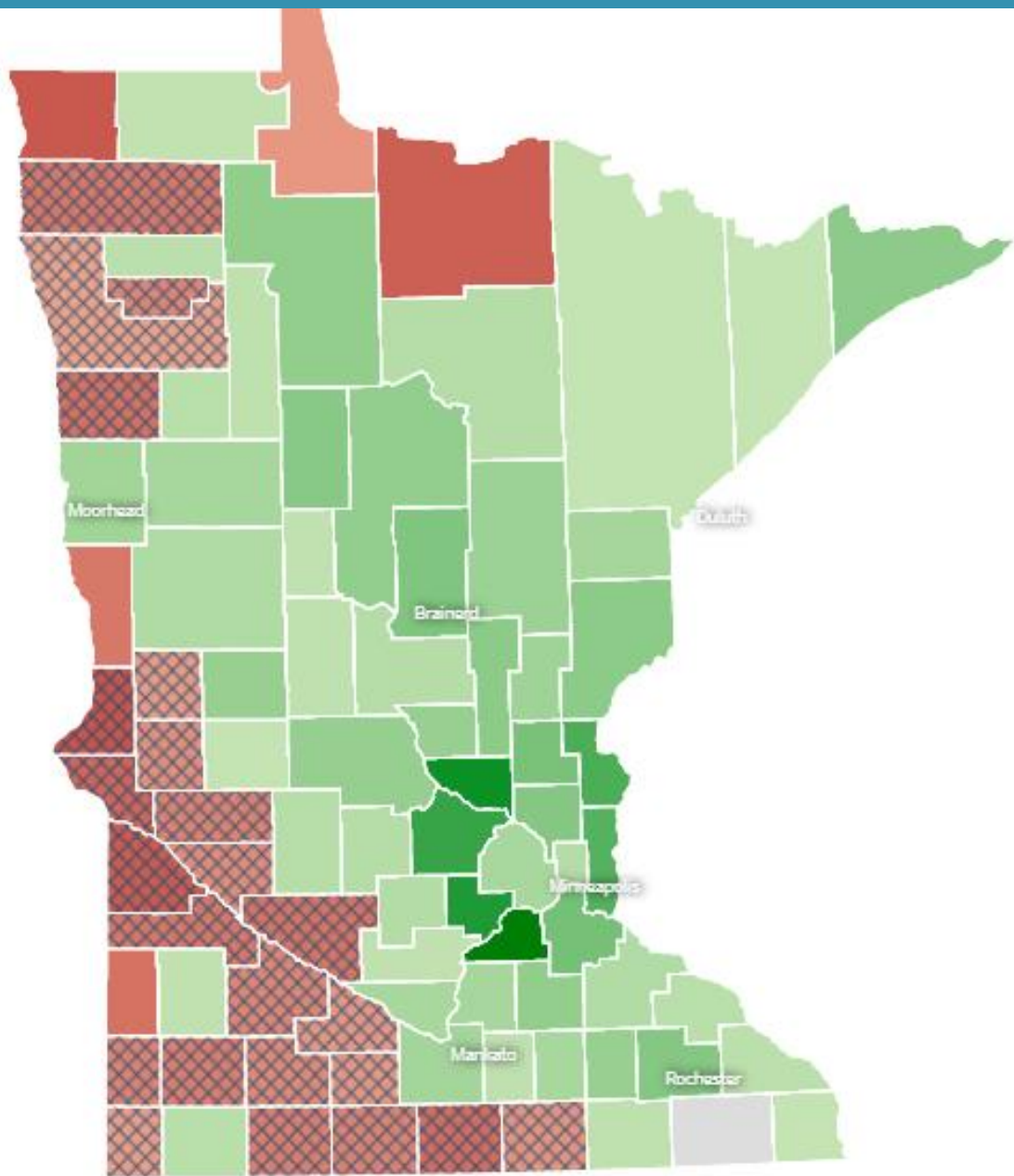
Lillian McDonald, Managing Director, Emergency Response Services (ERS)



Metro Health & Medical Preparedness Coalition Queries:

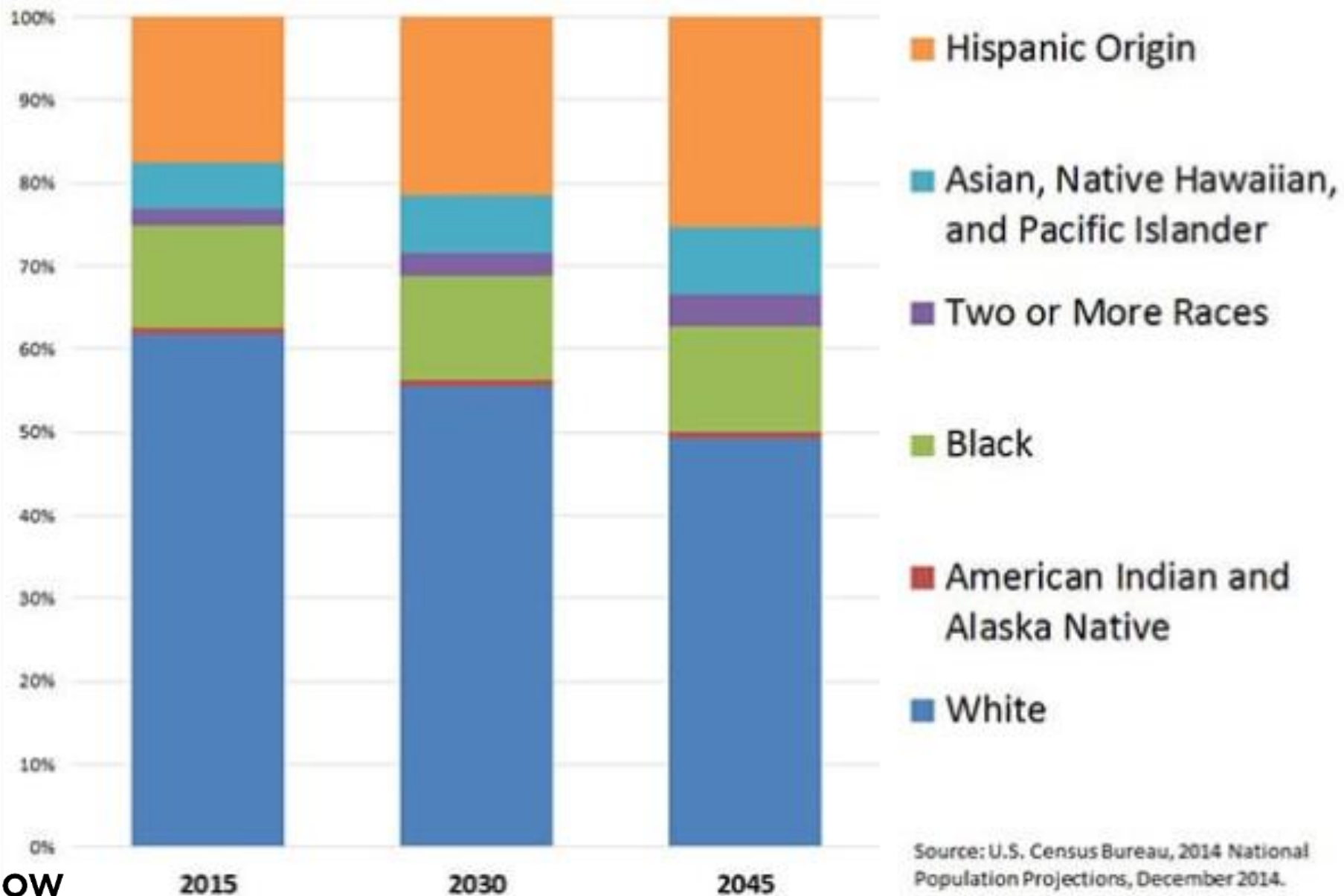
1. Give us one suggestion today that would make a difference in our work today?
2. When planning for access and functional needs, what can we do so the work becomes “second nature” rather than a plan/annex that “sits on the shelf or a “check the box” grant activity that’s one-n-done?
3. Help us know what is the “integrative” approach to doing this work?





- 15 % of U.S. is foreign-born
- In the Twin Cities, 4 out of 5 children are multi-lingual
- The percentage of increase of foreign-born residents is up more than 600% in the Metro Area:
 - Hennepin & Ramsey 200 % +
 - Anoka, Washington, Dakota 500 % +
 - Sherburne & Wright 600 % +
 - Scott County 2100 % +

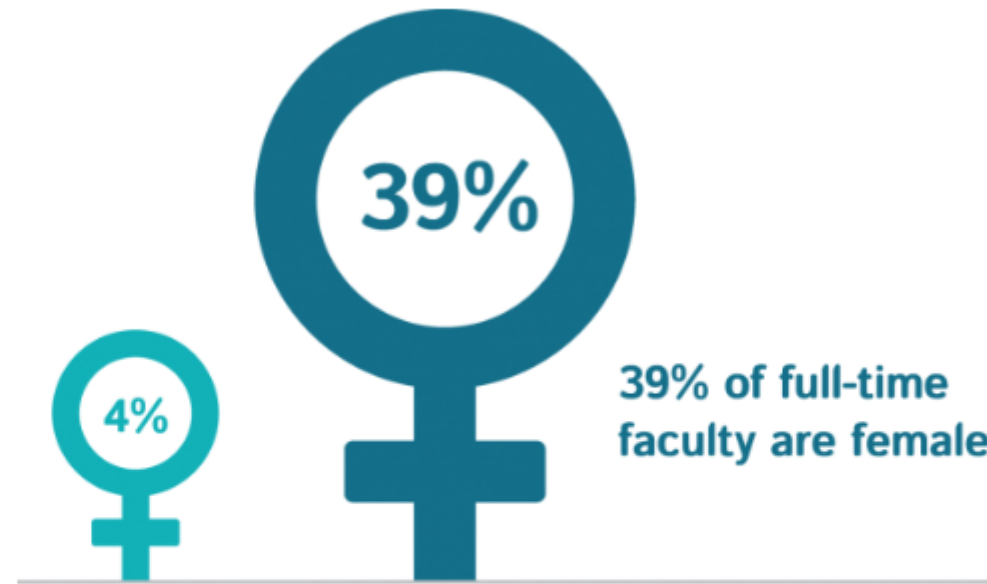
U.S. Population Will Become Increasingly Diverse



“Research has shown that provider-patient communication is linked to patient satisfaction, adherence to medical instructions and health outcomes”

- M. Stewart et al., “Evidence on Patient-Doctor Communication,” Cancer Prevention and Control 3, No.1 1999 (25-30)

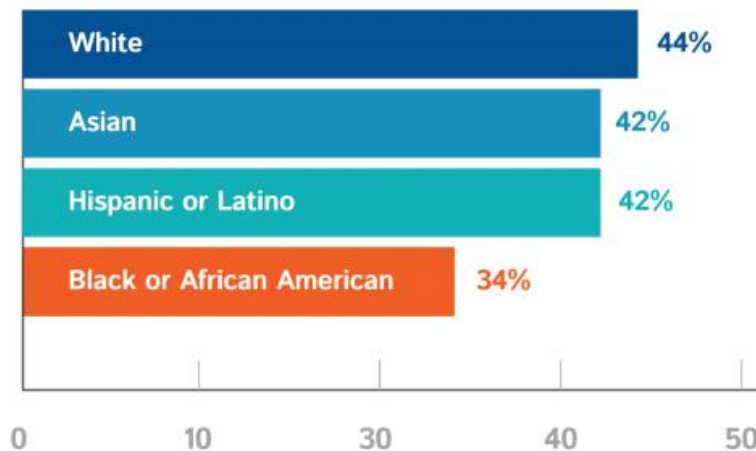
Medicine's Diversity Gap – Few Professors



Only 4% of full-time faculty are Black or African American, Hispanic or Latino, Native American or Alaska Native, and Native Hawaiian or Pacific Islander females

Medicine's Diversity Gap – Few Graduates

Black or African American applicants have lower medical school acceptance rates than peer applicants



2015 Medical School Graduates



6%

Black or African American



5%

Hispanic or Latino



Barriers to “Inclusion”

- Preparedness:

- Minority and poor families are **less prepared compared to the dominant culture** (Zahran, Brody, Peacock, Vedlitz & Grover 2008)
- Disparities already exist within the community due to **unconscious bias** (Levine & Ambadi 2013, Finch et al, 2010).

- Response:

- **Socially vulnerable populations suffer higher levels of property loss, injuries & death in disasters** (Zahran et al 2008).

- Recovery:

- **People from racial and ethnic minorities suffer more injuries, have less access to healthcare and consequently experience worse health effects after a disaster** (Hutchins, Fiscella, Levine, Ompad and McDonald 2009)



The Stroop Test: Word Set 1

RED	GREEN	BLUE	YELLOW	PINK
ORANGE	BLUE	GREEN	BLUE	WHITE
GREEN	YELLOW	ORANGE	BLUE	WHITE
BROWN	RED	BLUE	YELLOW	GREEN
PINK	YELLOW	GREEN	BLUE	RED

The Stroop Test: Word Set 2

RED	GREEN	BLUE	YELLOW	PINK
ORANGE	BLUE	GREEN	BLUE	WHITE
GREEN	YELLOW	ORANGE	BLUE	WHITE
BROWN	RED	BLUE	YELLOW	GREEN
PINK	YELLOW	GREEN	BLUE	RED

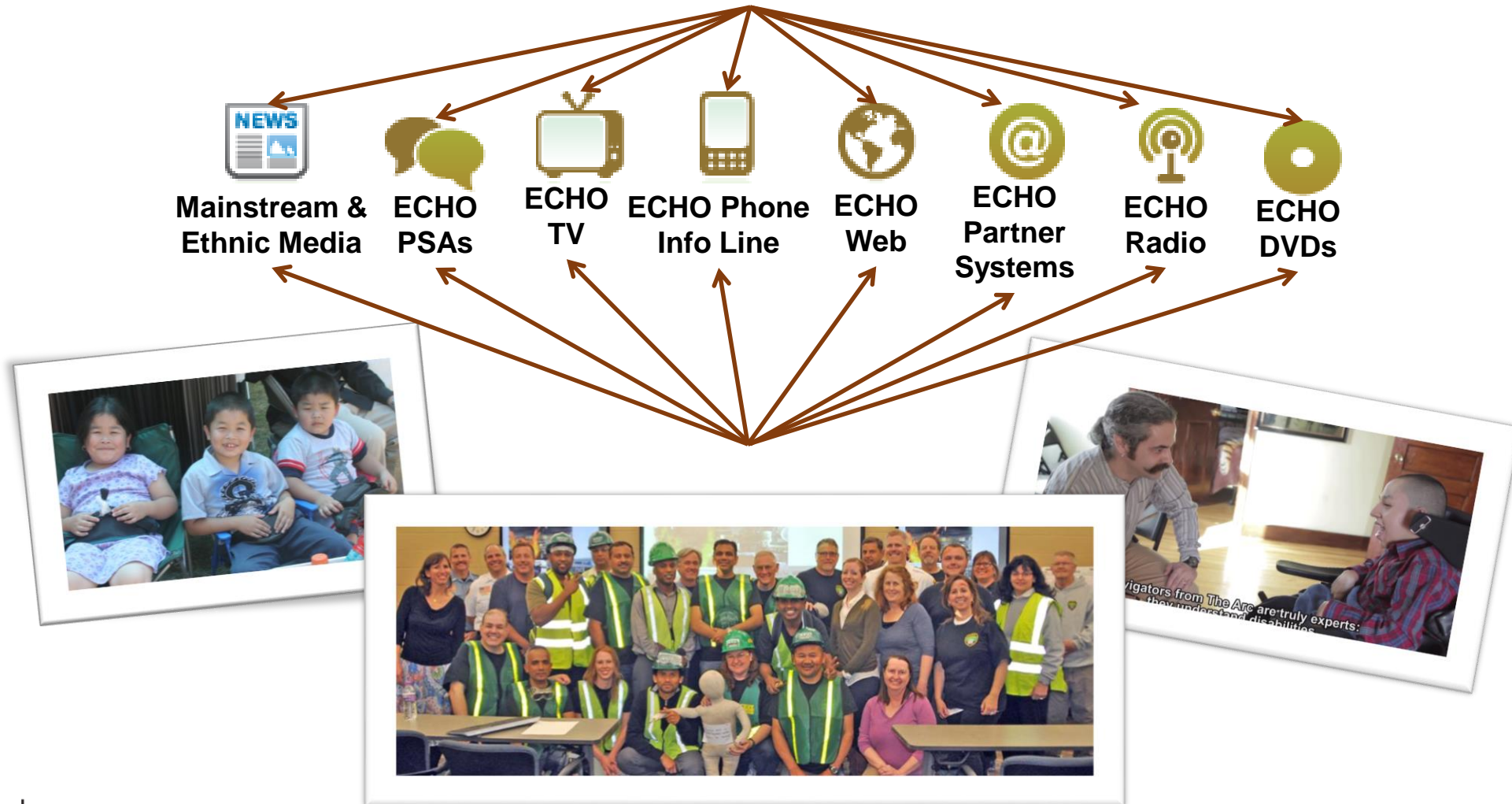
Survey: How do you get your information?

1. Community Leaders (40.7%)
2. Clinic/Doctor (30.2%)
3. Social Media/Web (30.8%)
4. TV (29.7%)
5. Other “networks”
 - Zip codes
 - Small businesses
 - Faith based



Emergency, Community, Health & Outreach (ECHO)

Education and Emergency Communication (2004-2015)

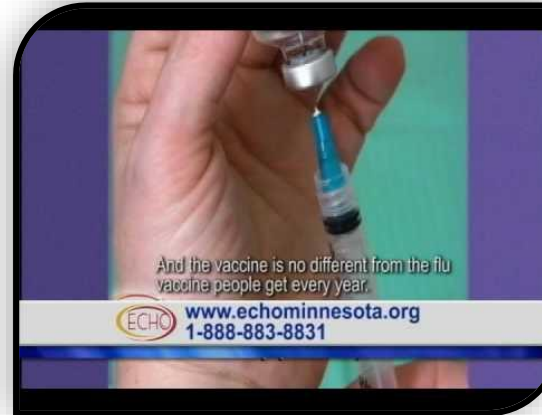


ECHO and *tpt* in Action:

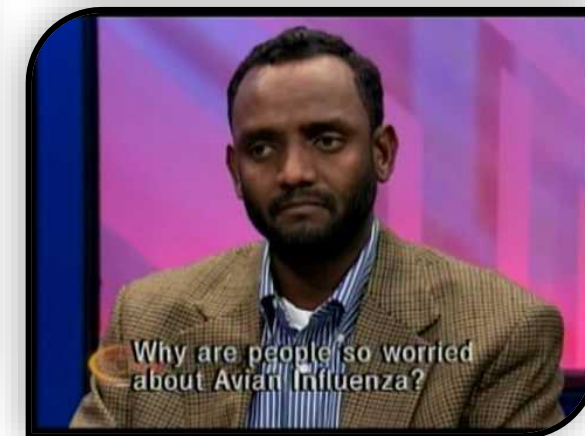
North Minneapolis Tornado



H1N1 Flu Virus



Avian Bird Flu



Community Resiliency



Stay Alert Using Weather Radios



ECHO's Role in Diverse Communities



Experts and Community Leaders
providing their knowledge and influence



Bilingual Spokespeople
Making education culturally and linguistically relevant.



Multilingual, multimedia education
In classrooms, online, in broadcast and through outreach



New Americans who are
healthy, safe, prepared and engaged

How Do You Get Your Info?

• Pew Research:

↓ Broadcast Viewers (Radio and TV)

↑ Portable Device Users

✌ Top 3 Weather Sources

1. Internet
2. Radio & TV
3. Multiple Apps + Social Media

↑ More consumers want **local** news, weather, sports and stocks

↑ Most people want frequent updates (check 1-2x daily)

Metro Region 6 Goals

1. Dedicated channel for “health / safety”
2. Improve weather content
3. Integrate MESONET content
4. Develop emergency activation plan
5. Improve alerts for English, Spanish, Hmong and Somali speakers
6. Brand as “go to government trusted info”
7. Exercise(s) with EM Partners
8. Recommend future capabilities, costs and approaches for cross-sector sustainability



NEW CHANNEL 2.5:

Helping Diverse Communities
Be Healthier, Safe, and Ready

**Public
Officials**

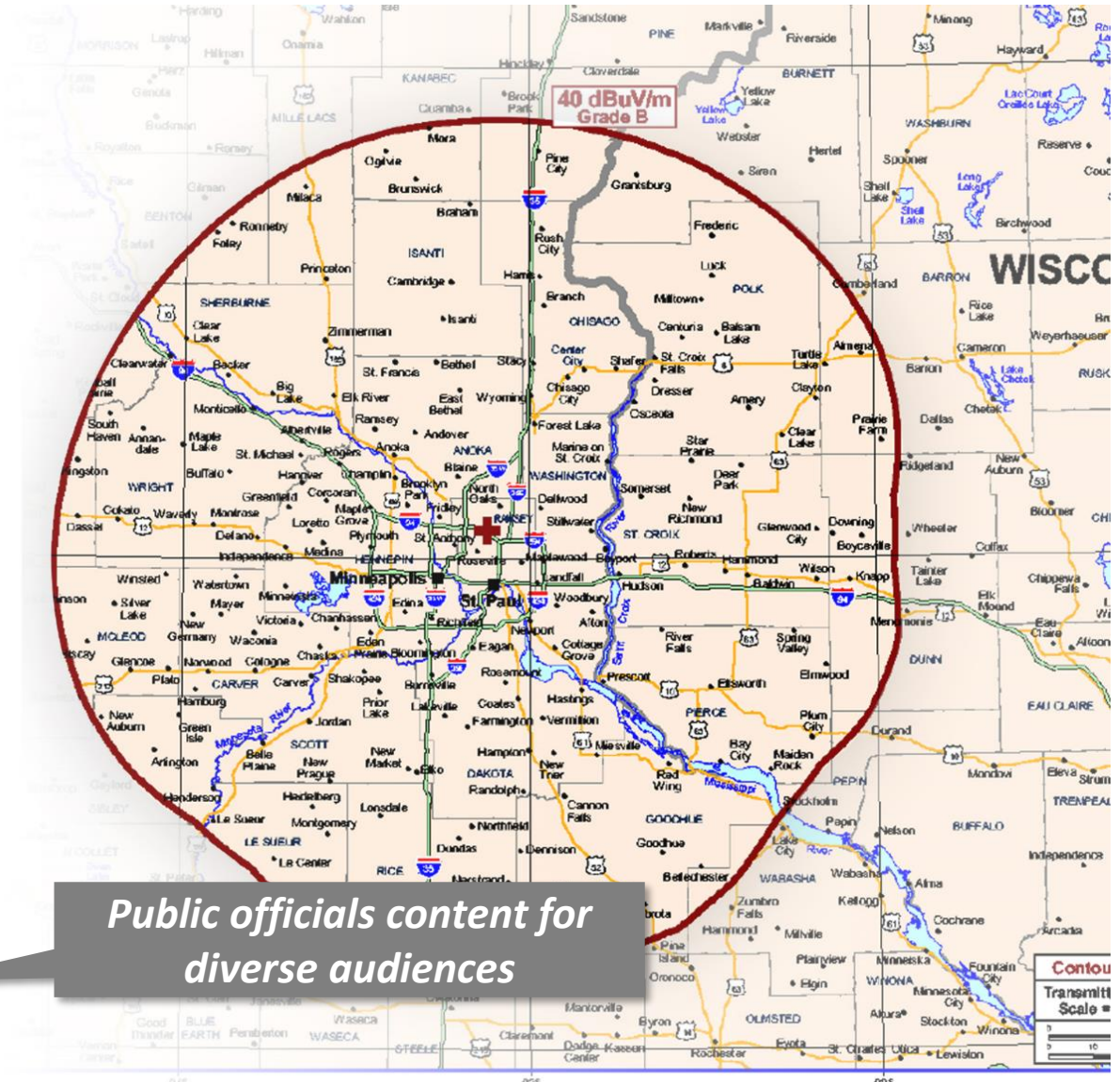
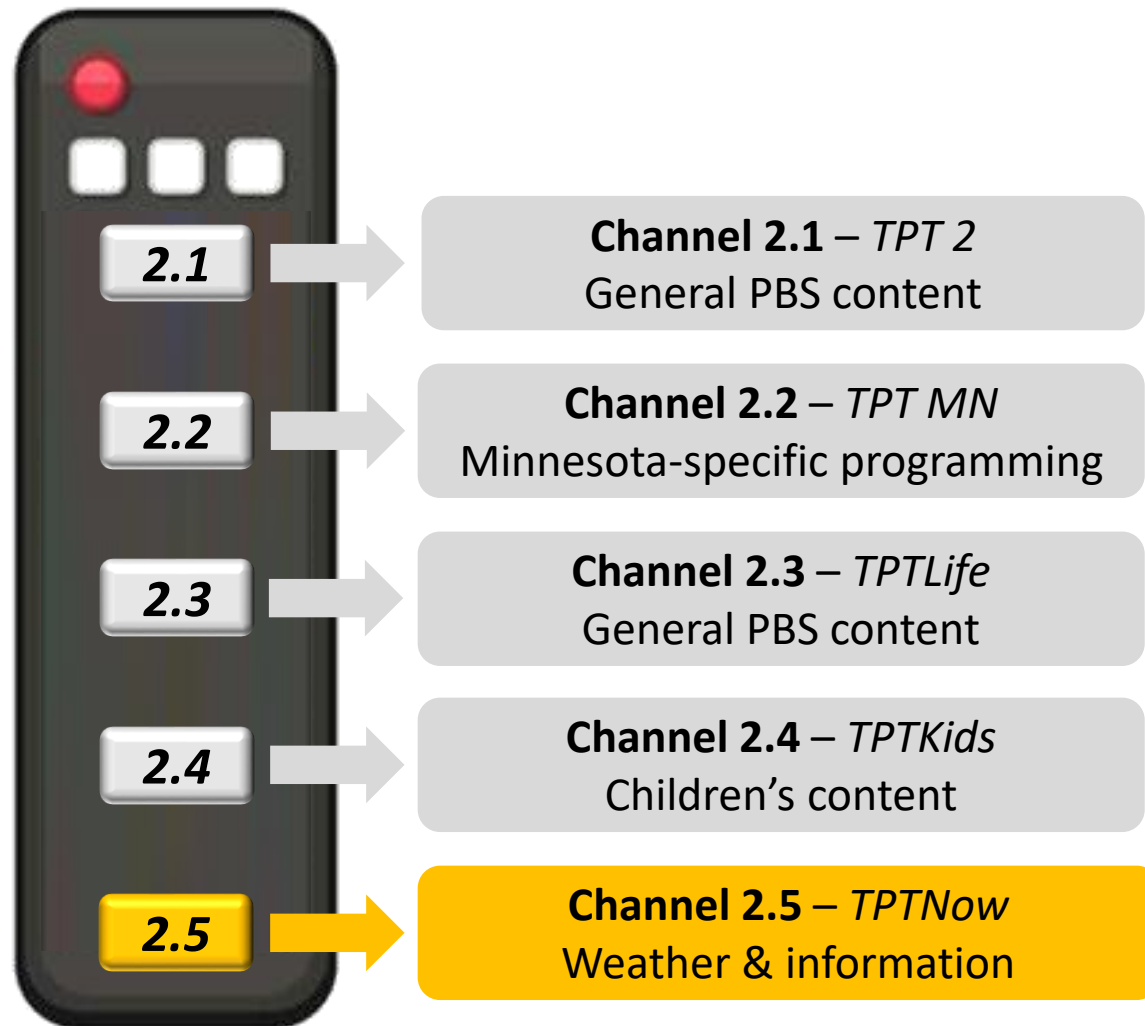


**Health and
Safety Topics**



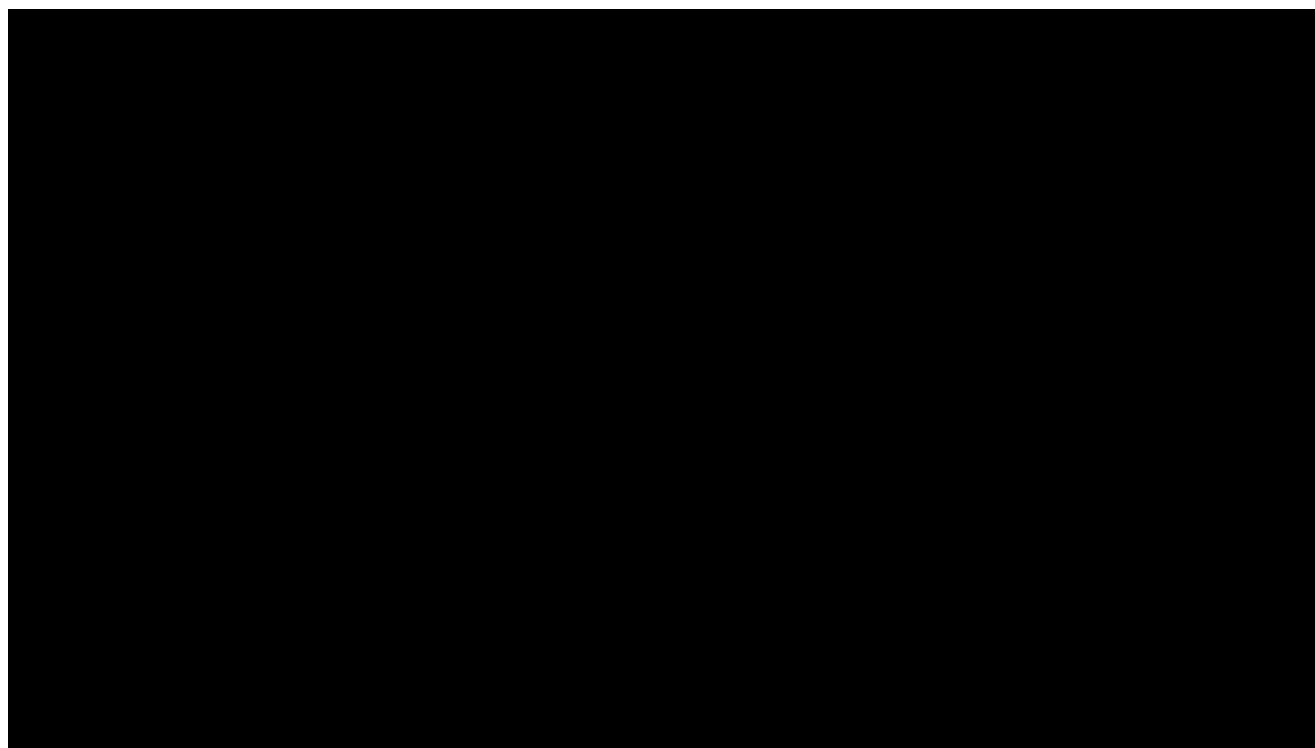
TWIN
CITIES
PBS

Partnership: Metro Region 6 & TPT Now





NOW



4-12-18 Tornado Warning

Weather forecasts
for over 60 cities

Local, state and
regional radar



Data and
information from
trusted partners

IPAWS & EAS Alerts
in 4 languages:
English, Spanish,
Hmong and Somali

TPT NOW was developed in partnership with Metro Region 6 Emergency Management to fill an emergency response communication gap so English, Spanish, Hmong and Somali residents would receive life-saving info

Seasonal Preparedness Content - National

do1thing

GOAL FOR FEBRUARY

Have 72 hours (3 days) worth of water stored for your household.

do1thing.com/topics/water



Seasonal Preparedness Content - Local

¿ESCUCHA UNA SIRENA?



Vaya adentro



Obtenga información

ramseycounty.us/sirens

Language: SPANISH



RAMSEY COUNTY

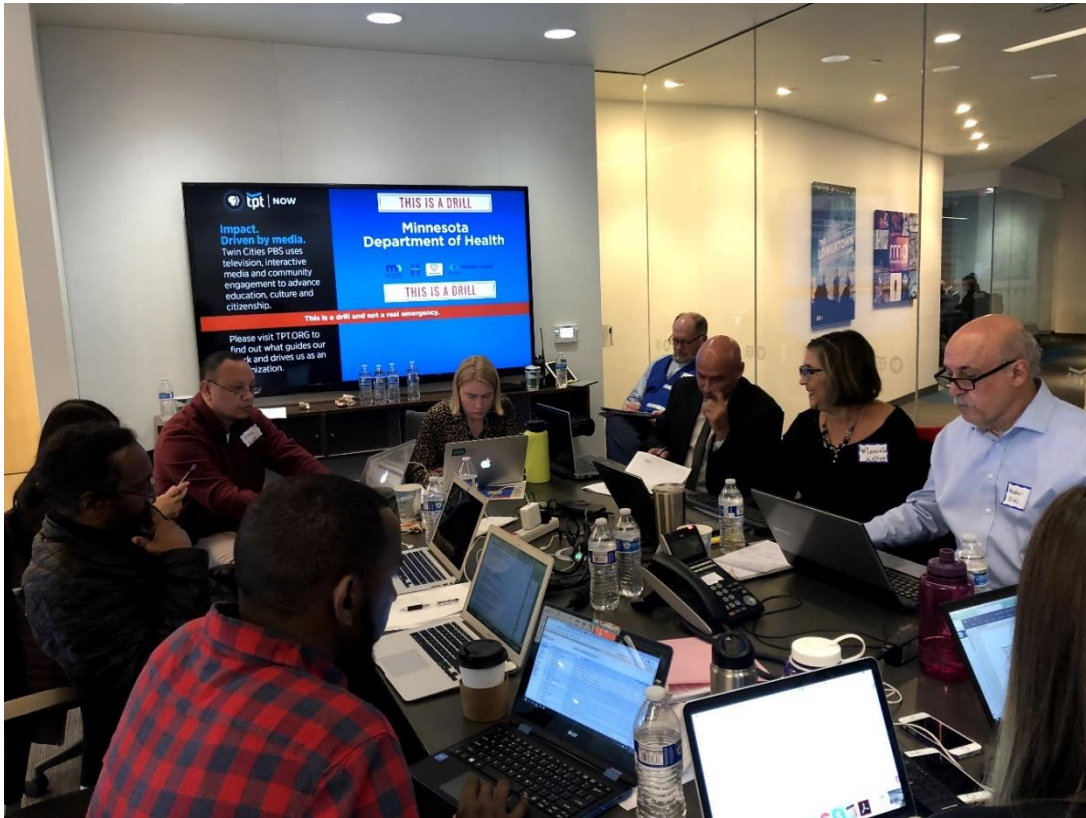
Emergency Management & Homeland Security

Situational Awareness Content

- Audience “Heads up”
- “Virtually Coordinated”
- Locally Driven
- Daily Updates
- Four Languages:
 - English
 - Spanish
 - Hmong
 - Somali

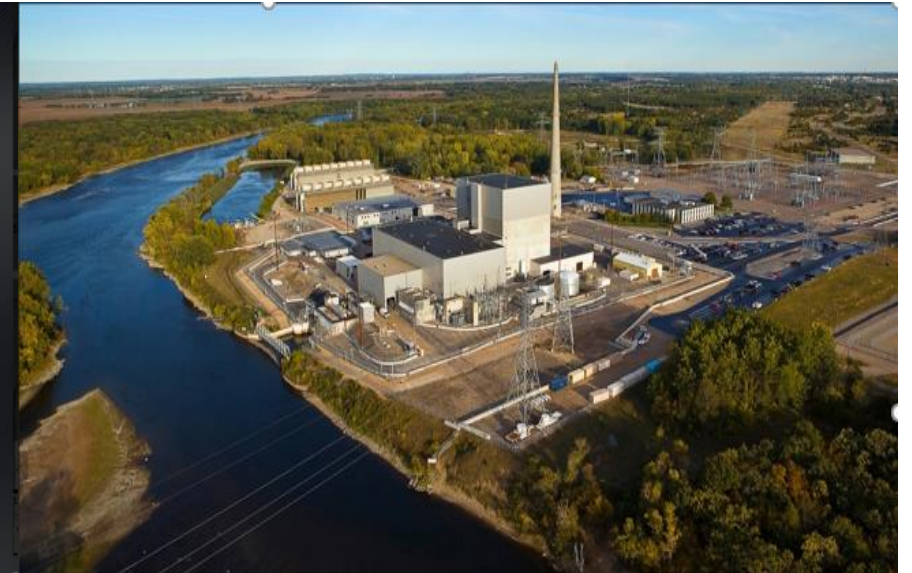


Functional Exercises – Customized Content



THIS IS A DRILL! SPANISH:
Este es un anuncio del
Sistema de Alerta de
Emergencias para personas
en los condados de
Minnesota Wright y
Sherburne. El Gobernador
de Minnesota, la división
de Minnesota de Homeland
Security and Emergency
Management anuncian que
un incidente con una fuga
potencial o actual de
material radiológico está
ocurriendo en la Planta
Nuclear de Monticello

KTCA • KTCI • Saint Paul - Minneapolis



raadso waxii macluumaad oo dheeraad ah xarumaha wararka magaalada THIS

HOTLINES:

Metro area: 651-297-1304 / Greater Minnesota: 800-657-3504

ONLINE: dps.mn.gov

FACEBOOK: facebook.com/MnPublicSafety

TWITTER: [@MnDPS_DPS](https://twitter.com/MnDPS_DPS)



Extended Diverse Distribution



Metro Health & Medical Preparedness Coalition Queries:

1. Give us one suggestion today that would make a difference in our work today?

- *Build relationships & Establish trust with cultures*
- *Improve “provider-patient” communication (not translations)*
- *Support the presence of welcoming attitudes and behaviors*
- *Keep up with language, context, cultural differences & similarities and “real time issues”*
- *One size “does not fit all” (embrace diversity and inclusion)*

Metro Health & Medical Preparedness Coalition Queries:

2. When planning for access and functional needs, what can we do so the work becomes “second nature” rather than a plan/annex that “sits on the shelf” or a “check the box” grant activity that’s one-n-done?

- *Build time into the work process*
- *Establish your own “cultural rolodex”*
- *Invite cultures in the process of planning, granting, and building programs to establish “what works”*
- *Hire cultures as “cultural brokers”*



Metro Health & Medical Preparedness Coalition Queries:

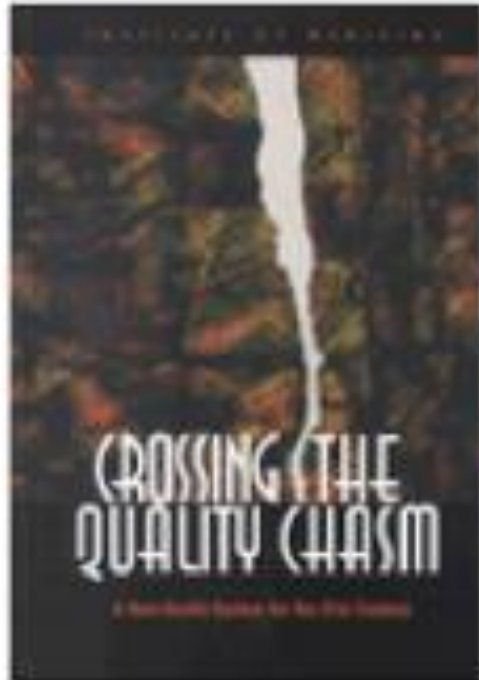
3. Help us know what is the “integrative” approach to doing this work?

- *Audit for “cultural competency”*
- *Train staff and more importantly, engage staff in experiential learning opportunities (find projects/programs to co-create)*
- *Overcome unconscious and systemic bias (as a priority)*
- *Have the courage to become “self-aware” (more than P.C.)*
- *Reward “integrative efforts”*

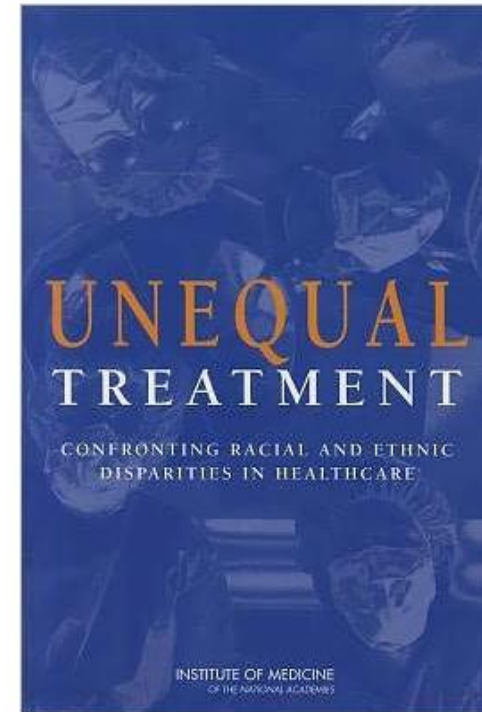


Resources – Integrating Cultures in Health Care

Institute of Medicine, *Crossing the Quality Chasm: A New Health System for the 21st Century* (2001)

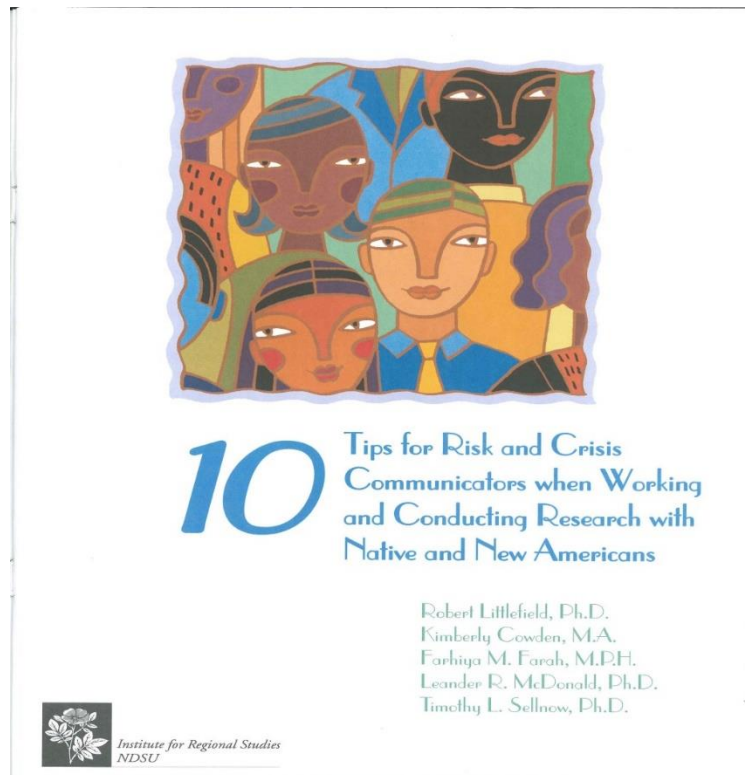


***Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care* (2002)**

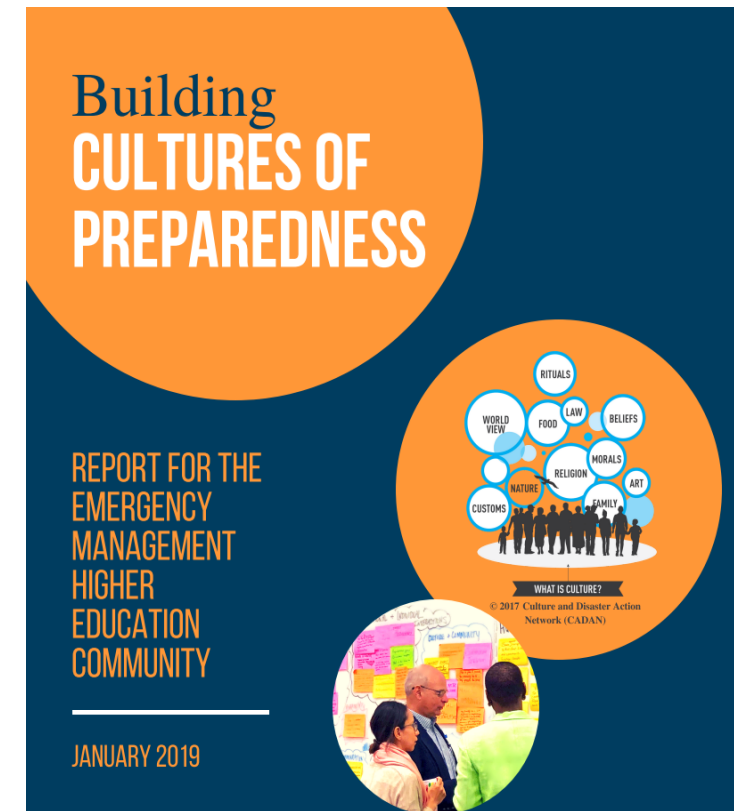


Resources – Integrating Cultures in Communication

***Institute for Regional Studies, North
Dakota State University (2006)***



**Culture and Disaster Network (CADAN)
& Federal Emergency Management
Agency (FEMA 2009)**



Resources – Integrating Cultures in Emergencies

State of Washington New Laws Improving “Alerting Efforts” Reaching English-Second-Languages (2017)



Top Media Choices During Severe Weather & Emergencies

Local Radio & TV	57%
Text Messages	15%
Online News Sites	14%
Cable News Channels	12%

Source: Morning Consult, online survey of 2,251 adults 18+
Survey conducted from March 16- March 19, 2017

Integrated Public Alert Warning System (FEMA 2019)



Modernizing the Nation's Public Alert and Warning System

Report from the FEMA National Advisory Council

February 15, 2019





NOW

A screenshot of the tpt NOW app interface. The top left shows the tpt logo and "NOW" with a time of 6:00 PM. Below this is the location "Airport - MSP" and a weather forecast for the next hour: 8:00 PM (45°), 9:00 PM (44°), 10:00 PM (42°), and 11:00 PM (41°). The current temperature is 49°. To the right, there is a section titled "¿ESCUCHA UNA SIRENA?" (Do you hear a siren?) with a running person icon and the text "Vaya adentro" (Go inside) and "Obtenga información" (Get information). Below this is the URL "ramseycounty.us/sirens". Further down, there is a "Language: SPANISH" option and the "RAMSEY COUNTY Emergency Management & Homeland Security" logo. At the bottom, there is a "BRAINERD AREA TONIGHT" section with a low of 32° and a forecast for the next five days: FRI (38°), SAT (34°), SUN (38°), MON (46°), and TUE (47°). A map of the Brainerd area is visible on the left side of the bottom section.

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