

Exploring Cultural Awareness



You deliver superior quality care....
is it also culturally sensitive?

Introduction to Cultural Awareness

A video frame showing a woman with short dark hair, wearing a grey blazer over a white collared shirt. She is standing in a hallway with dark wood paneling and a light-colored floor. The video player interface includes a title bar at the top with the text "Introduction to Cultural Awareness" and a blue play button icon on the right. A white text box at the bottom of the video frame contains the name and title of the speaker.

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“Every interaction you have, with a patient, colleague, or visitor, is a cross-cultural encounter. My own life experiences have demonstrated this reality and I am delighted when I see respectful cross-cultural exchanges happen right here at Lehigh Valley Health Network.

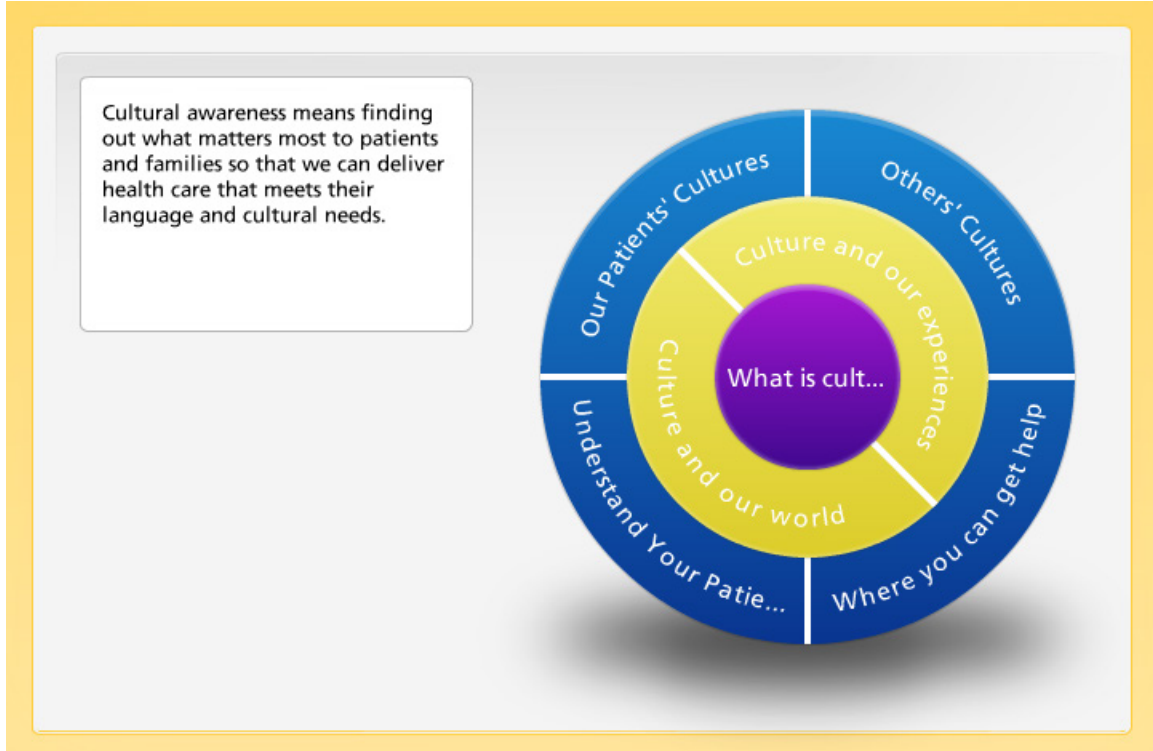
As a young Puerto Rican girl growing up in the 1960s in the South Bronx, I experienced the pain associated with discrimination and bias. Especially when we went for health care services, I remember the unfriendly looks from office staff members when my mother and my 4 siblings and I arrived in the office. Since there weren't any Spanish-speaking doctors, I would have to serve as my mom's interpreter-- a very uncomfortable situation for both my mom and me. I am pleased that today we have trained medical interpreters available and other resources that assure effective communication between patients and clinicians.

Each day, individuals with their unique cultural backgrounds come to our health network sites. Many come for health services or to visit patients, others—like our colleagues--come to serve patients and provide essential duties within the network. Our responsibility, for patients, visitors, colleagues alike, is to interact, communicate and provide care in ways that are responsive to each person's unique cultural background and language needs. We do so by being aware of our own values and beliefs and by becoming skilled at communicating in respectful ways that allow others to share their cultural perspectives with us.

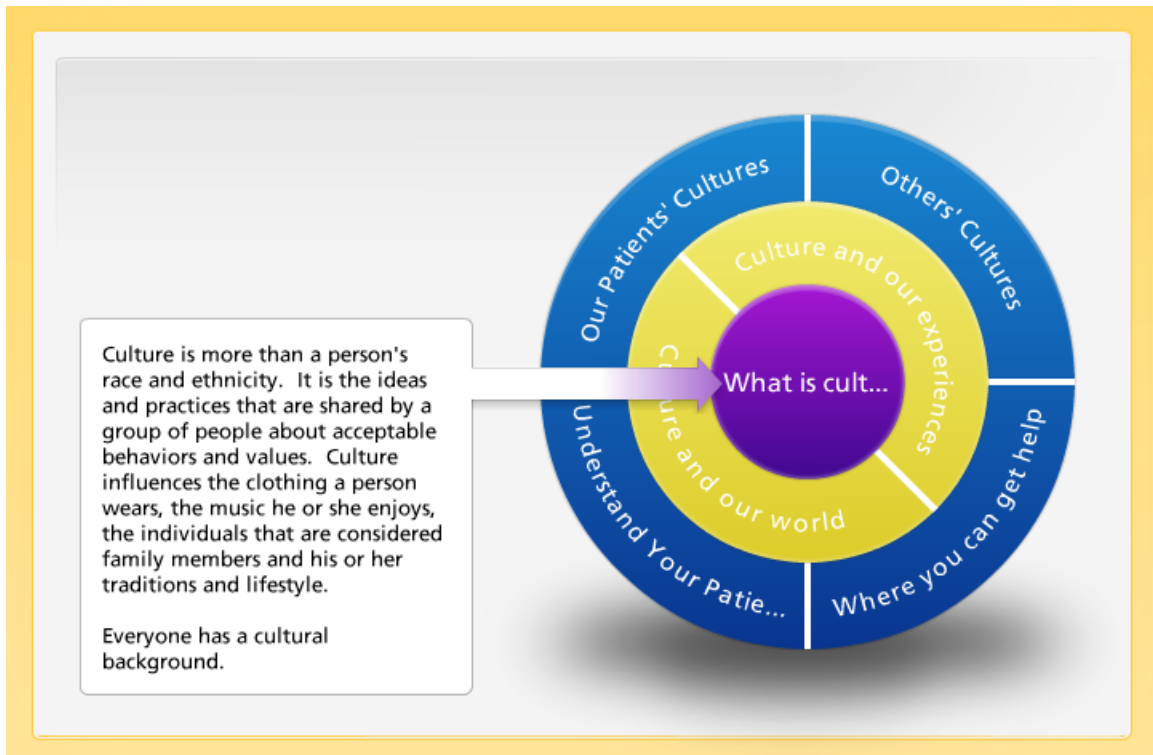
This type of cross-cultural health care assures the delivery of high quality services, prevents errors that may be associated to miscommunication due to language or cultural barriers, and it improves patient and family satisfaction. We are reprising Lehigh Valley Health Network's cultural awareness module to remind us all of the importance of cultural awareness when interacting with others--patients, families and colleagues.

I thank you for your support.”

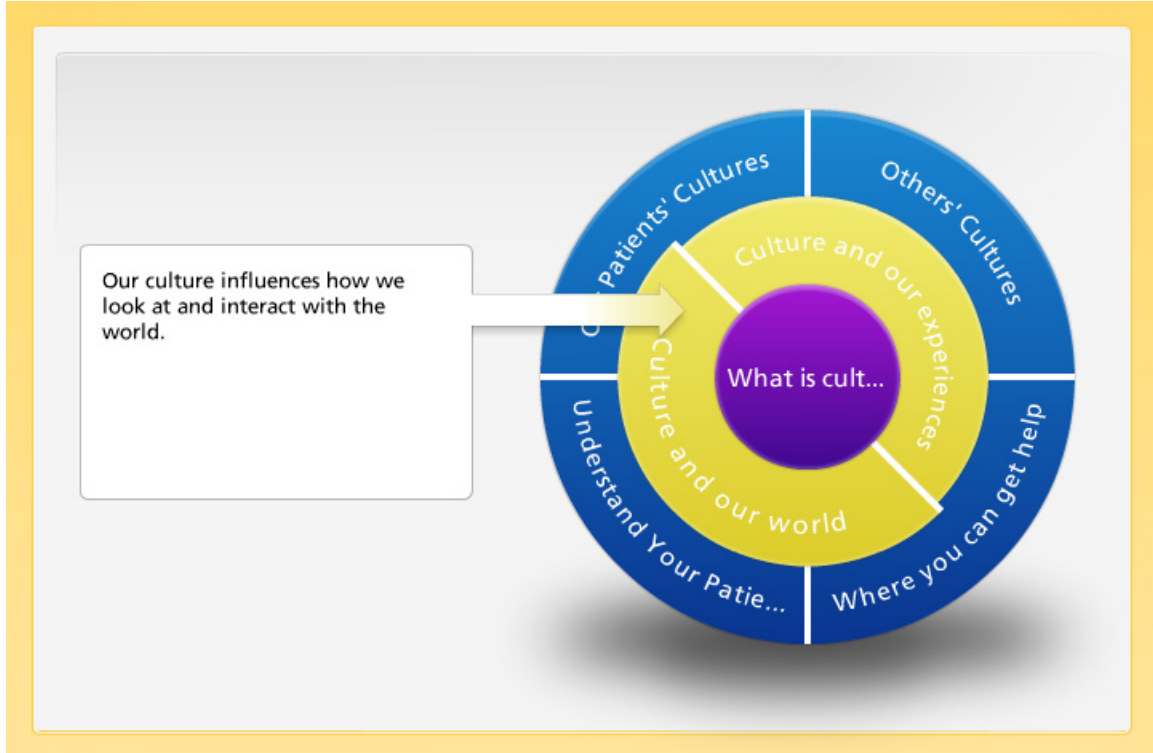
What is Cultural Awareness?



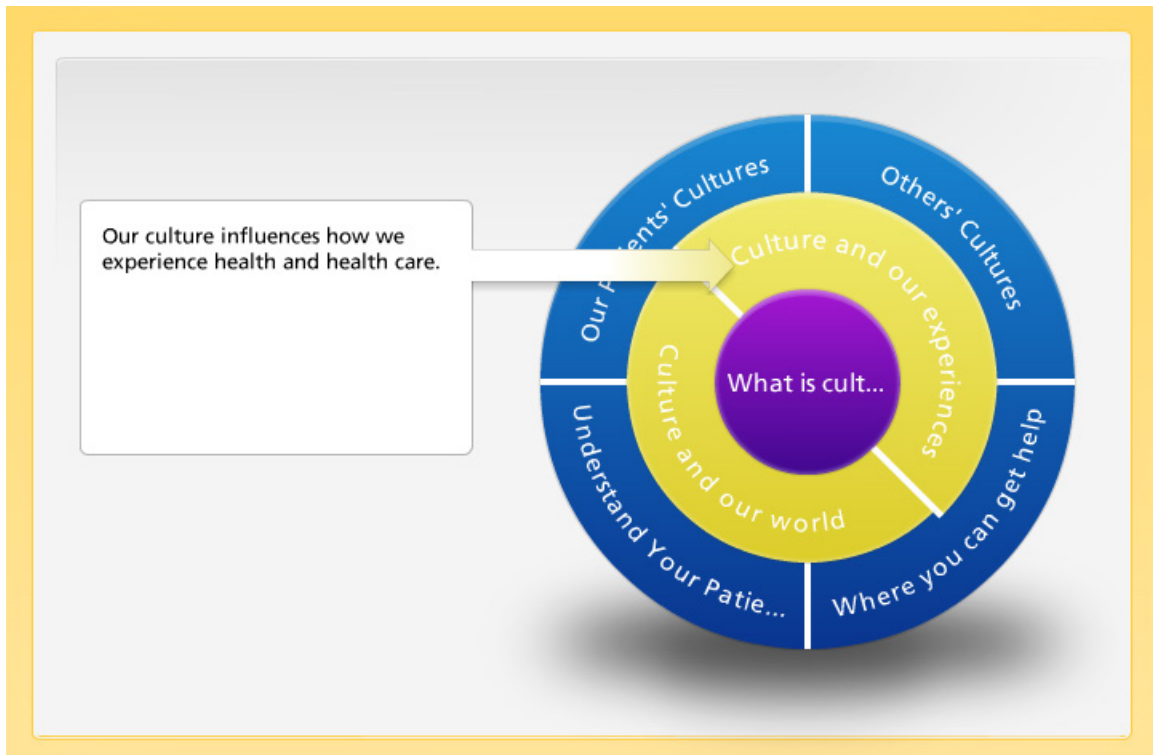
What is Culture?



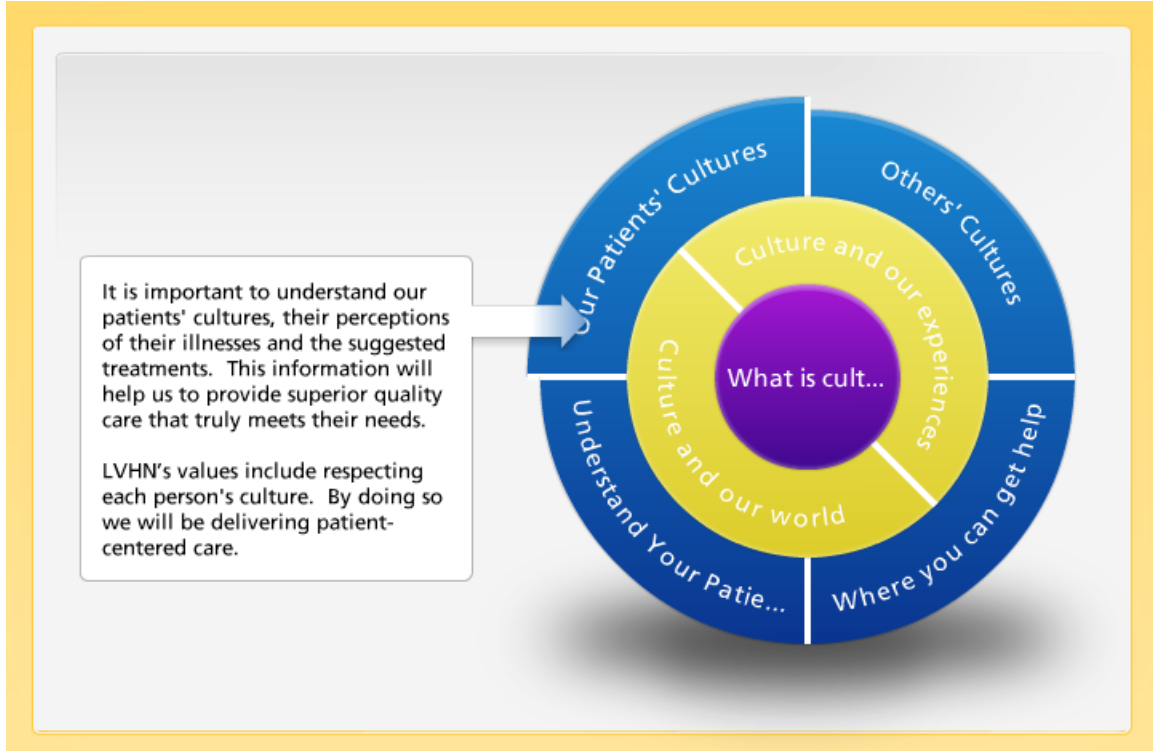
Culture and Our World



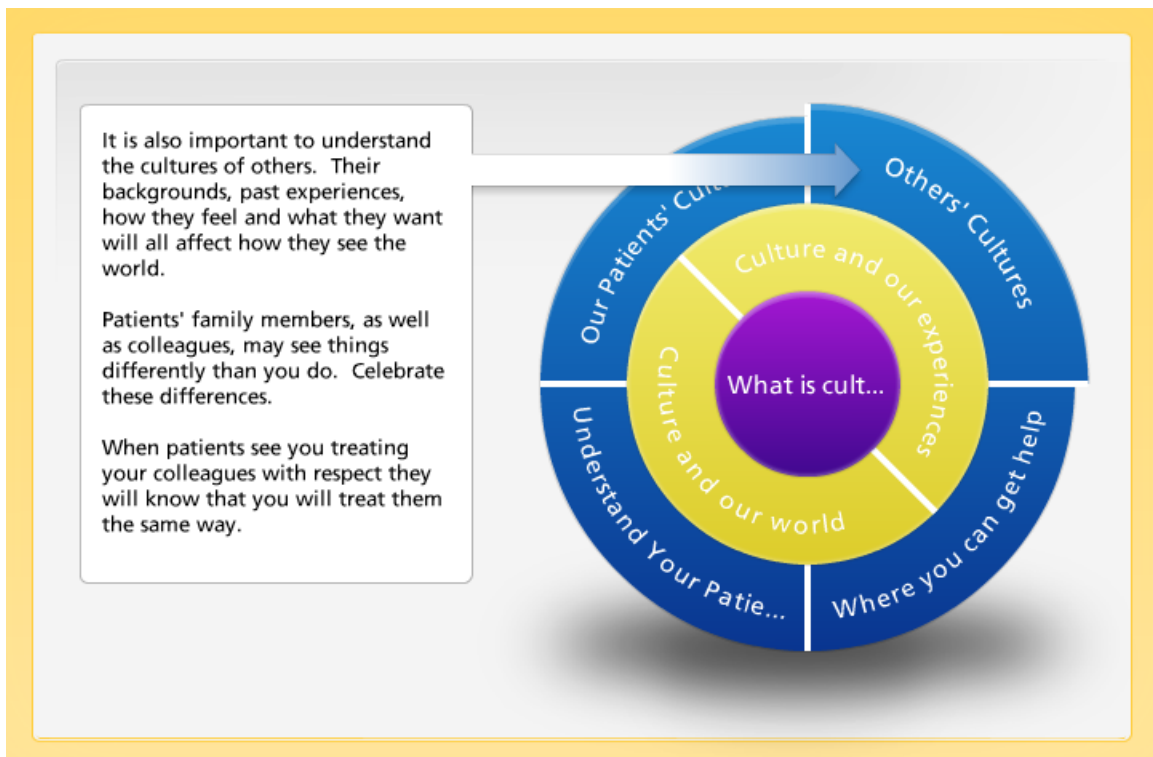
Culture and Our Experiences



Our Patients' Cultures



Others' Cultures



Understand Your Patient's Culture

At LVHN, we are expected to try to understand each patient's culture. You can use the following questions as a guide to starting a conversation about cultural perceptions. Ask your patient open-ended questions like...

What do you think is happening to you?

What do you think might have caused your problem?

How are you coping with your illness? Or - What are you doing to make it better?

What concerns do you have about your condition and the recommended treatment?

The diagram is a circular graphic with a central purple circle containing the text "What is cult...". Surrounding this is a yellow ring divided into two segments: "Culture and our experiences" (top) and "Culture and our world" (bottom). The outermost ring is blue and divided into four segments: "Our Patients' Cultures" (top-left), "Others' Cultures" (top-right), "Where you can get help" (bottom-right), and "Understand Your Patie..." (bottom-left). A white arrow points from the text box on the left towards the "Understand Your Patie..." segment.

Where You Can Get Help

Resources exist to help you deliver health care that is culturally sensitive. Some of those resources are:

- Cultural Competency Resource Center website
- Interpreter Services: staff interpreters, telephone (Cyracom) interpreters, video remote interpretation (Bruce unit)
- Diversity/Cultural Awareness Liaison and other knowledgeable staff members
- Cultural Awareness Subject Guide (available on the library website)
- TLC eLearning Courses

The diagram is identical to the one in the first slide, featuring a central purple circle "What is cult...", a yellow inner ring with "Culture and our experiences" and "Culture and our world", and a blue outer ring with "Our Patients' Cultures", "Others' Cultures", "Where you can get help", and "Understand Your Patie...". In this version, a white arrow points from the text box on the left towards the "Where you can get help" segment.

Every individual who walks through our doors has a unique set of needs.

We have a responsibility to treat each person with respect for his or her cultural and language needs.

What things do you do in your normal life that seem so second nature that you forget about them?

These things reflect your cultural background.

Why is Cultural Awareness Important to Me?

Patient Centered Care

Superior Quality Care

Patient Safety

Patient Satisfaction

Accreditation and Designation Requirements

Introduction

Providing health care that is consistent with the patient's cultural needs enables LVHN to respond to demographic changes in its service area, assure equal opportunity for optimal health outcomes among patients with diverse cultural backgrounds, assure the delivery of high-quality, patient-centered services, and meet legislative, regulatory and accreditation mandates.

Patient Centered Care

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Patient Centered Care

Every person who enters LVHN's health system has needs. These needs include clinical symptoms that require medical attention, as well as perceptions that affect the way he or she understands and participates in his or her care.

Why is Cultural Awareness Important to Me?

This infographic features a central white box with a grey border containing text. To the left of this box is a vertical stack of five maroon rectangular buttons with white text. The top button is highlighted with a white border. The text in the central box is as follows:

Patient Centered Care

Superior Quality Care

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Superior Quality Care

Effective communication is an essential component of quality care and patient safety.

Cultural factors are crucial to the diagnosis, treatment and care of patients. By incorporating these cultural factors into the care we provide, we are more likely to avoid medical errors and inappropriate tests.

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Patient Safety

Patients with cultural and language barriers are more likely to experience adverse events that result in some kind of detectable harm. Most often these consequences are the result of some failure of communication.

By paying attention to meeting the cultural needs of patients and families we will be best able to reduce the potential for error and promote patient safety.

Why is Cultural Awareness Important to Me?

This diagram features a large white box on the right with a yellow border. On the left side of this box, there are four stacked maroon boxes: 'Patient Centered Care', 'Superior Quality Care', 'Patient Safety', and 'Accreditation and Designation Requirements'. A white box labeled 'Patient Satisfaction' is positioned between the 'Patient Safety' and 'Accreditation and Designation Requirements' boxes. The text 'Patient Satisfaction' is also written inside the large white box on the right.

Patient Satisfaction

Patients who experience care that meets their cultural and language needs are more likely to be satisfied with the health care experience and their clinician.

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Accreditation and Designation Requirements

LVHN is required by federal mandates and accreditation organizations (such as The Joint Commission) to ensure that its services meet the cultural and language needs of its patients.

The delivery of cross cultural health care is required for "Magnet" designation by the American Nurses Credentialing Center.

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