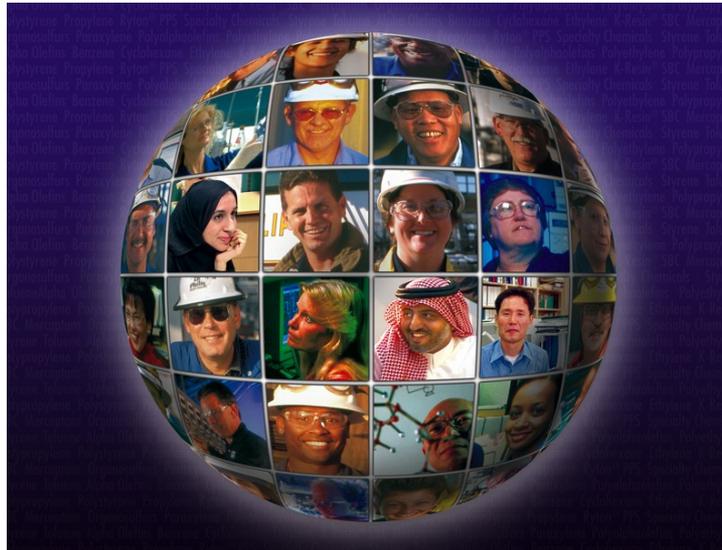


Cultural Diversity and Sensitivity Training



Everyone is in a cultural group



When we speak of cultural diversity, we're not just speaking of nationalities or ethnic groups, but also of age, gender, race, religion, sexual orientation, physical abilities, where you live, plus subcultures within any of these categories based on occupation, education and personality.

Culture Norms and Values Comparison

Aspects of Culture	American Health Care Culture	Other Cultures
Sense of Self and Space	<ul style="list-style-type: none"> • Informal • Handshake 	<ul style="list-style-type: none"> • Formal • Hugs, bows, handshakes
Communication and Language	<ul style="list-style-type: none"> • Strong, direct communication • Emphasis on content-meaning found in words 	<ul style="list-style-type: none"> • Implied, indirect communication • Emphasis on context-meaning found around words
Beliefs and Attitudes	<ul style="list-style-type: none"> • Equal opportunities • Challenging of authority • Gender equality 	<ul style="list-style-type: none"> • Unequal opportunities • Respect for authority and social order • Different roles for men and women

Cultural Diversity Tips

- Be more formal with people born in other cultures
- Do not apply the “Golden Rule” (treat people as *they* prefer to be treated)
- Be careful in relating bad news, or explaining in great detail the implications, process, or course of treatment or solution.
- Do not discount others beliefs, do not ridicule or minimize a person’s beliefs.
- Avoid Stereotypes
- Offer materials in Spanish (directory, diabetes info, etc.)

Tips for Communicating with Limited English Speaking People

- Speak **slowly**, not loudly (speaking loudly does not improve someone else's English)
- Keep conversation **simple** (condense your communication to the main point)
- **Organize** what you say (people remember the first and last part of a conversation)
- **Summarize** or rephrase
- Do not ask yes-no questions. Aske **open-ended** questions that begin with what, where, when, why and how
- Check on comprehension frequently by **paraphrasing** answers.
- Concepts may not be understood (**avoid slang** or insurance jargon such as EOB, PCP etc.)

Provider Responsibilities

Providers are required contractually to render covered services to University of Utah Health Plans members in an appropriate, timely, cost-effective manner, consistent with customary medical care standards and practices.

Provider Responsibilities

Services should be delivered in a culturally and linguistically appropriate manner, thereby including those with limited English proficiency or reading skills, those with diverse cultural and ethnic backgrounds, the homeless and individuals with physical or mental disabilities.

To arrange translation services please contact the UUHP member services at (801) 587-6480, option 1.

Provider Responsibilities

Provider shall also provide access and treatment without regard to race, color, sex, sexual orientation, religion, national origin, disability or age.

Provider shall not, within their lawful scope of practice, discriminate against members from high-risk populations or who require treatment of costly conditions.

Any provider with concerns regarding the provision of services or employment on the basis of disability, or compliance questions should be referred to the Civil Rights Coordinator at telephone number 801-587-6480, option 1.

Thank you for providing care to University of Utah Health Plans members and to our community.

