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Engaging Diverse Populations & Cultural Responsiveness

Derrick Willis

April 21, 2020



Rationale

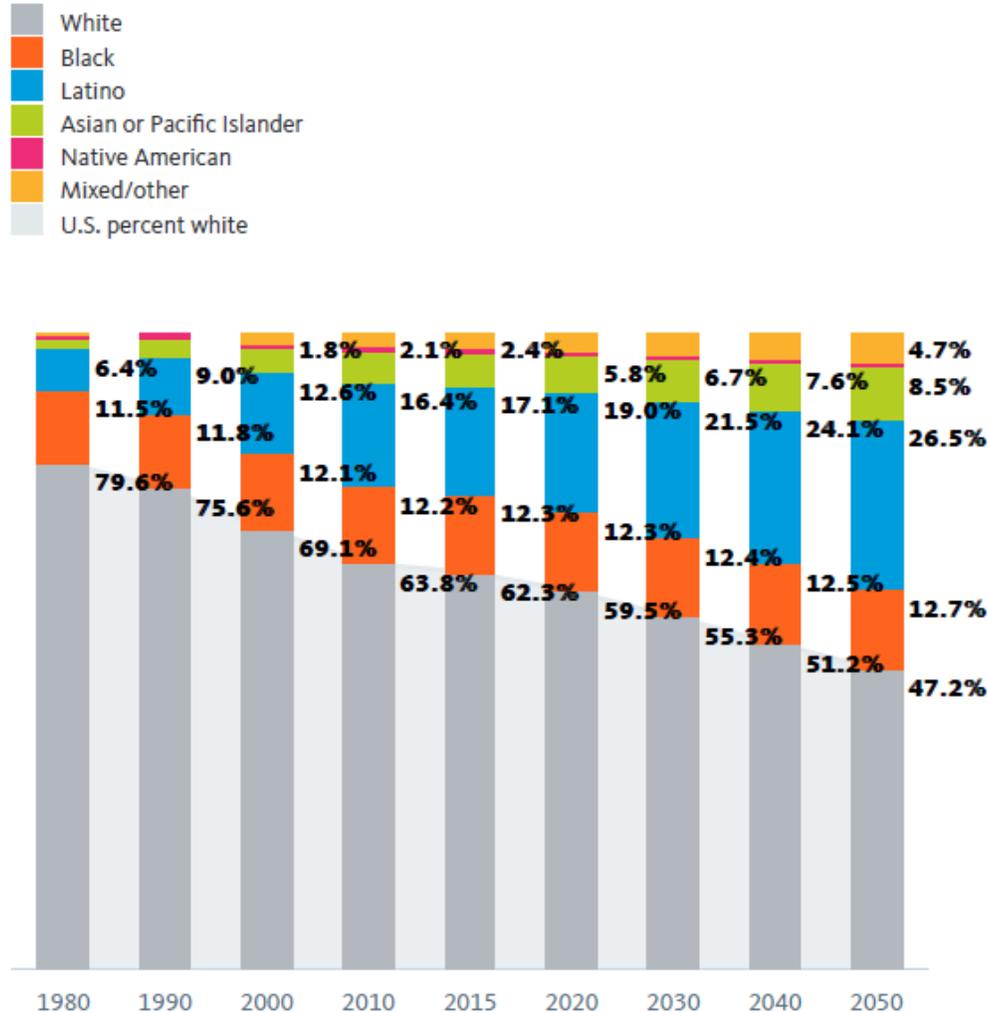
- People of color represent 30% of the population in the U.S.
- By the year 2050, various ethnic groups and people of color in the U.S. will total about half (51.1%) of the population
- Close to 90% of our total population growth in that time will have come from higher birth rates of people of color and immigrants from all over the world

The Face of America is Changing

The United States is undergoing a profound demographic transformation in which people of color are quickly becoming the majority. Already more than half of all children under age five are of color, and by 2044, people of color will be the majority overall. This shift is happening not only in cities, the traditional bastions of diversity, but also in suburban and rural communities across the country.

America is becoming a true world nation that is increasingly multiracial and multicultural. In 1980, 80 percent of the population was White. By 2044, a majority of Americans will be people of color.

Racial/ethnic composition: United States, 1980-2050

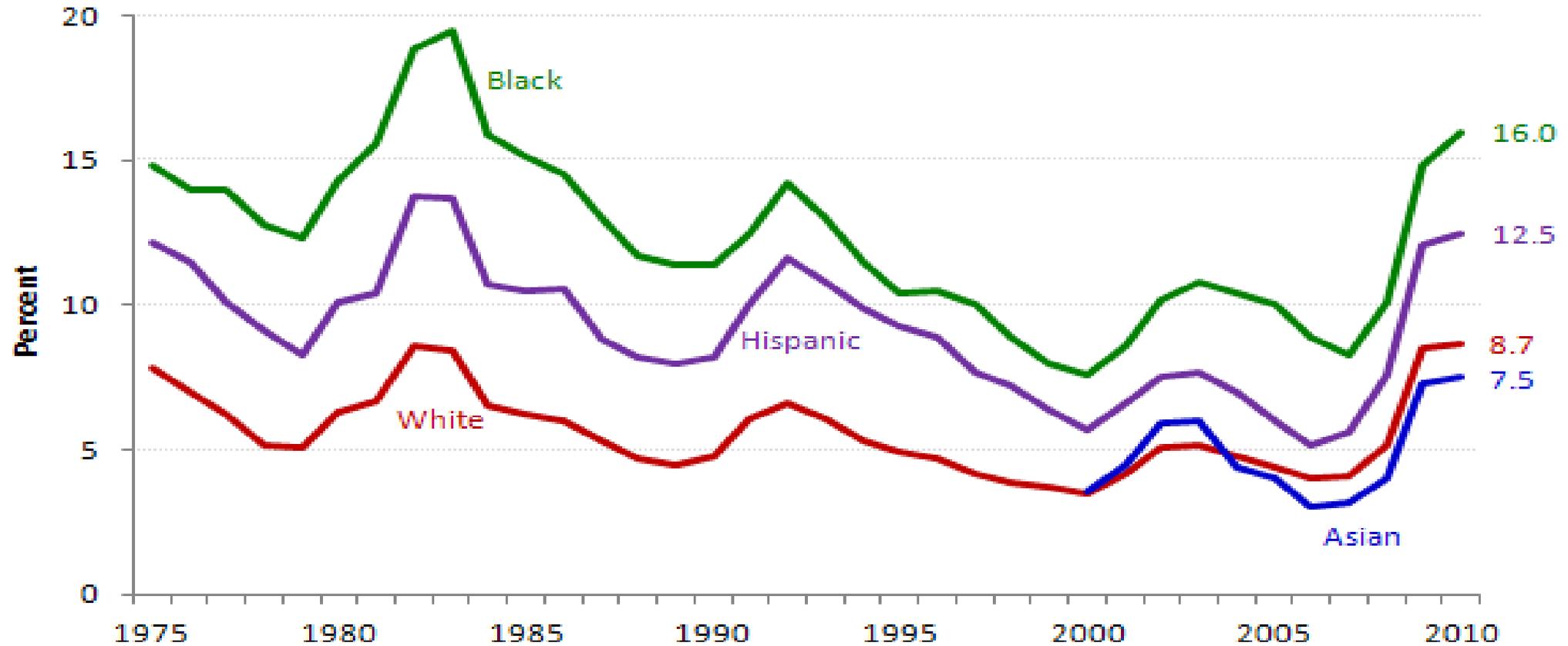


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Unemployment rates, by race, and Hispanic or Latino ethnicity, 1975–2010



Source: U.S. Bureau of Labor Statistics

African Americans in Iowa

- 26.1 is the median age of Iowa's African American population
- 9.9% is the percentage of African American population under age 5 (2nd highest concentration among preschoolers)
- African American population (top five cities)
 - Des Moines (23,469), Davenport (11,694), Waterloo (10,744), Cedar Rapids (8,045) and Iowa City (5,108)
- Median income of African American families is \$30,149 (state, \$72,351)

African Americans in Iowa (cont.)



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- Poverty rate in 2016 for African American population - 35.7%
- African American prison population - 25.1% (3.7% of states population)
- 9.2% - African American unemployment rate (3.9% statewide)
- 78.8% of African Americans rent their homes (29.4% state)
- African American out-of-wedlock birth rates - 680 per 1,000

Within-Group Differences

- Migration experiences (difficulty, losses suffered)
- Geographic location
- Length of time in U.S.
- Fluency with native language
- Socioeconomic status
- Education level
- Family intactness
- Degree of assimilation - acculturation

Five Levels of Acculturation

- 1.) Traditional orientation:** Entirely oriented toward his/her native culture, values, norms
- 2.) Transition orientation:** More oriented toward traditional culture, but is familiar with mainstream culture
- 3.) Bicultural orientation:** Equally comfortable with and knowledgeable of both traditional and mainstream culture
- 4.) Assimilated orientation:** Mostly oriented towards mainstream culture
- 5.) Marginal orientation:** Not comfortable with either culture

Introduction to Upstream



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Lessons Learned

- Cultural diversity doesn't equal cultural competence
- Translating documents doesn't equal cultural competency
- Culturally responsive care requires planning teams with decision makers
- You never become competent in culture

Lessons Learned



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- Value and celebrate the small changes
- Have a flexible and adaptable mindset
- Be intentional
- Always keep sustainability in mind

Leadership Advice



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- Stir what you got
- Get comfortable being uncomfortable
- Keep your tools sharp
 - Stephen Covey (7 Habits)
- Bleed a little

Leadership Advice



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- Listen twice as much
- Keep the end in mind
 - Steven Covey (7 Habits)
- Know when to not lead



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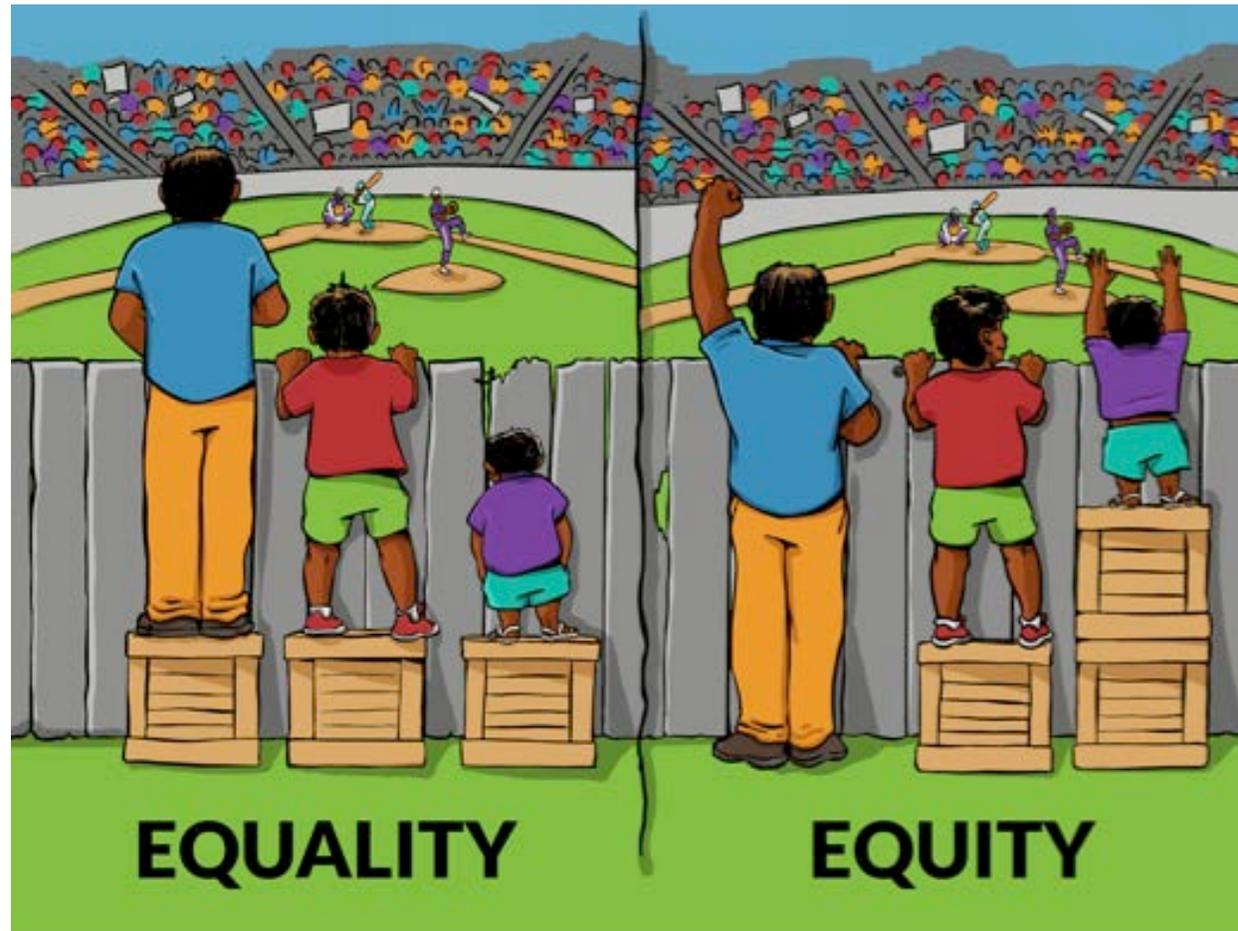
Equity VS Equality

Equity and equality are two strategies we can use in an effort to produce fairness. **Equity** is giving everyone what they need to be successful. **Equality** is treating everyone the same. **Equality** aims to promote fairness, but it can only work if everyone starts from the same place and needs the same help.



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Source - <https://publichealthonline.gwu.edu/blog/equity-vs-equality/>

Inclusion



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Is ensuring that all individuals have the same opportunities to participate in every aspect of life and contribute to their full potential.

Culturally Responsive Organizations



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- Be responsive to the needs of the community
 - After assessment, respond to the needs
- Conduct ongoing quality improvement
 - Inclusion activities should be assessed and revisited continuously
- Collect feedback from staff
 - Provide opportunities for feedback
 - Seek buy-in
- Share Milestones
 - Demonstrate progress
 - Be transparent

Culturally Responsive Organizations



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- Reach out and hire diverse groups of people with disabilities
 - Promotes and supports a culture of inclusion
 - People with disabilities benefit from employment
 - Model inclusion at all levels
- Utilize the expertise of people with disabilities
 - People with disabilities bring their own experiences
 - Family members and support staff can be resources as well

Culturally Responsive Organizations



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- Develop an infrastructure to guide the work
 - Develop clear expectations
- Value the work
- Develop principles and guidelines, mission focused statements
- Look for ways to recruit and retain staff, trainees, volunteers, board members

Culturally Responsive Organizations

- Establish relationships with community-based organizations
- Identify key leaders, stakeholders, culture brokers
- Participate and support culturally specific training
 - Create safe spaces
 - Brave spaces
- Develop Language Access Plans

Culturally Responsive Organizations



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- Embed principles and guidance in contract language
- Develop performance expectations and measures
- Engage in dialogue with diverse communities
 - Build relationships
- Conduct needs assessments
 - Examine demographic trends

Culturally Responsive Practitioners



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- Understand best practices in communicating in a multicultural environment
- Understand best practices in translation and interpretation
- Understand the importance of cultural assessments

Culturally Responsive Practitioners



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When communicating in a multicultural environment:

- Ask patients if they want to receive information in their native language
- Be aware of using professional jargon that may be confusing
- When possible use diagrams and pictograms to explain conditions
- Formulate questions that cannot be answered with a simple nod
- Avoid abbreviations and acronyms

Culturally Responsive Practitioners



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When using Interpretation Services:

- Speak clearly and not louder
- Take time to explain what you and your colleague will be doing
- Know and understand your organizations policies
- Don't use family members

Culturally Responsive Practitioners



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When conducting cultural assessments:

- Ask about personal background information
- Determine if they were born abroad
- Determine language preference
- Seek to understand religion/spiritual practices
- Seek to understand the role of the family/traditional healers
- Assess healthcare attitudes

Difference

It's not our differences that divide us.

It's our inability to recognize, accept and celebrate those differences.

Contact Information

Derrick Willis, MPA

Director

Iowa's University Center for Excellence in Developmental Disabilities

Center for Disabilities and Development

319-678-8414 (office)

derrick-willis@uiowa.edu