Serving Hard To Reach Populations: Improving Cultural Competency, Outreach and Service Access

Nicole Hartog & Michael Styles

Tuesday, June 4th, 2013 2:15 – 3:45pm

Broadway 1 & 2 Session A-11

#AIRS2013

Presenters

- Michael Styles, State Division on Aging & Adult Services, Salt Lake City, Utah

- Nicole Hartog, Denver Regional Council of Governments Area Agency on Aging, Denver, Colorado

Here's What to Expect

- A safe place to share experiences and expertise
- Please withhold judgment of other's experiences
- Learn how to better serve changing senior demographics in your region
- Using truth and transparency when participating
- Discuss the importance of cultural responsiveness

Session Goals

- Gain better understanding of culture
- How to address the changing demographics of I&R for Older Adults
- Improvements in cultural competency in your I&R organization and your provider network
- Build cultural competency training that you can use within your sphere of influence to better address cultural differences in your communities
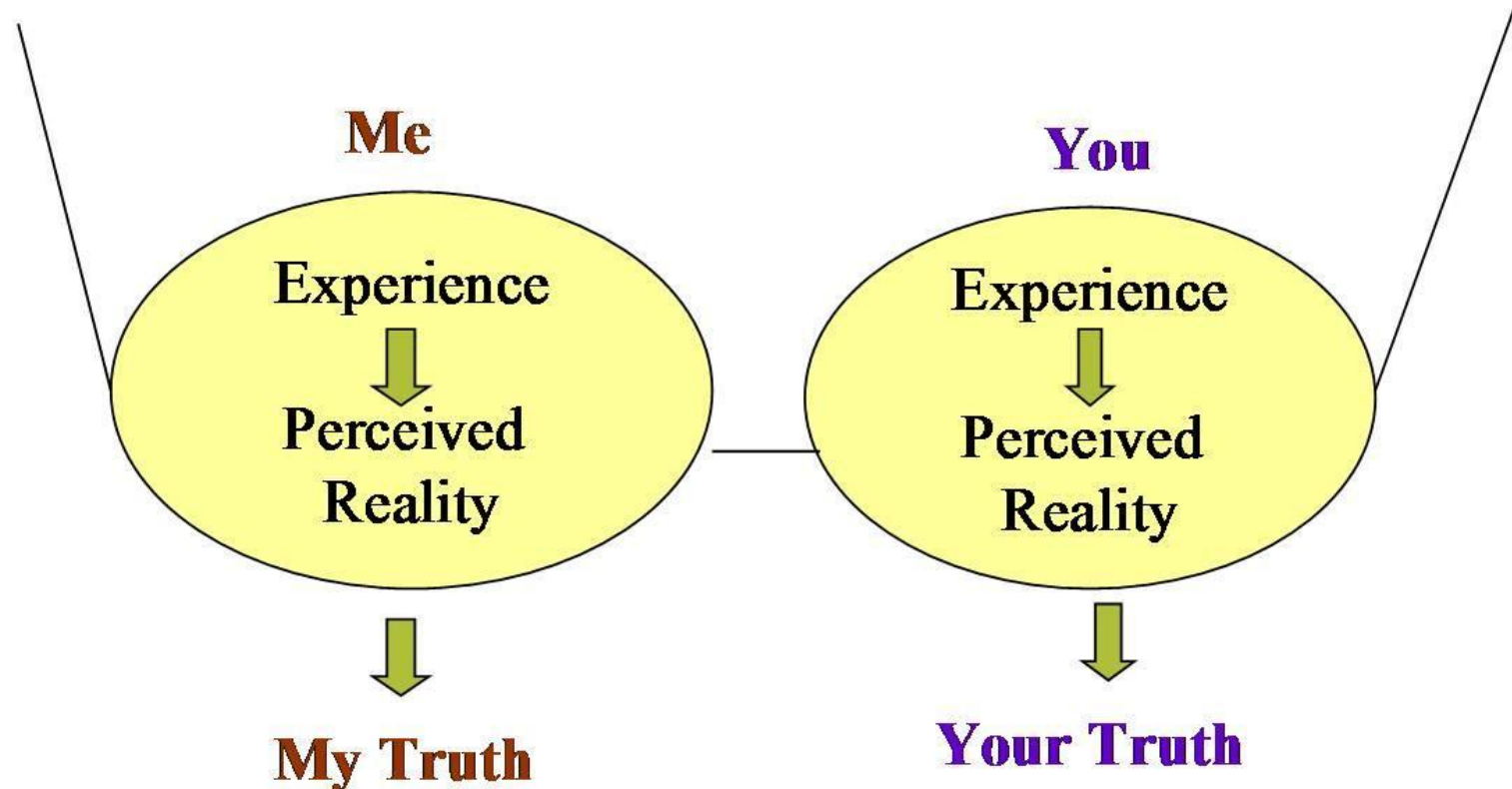
What is Culture?

Group Discussion

Culture Defined:

- Integrated patterns of human behavior that includes thoughts, communications, actions, customs, beliefs, values, and institutions of groups.

Our Cultural Lenses

Me

You

Experience

⬇

Perceived
Reality

Experience

⬇

Perceived
Reality

My Truth

Your Truth

We may have the same experience
but our perceptions or "truth" may be different.

Created by: Ellen Yin-Wycoff, California Coalition Against
Sexual Assault

Headlines – CO Aging Demographics

- Colorado's growth in 65+ population 4th fastest nationally (2000 – 2010)
  - 85+ fastest growing among that group
- 2010-2020 growth rate will be nearly twice as much 2000-2010
- Growth in older adult population will outpace other age groups for the next 20 years.

Cultural Competency Example

- DRCOG AAA works to better serve several older adult cultural groups – LGBT Elders, Latino Age Wave, Elder Refugee Communities, Adults with disabilities

- We collaborate with both informal and formal community leaders and navigators

- Seek learning opportunities for DRCOG AAA Staff to become more familiar with specific communities

- Provide outreach and education about available resources for both aging adults and their families and/or caregivers

DRCOG AAA/CRSP Elder Refugee Grant

- Funded Federally through the Office of Refugee Resettlement (ORR)
- In partnership with Colorado Refugee Service Programs (CRSP)
- One of 15 elder refugee outreach grant programs across the U.S.
- 3-year grant program

Elder Refugee Grant

- DRCOG hired an Elder Refugee Coordinator (Lisa McCroskey) to provide I&R and outreach to community members

- Lisa works with Colorado African Organization Community Navigators from Burma, Bhutan, and Somalia to help identify isolated elders

- Partners include Visiting Nurse Association for wellness and health education, Volunteers of America for ethnic-appropriate congregate meals and Aurora Center for Active Adults as activity site

DRCOG Refugee Grant Goals

- Identify older adult refugees from target populations: Burma, Bhutan, Somalia, Iraq, and others. Outreach to bring mainstream (OAA Funded and other) senior services to them.

- Work with existing Aging Network Providers in Region to build cultural competency (cultural responsiveness) to provide a safe, welcoming space for elder refugee consumers.

- AAA to better include refugee voices in regional planning (4 year plan, Aging Advisory Councils, etc)

Working with Refugee Populations

Historical trauma:

"...a cumulative emotional psychological wounding, over the lifespan and across generations, emanating from massive group trauma experiences."

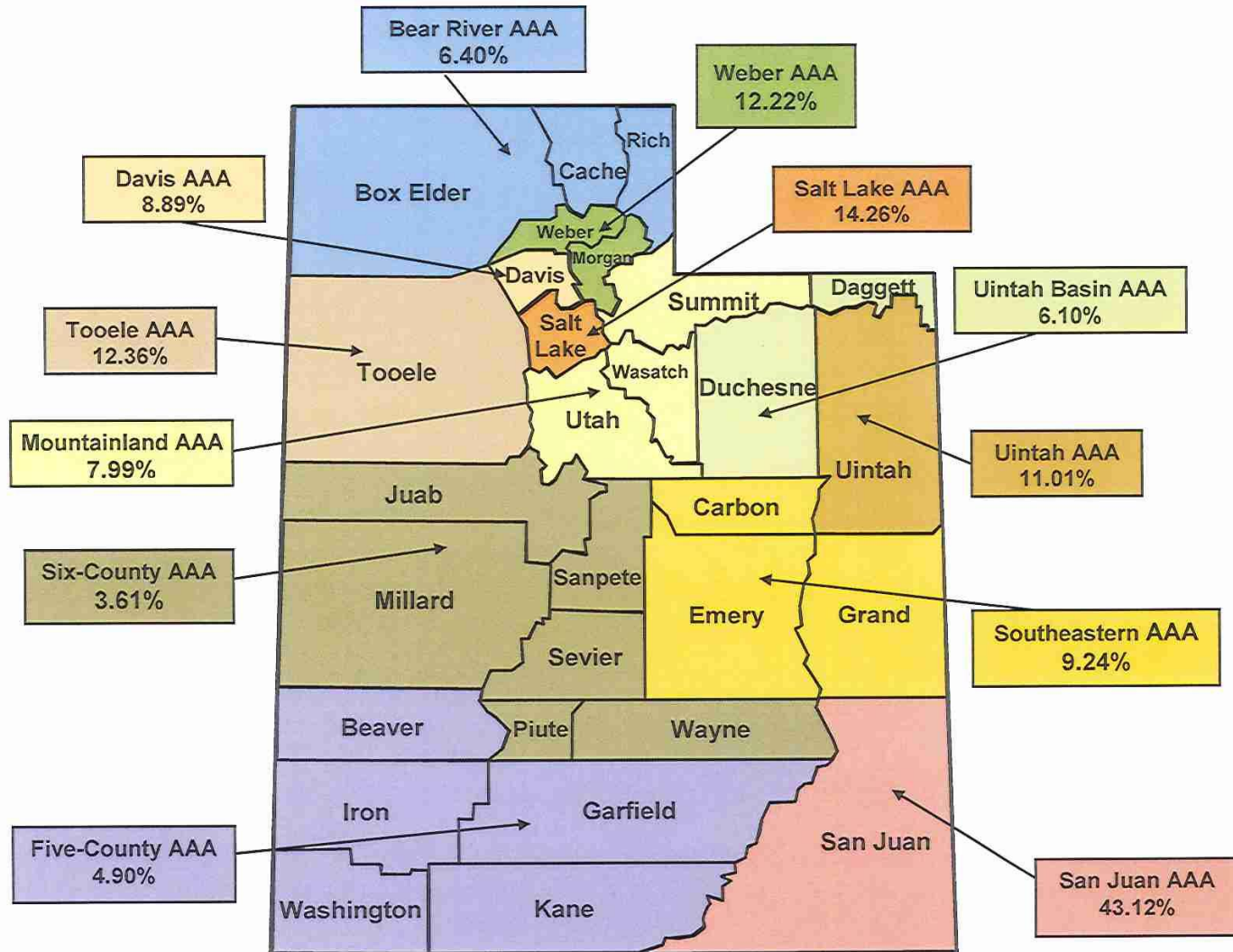- How may their experiences affect how a person reaches out for services?

It's not just about Serving...

"Colorado Welcomes"

Produced by CRSP, filmed by Emily Griffith Technical College in Denver CO

Available online at
http://vimeo.com/53238186

2010 Utah Aged 60+ Minority Populations
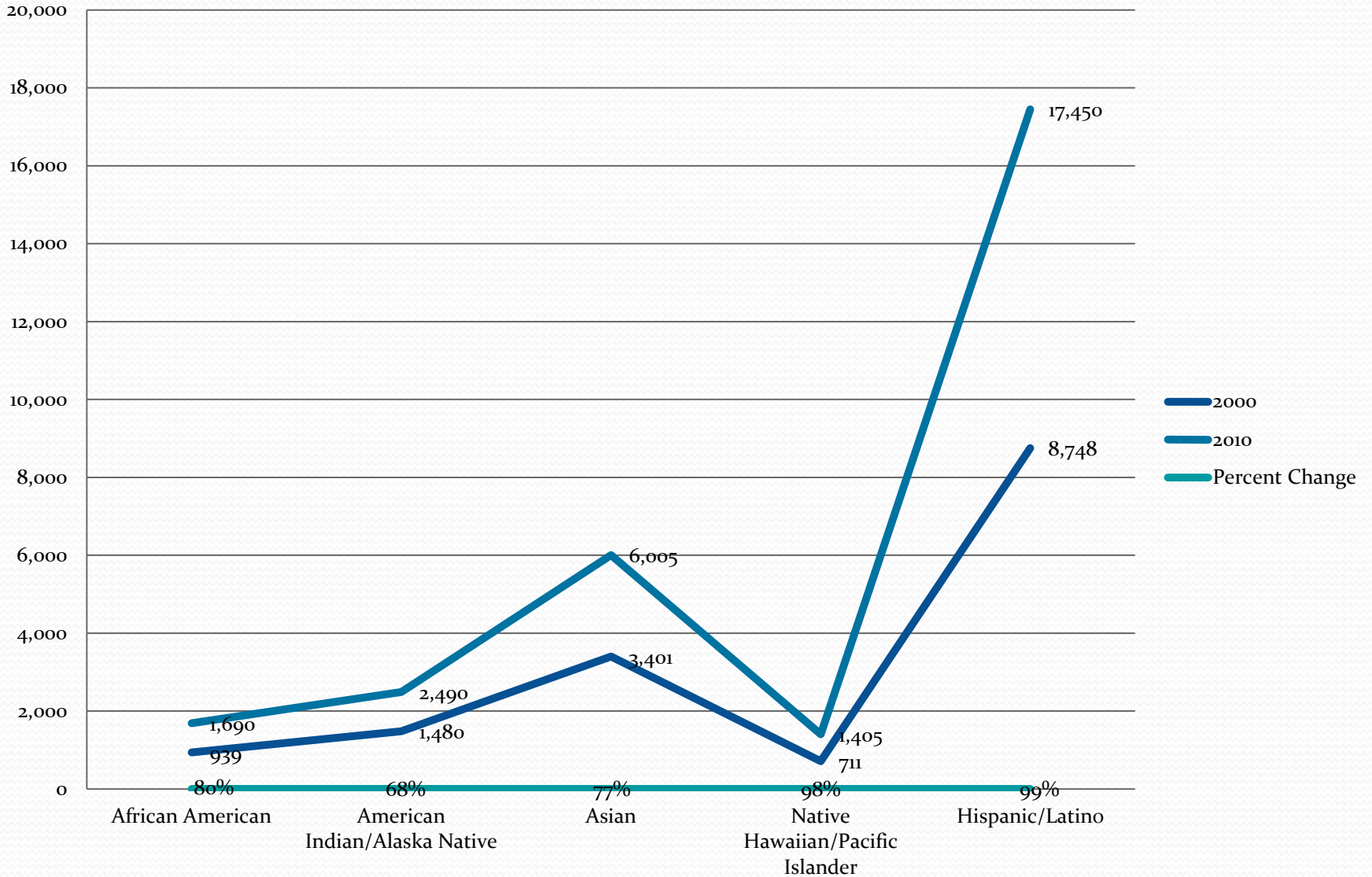(10.53% Statewide)

Utah Department of Human Services

- About seven years ago, Michelle Church, DHS Director, felt strongly about reaching populations typically not reached. She realized our population was more diverse than originally thought. The department encouraged outreach with community partners.

- When Palmer Depaulis became the new DHS Executive Director, concerns was to focus on the service needs of underserved communities and wanted to reach the people who are typically difficult to reach in each division's service area.

MSS4

2000-2010 Percent Change in 60+ Utah Minority Populations

Legend:
- 2000
- 2010
- Percent Change

Category	2000	2010	Percent Change
African American	939	1,690	80%
American Indian/Alaska Native	1,480	2,490	68%
Asian	3,401	6,005	77%
Native Hawaiian/Pacific Islander	711	1,405	98%
Hispanic/Latino	8,748	17,450	99%

MSS3

Diversity Goals	Action Steps	DO Roles & Responsibilities	Current Status
Decrease data in "Race Missing" categories for both the State Program Report (SPR/NAPIS) and Adult Protect Services (APS).	• **Develop Documentation procedures for APS Investigators mandating that the Investigator must complete the case documentation required in the APS Assessment and Case Management System (SAFE)** • Work with AAA's to emphasize the importance of capturing data related to race.	• **APS Management to Develop Documentation Procedures for APS Investigators making it mandatory to complete assessment case documentation such as race.** • Place item on the monthly U4A Agenda for discussion of data missing • Cultural Competency Training for DAAS Directors, Program Managers and AAA Directors	• **APS Management Developed Documentation Procedures inserted into policy R510-302-5 (1-5) Stating that the Investigator must complete the case documentation required in the APS Assessment and Case Management System (SAFE) which include race/ethnicity.** • Cultural Competency Training for DAAS Directors, Program Managers and AAA Directors
Providing legal resources to non-traditional communities.	• Promote "Navigating Your Rights" book by connecting to non-traditional communities.	• DAAS Committee on Senior Diversity to work with Jilenne Gunther to schedule presentations to faith based and community organization, i.e., African American Community, Utah Hispanic Chamber of Commerce, Asian Chamber of Commerce, etc.	
Completion of Alternatives and Caregiver Demographic intake and risk screening forms captures client's Race/Ethnicity.	• Monitor that Caregiver and Alternatives Demographic intake and risk screening/assessment form is complete including Race/Ethnicity.	• DAAS Program Managers will review Demographic intake and risk screening/assessment form is complete including Race/Ethnicity at the time of annual monitoring visit.	• DAAS Program Managers will educate AAA Directors and Case Managers over the next year about the emphasis on completion of Demographic intake and risk screening/assessment forms including Race/Ethnicity information.

Diversity Goals	Action Steps	DO Roles & Responsibilities	Current Status
Increase awareness of the growing demographics of seniors of non-traditional communities and the responsibility of DAAS and its AAA providers to be culturally _____ when interacting with seniors of non-traditional communities.	• **Cultural _____ Training for DAAS Directors, Program Managers, and AAA Directors**	• **DAAS to arrange a cultural _____ training taught by the Inclusion Center for DAAS Directors, Program Managers, and AAA Directors.**	• **Cultural _____ Training has been completed September 11, 2012**
Conduct an assessment to determine available resources and how effectively information is being disseminated to seniors of non-traditional communities along the status non-traditional providers.	• Develop a committee/board made up of members from non- traditional communities who specialize in providing services to seniors of non-traditional communities	• **DAAS to contact members from non-traditional communities who specialize in providing services to senior of traditional communities and forming a committee focused on seniors of non-traditional communities.**	• **Committee has been developed and it's first meeting was in September 2012. It will continue monthly based on committee availability and project completion.**
Develop curriculum for online mandatory cultural _____ training for all DAAS employees, AAAs, and private providers. Develop content to be inserted into AAAs annual contract making it mandatory all AAA staff and providers complete cultural competency training.	• **Committee to develop curriculum for online cultural_____ training.** • **Committee to develop language to be inserted in all twelve AAA annual contracts making it mandatory all AAA staff and providers complete cultural competency training.**	• **Work with DHS website development specialist to provide on-line cultural _____ training.** • **Work with Bureau of Contract Management and Debbie Kurzban to ensure content inserted into AAA contract conforms to state and agency legal standards and achieves goal.**	

MSS8

Develop a committee/board made up of members from non-traditional communities who specialize in providing services to seniors of non-traditional communities.

Committee

- Bev Uipi, (Pacific Islander) Director Millcreek Senior Center Director Salt Lake County Aging Services

- PearLeen Ridley (Ute Indian) Executive Director of Ute Tribe Senior Center

- Charles Frost (Gay) Director, Service & advocacy for GLBTQ Elders (Sage)

- Christine Espinel (Hispanic Latina) Health Program Specialist /Office of Health Disparities Reduction

- Katarina Felsted (White) Director Gerontology Interdisciplinary teaches Race, Ethnicity, and Aging (Certification Program) Program University of Utah

- Emma Houston, (African American) Senior Center Management Salt lake County Aging Services

- Nabu Iizuka (Asian)   Weber Area Agency on Aging

- Kristina Shock (Middle Eastern) Department of Human Services Disabilities Service Programs Department DSPD

- Daniel Musto (Gay) Program Director Utah State Ombudsman

This is the One
Why should this be the focus?

- **Committee to develop curriculum for online cultural_____ ~~training~~.(Or another Word)**
- **Committee to develop language to be inserted in all twelve AAA annual contracts making it mandatory all AAA staff and providers complete ~~cultural competency training~~.**

Service Provider/ Service Recipient

Frontline Workers

What are the difficulties?

Cultural Enlightenment Training (Keep in mind who is the audience)

- What does LGBTQ mean?
- Homosexuality refers to men?
- African American is the preferred term over Black?
- Native American costumes are beautiful?
- It's ok to call a African American Seniors by her first name. It shows a closeness in the relationship.
- What does Homophobic mean?

Continued…

- There is no difference in a male providing services to another male or a female providing services to another female?

- It's ok to use a person from another race to bond with a senior?

- The most acceptable term would be
  - Queer
  - Gay
  - Homosexual

Examining Terminology

- Minority or… _____?
- Definition vs. connotation
- (less ethnically populated community)
- Cultural Competency
- Cultural Competency Training (The word training?)

Stereotypes

- What situations have you been in where you made incorrect assumptions based on stereotypes?
- Address issues, create meaningful training

Things to Consider

- Misperceptions

- Cultural differences & specialized services

- Respect & dignity

Cultural Competency

- What could you do differently?

Responding to Cultural Differences

- **Learn** about other cultural groups, their history and common experiences

- **Ask questions** if you're not sure (truth and transparency) *not assumptions*

- **Acknowledge**, **respect**, **and honor** differences where possible

- **Person-centered responses** and program development

Session wrap up

- Take-aways?

- Next Steps?

Questions?

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