



Increasing Cultural Competency to Reduce Behavioral Health Disparities

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SAMHSA's Center for the Application of Prevention Technologies (CAPT)

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Welcome

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Photo source: <https://pixabay.com/en/photos/audience/>

Primary Audience

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- Community-level substance abuse prevention providers
- State-level staff members

What Brought You Here?

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Photo source: <https://pixabay.com/en/travel-road-north-yorkshire-new-72870/>

Learning Objectives

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- Describe the connections among behavioral health disparities, cultural competence, and other key terminology
- Apply methods for identifying and addressing behavioral health disparities in identified populations throughout SAMHSA's Strategic Prevention Framework process
- Identify approaches for building community-level readiness and capacity to address behavioral health disparities among identified sub-populations

Group Guidelines

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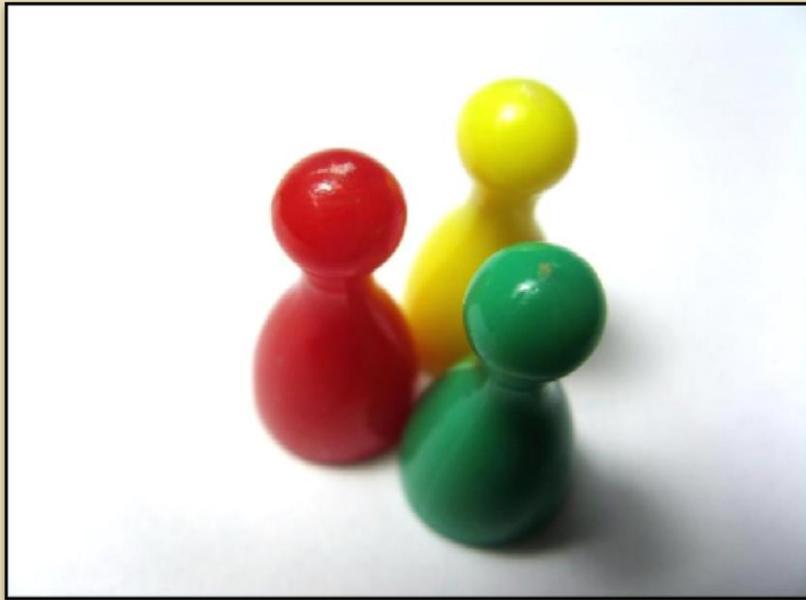


Photo source: <http://www.public-domain-image.com/free-images/objects/group-of-figures/>

- Take turns speaking
- Participate fully
- Be open and respectful
- ELMO (Enough, Let's Move On)
- Save email, etc. for breaks
- Be punctual after breaks

Activity: What does health disparity mean to you?

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Photo source: <https://pixabay.com/en/question-question-mark-request-63916/>

Defining Health Disparity

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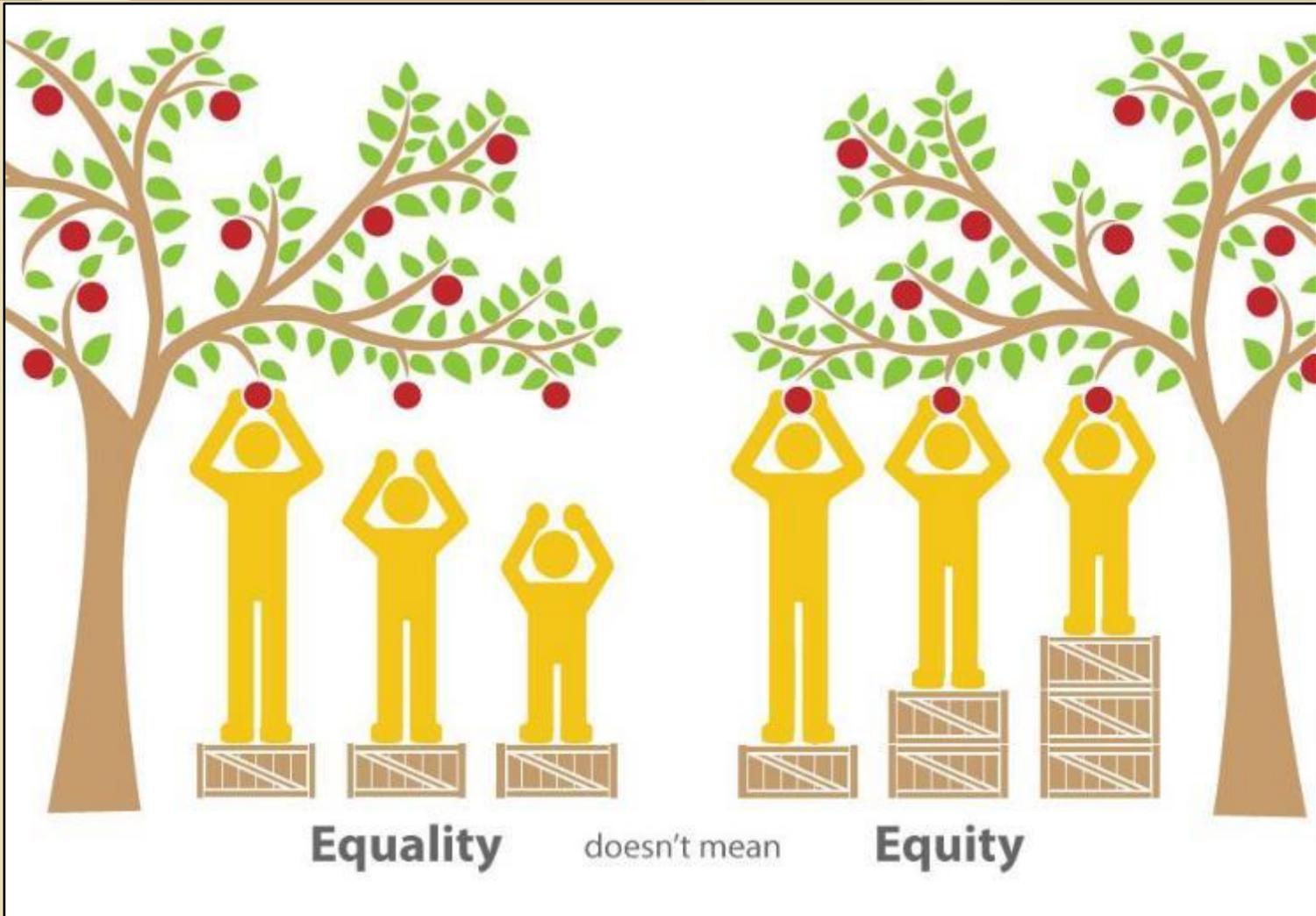
- A health outcome that is seen to greater or lesser extent between populations¹
- Particularly linked with social, economic, and/or environmental disadvantage



Handout: Health Disparities Definitions and Resources

Health Equity

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How Do We Get There?

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Photo source: <https://pixabay.com/en/person-women-distance-looking-lake-598312/>

Culture

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A way of being and doing that is shared among a group/community, including:

- Beliefs
- Values
- Institutions/rules
- Artifacts
- Practices
- Rituals
- Language



“Culture is the intersection of people and life itself. It’s how we deal with life, love, death, birth, disappointment...All of that is expressed in culture.”

-Wendell Pierce

Quote Source: BrainyQuote.com (n.d.) *Wendell Pierce Quotes*. Retrieved from http://www.brainyquote.com/quotes/authors/w/wendell_pierce.html.

SAMHSA's Definition of Cultural Competence

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The ability of an individual or organization to interact effectively with people of different cultures²

Photo Source: <http://themarketingspot.com/2011/06/marketing-to-millennials-generation-y.html>

CSAP Principles of Cultural Competence

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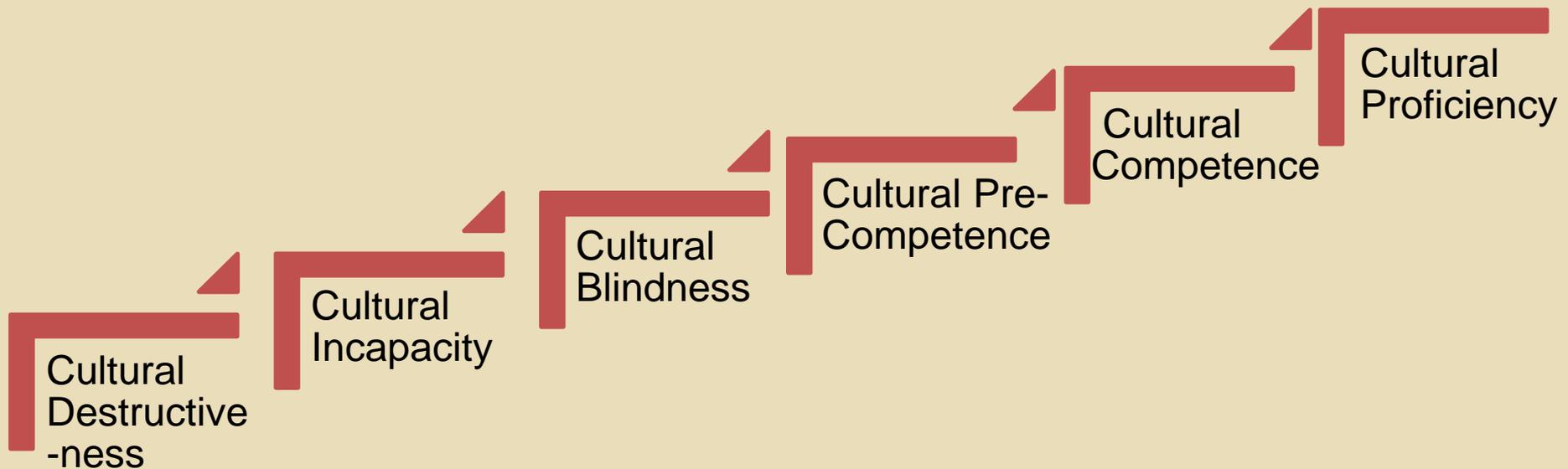


Photo sources: <http://dailysignal.com/2013/01/11/generation-y-a-taste-of-what-is-to-come-for-generation-debt/>,
<http://themarketingspot.com/2011/06/marketing-to-millennials-generation-y.html>, <http://www.forbes.com/forbes/welcome/>

 **Handout: Cultural Competence Principles and Continuum**

Cultural Competence Continuum³

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Why Incorporate Cultural Competence into Our Work?

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Culturally competent prevention workers and organizations are able to⁴:

- Meet the needs of diverse populations
- Effectively work in cross-cultural situations
- Change health outcomes

Culturally and Linguistically Appropriate Services (CLAS)⁵

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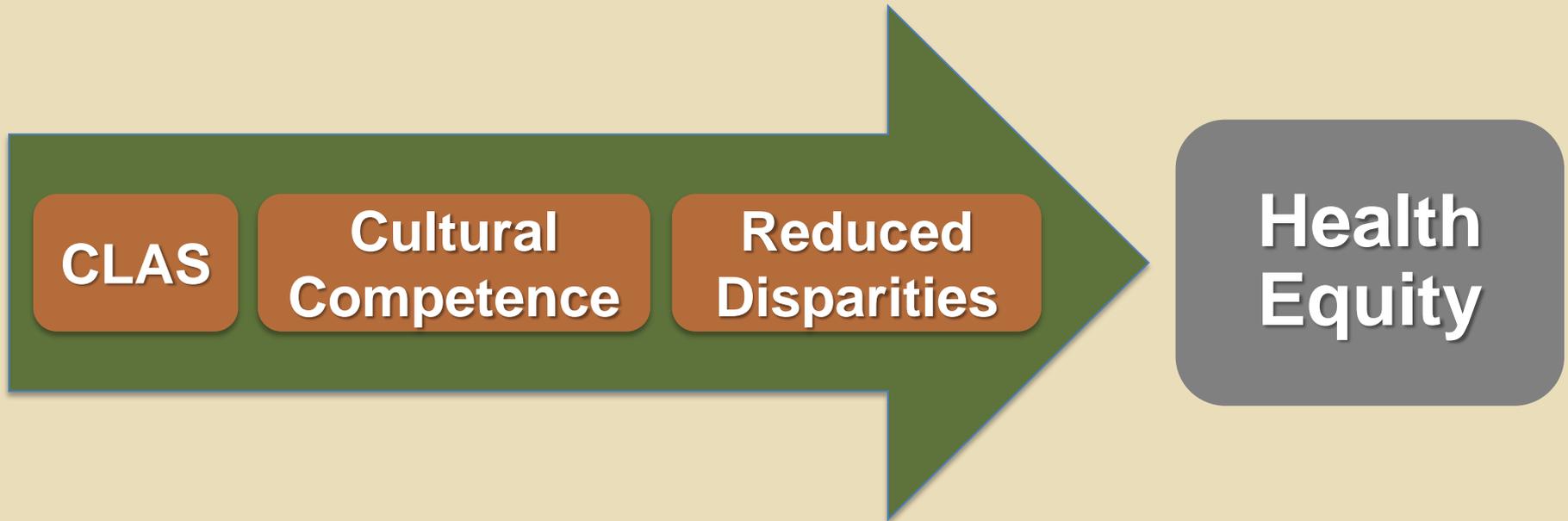
Photo Source: <https://inocc.org/wp-content/uploads/2013/01/blueprint1a.jpg>



Handout: Enhanced National CLAS Standards

Connections

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Facing Concerns

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I have a lot to do already. How do we find time to do more?

What if there are no evidence-based practices to address the need?

The numbers are so small. How will we be able to measure change?

Success Story

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Photo source: <http://www.minnesotabound.com/visit/DeerRiver/>

ASSESSMENT



What to Assess

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The nature and extent of substance use problems and related behaviors



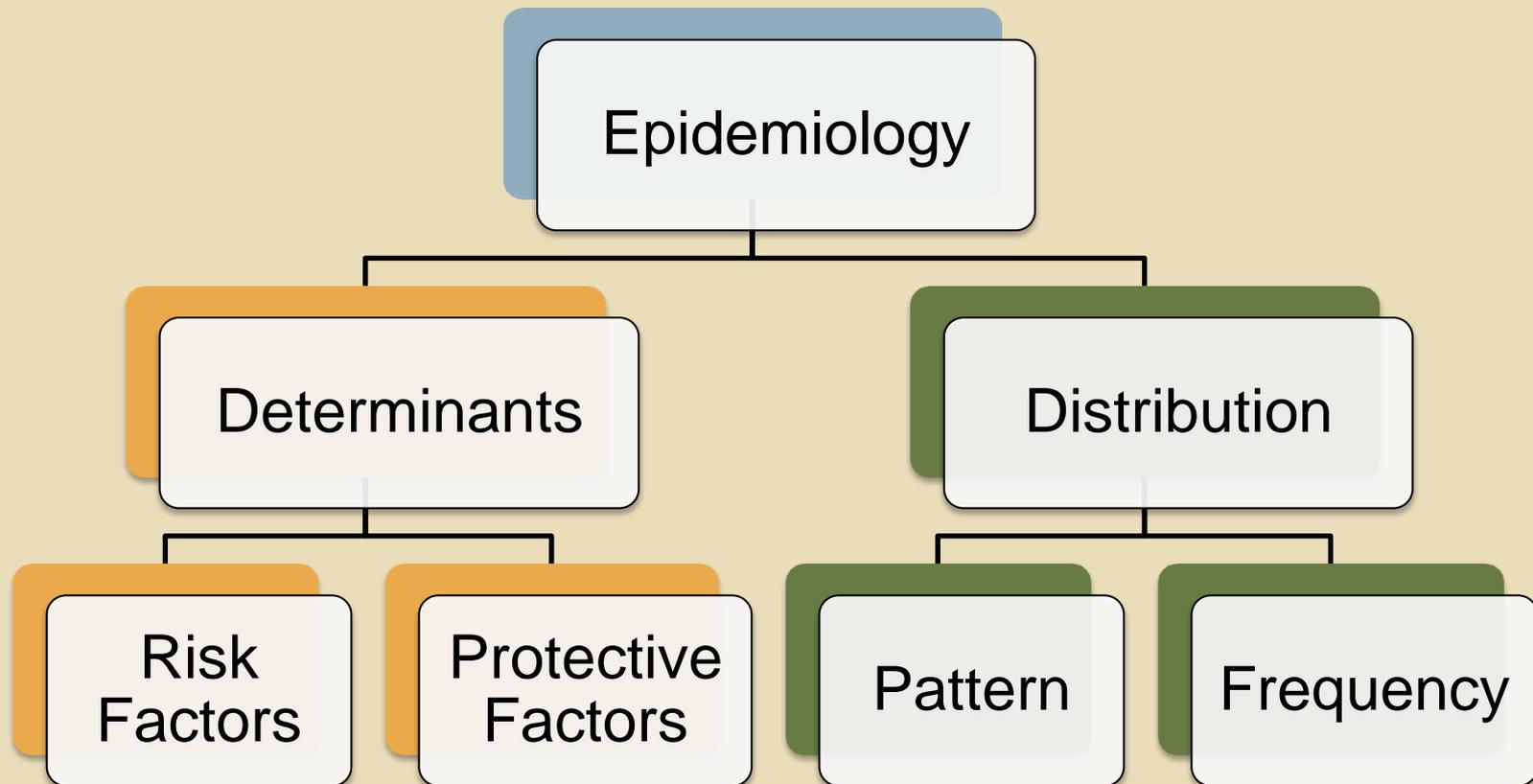
The risk and protective factors that influence these problems and behaviors



The existing resources and readiness of the community to address its problems

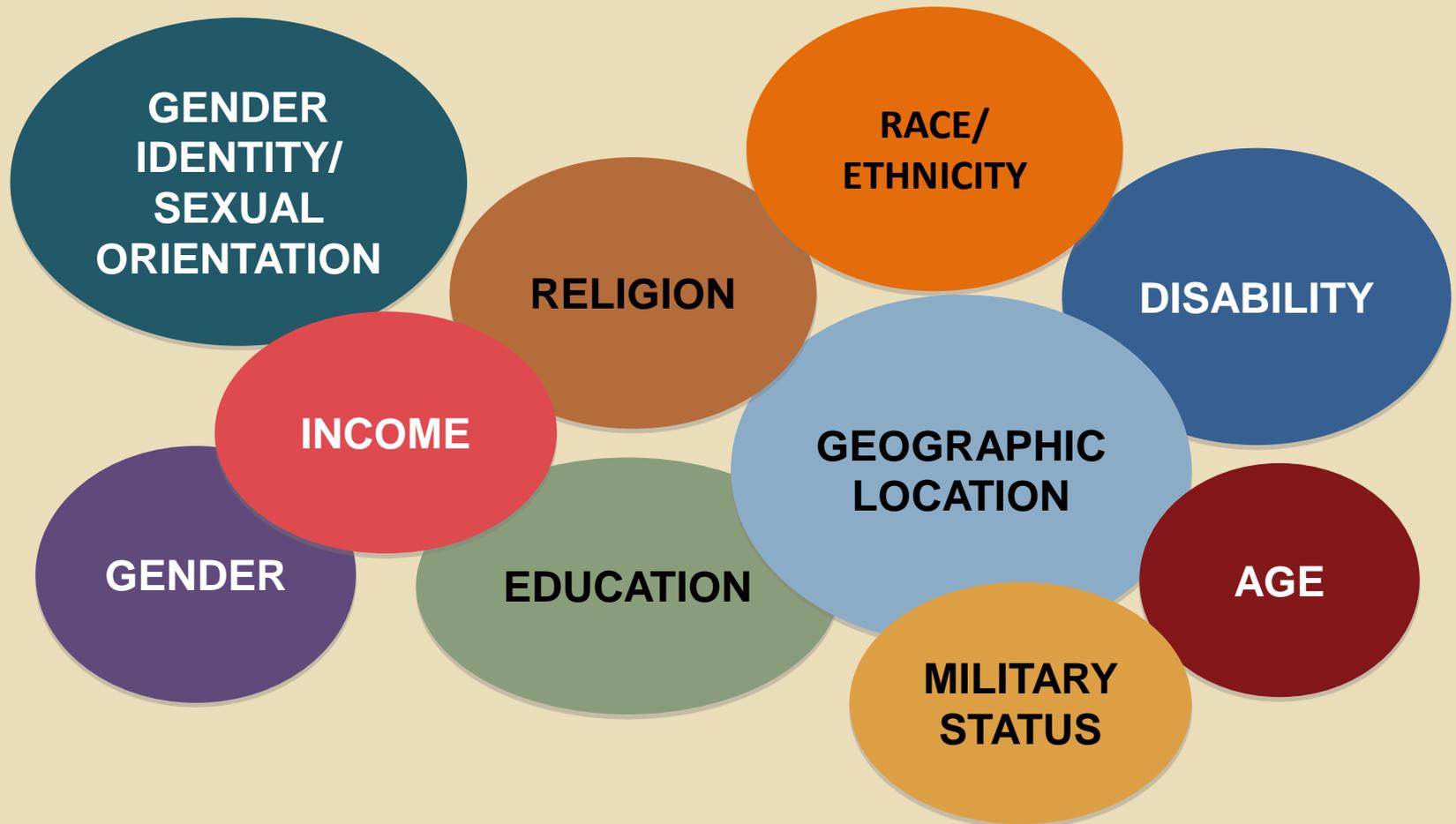
Epidemiology and Health Disparities

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Demographics

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Individual Factors Associated with Disparities in Health Outcomes⁶

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- Ability
- Gender
- Age
- Socioeconomic status
- Race/ethnicity
- Religion
- Sexual orientation or other characteristics historically linked to discrimination or exclusion



Social Factors Associated with Disparities in Health Outcomes⁶

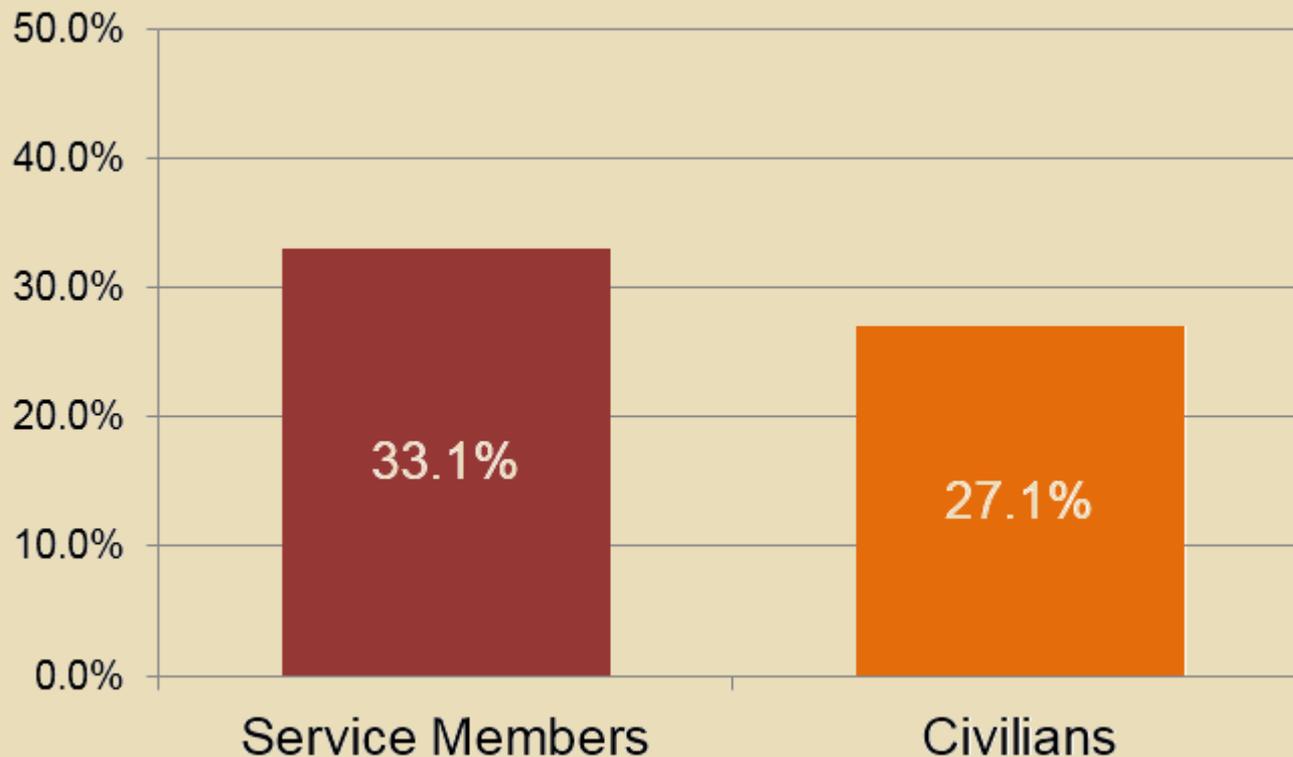
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- Education
- Neighborhood conditions
- Environmental hazards
- Access to prevention and treatment services
- Health insurance coverage

Identifying Health Disparities

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Institutional Example: Military⁷

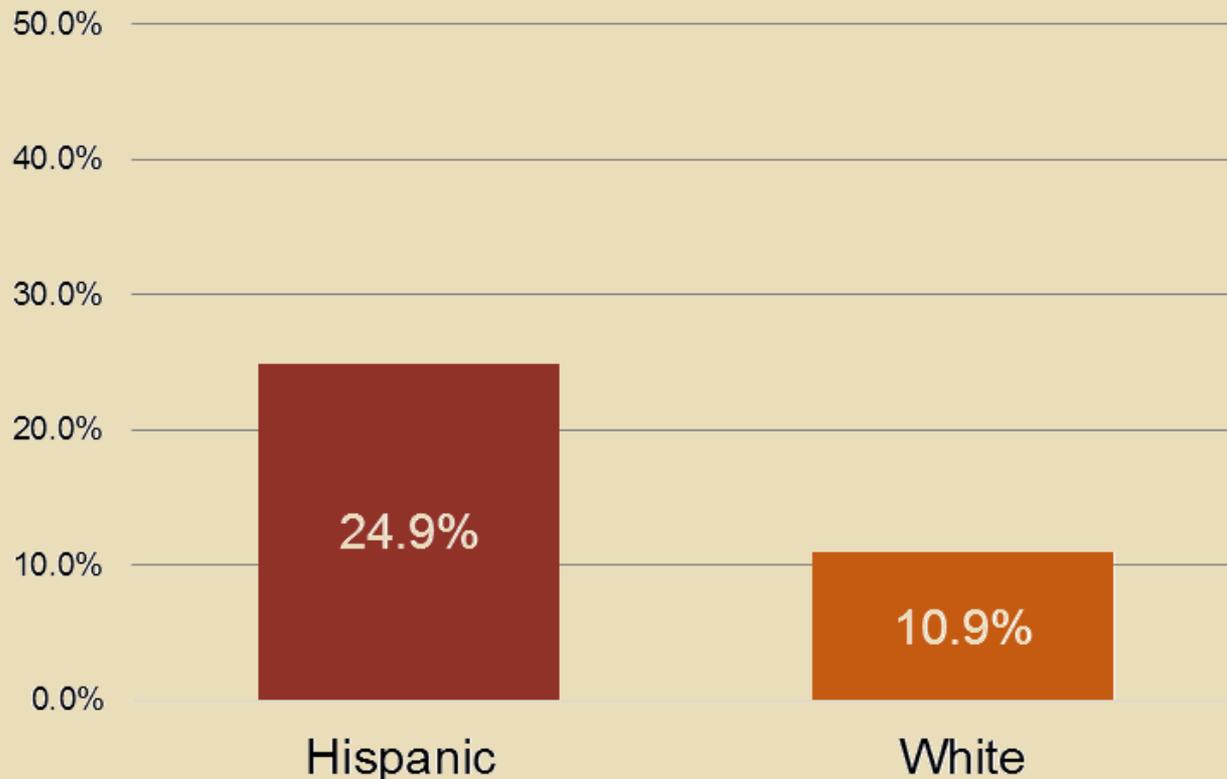


A greater portion of active service members (6% more) reported binge drinking in the last 30 days compared to the civilian population.

Identifying Health Disparities

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Racial/Ethnic Example: Hispanic vs. White population⁸



24.9% of Hispanic students surveyed indicated that they had “*taken a prescription drug (such as OxyContin, Percocet, Vicodin, codeine, Adderall, Ritalin, or Xanax) without a doctor's prescription*” at least once, compared to 10.9% of White students.

Existing Sources of Data

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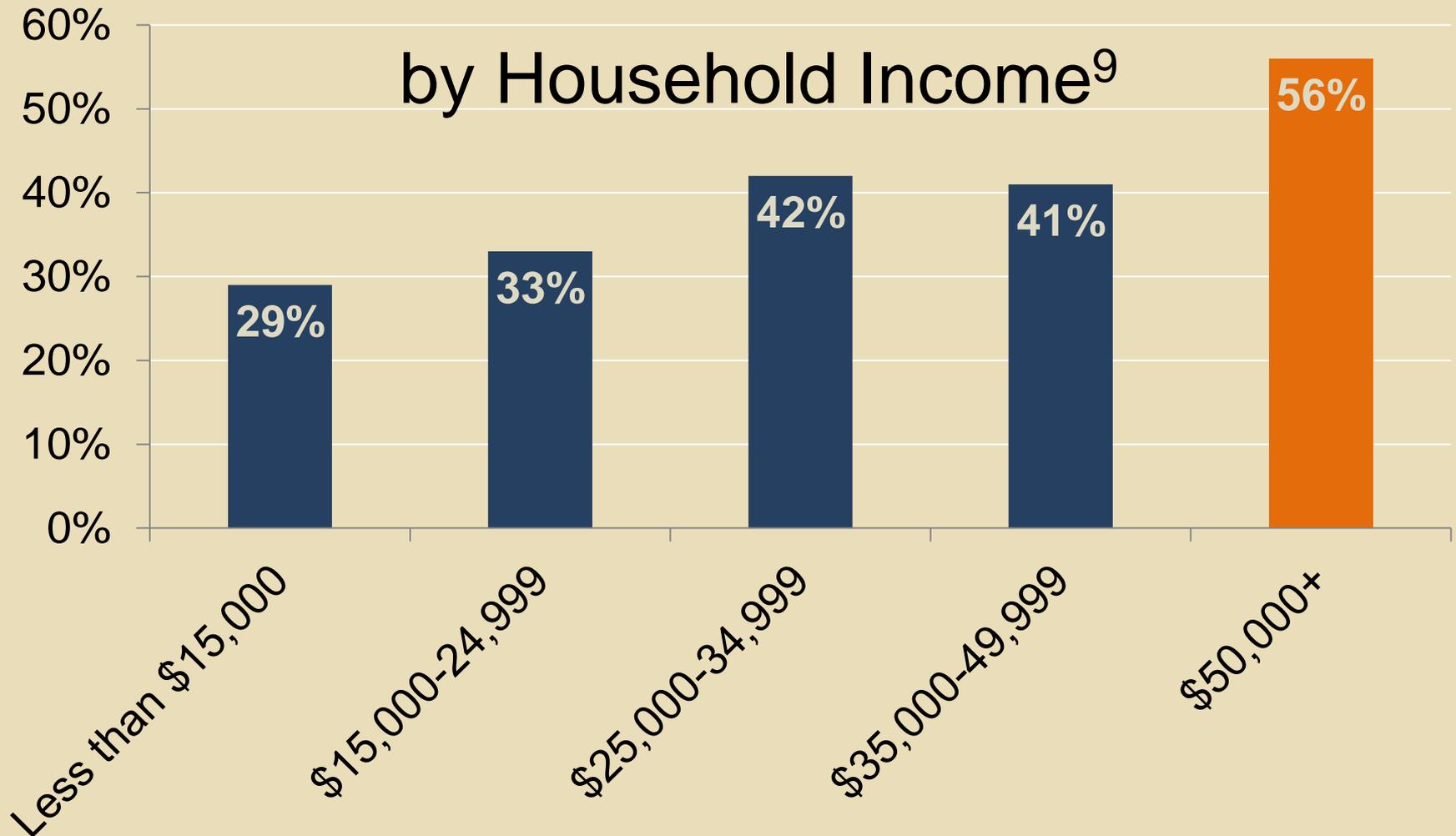
The screenshot shows the SAPPET website interface. At the top, the title "Substance Abuse Prevention Planning and Epidemiology Tool (SAPPET)" is displayed. Below the title is a navigation menu with links for "Home", "View Data", "Download Data", "Data Sources", "Additional Resources", "FAQs", and "Contact Us". The "View Data" link is highlighted. The main content area is titled "View Data" and includes a "Font Size" and "Print Friendly" option. A paragraph explains that SAPPET allows users to view indicator prevalence and trend graphs for all 50 states and the District of Columbia. Below this text is a "Please choose:" label with a dropdown menu set to "State". A map of the United States is shown below the dropdown menu, with state abbreviations labeled.

The screenshot shows the SHARP Tool website interface. At the top, the title "Shared Risk and Protective Factors (SHARP) Tool" is displayed next to a logo consisting of orange curved lines. Below the title is a navigation menu with links for "CAPT Main Page", "Home", "About the Tool", "Using Shared Factors", "Search by Factor", "Search by Outcome", and "Logout". The "Using Shared Factors" link is highlighted. The main content area is titled "Welcome to the SHARED Risk and Protective Factors (SHARP) Tool!". Below this title are four colored boxes, each with a title and a "Click Here" link: "About the Tool" (red), "Using Shared Factors" (blue), "Search by Factor" (yellow), and "Search by Outcome" (green). Each box contains a brief description of the tool's functionality.

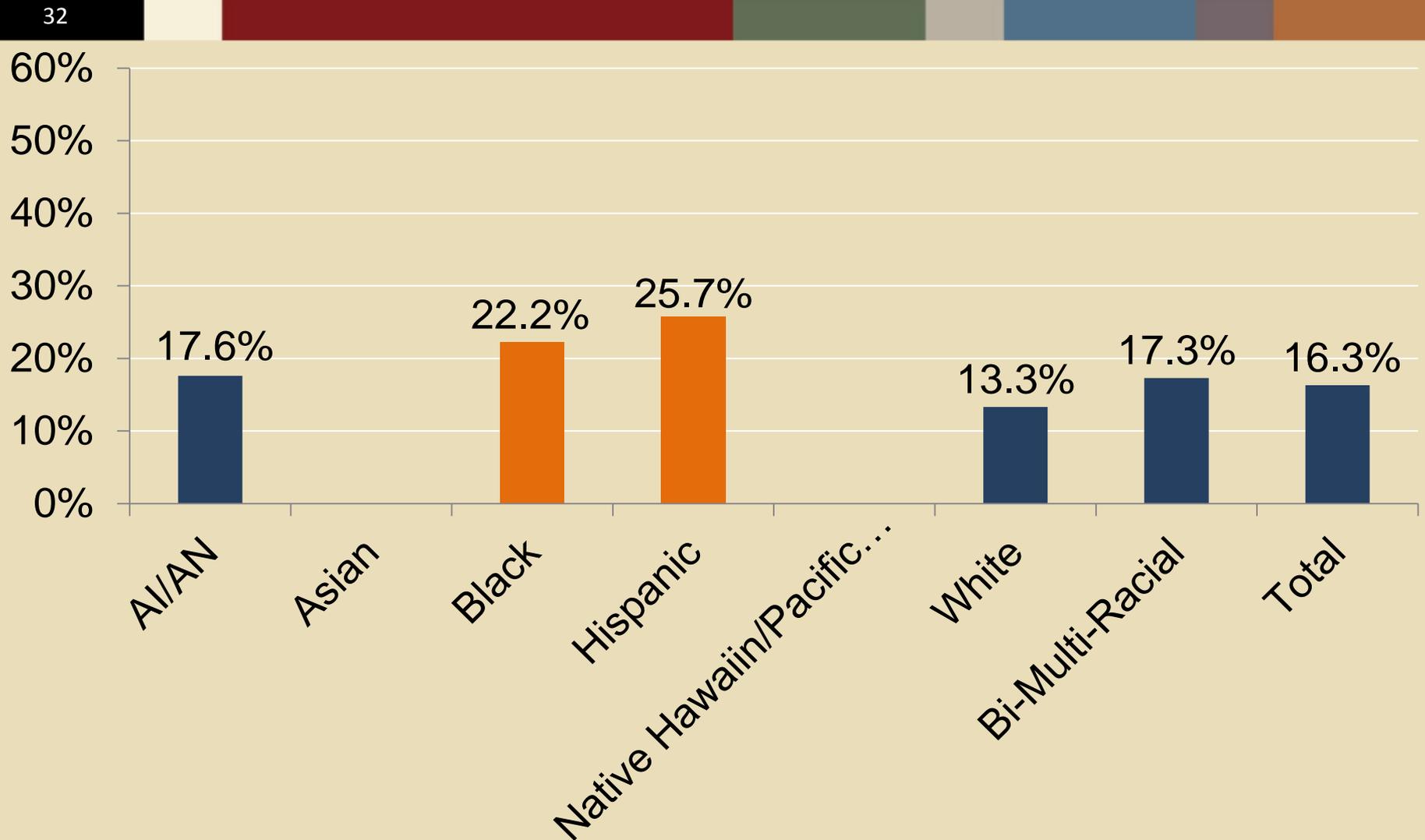
 **Handout : CAPT Epidemiology Tools: Health Disparities**

OK Adults Who Have Had At Least One Alcoholic Drink in the Past 30 Days

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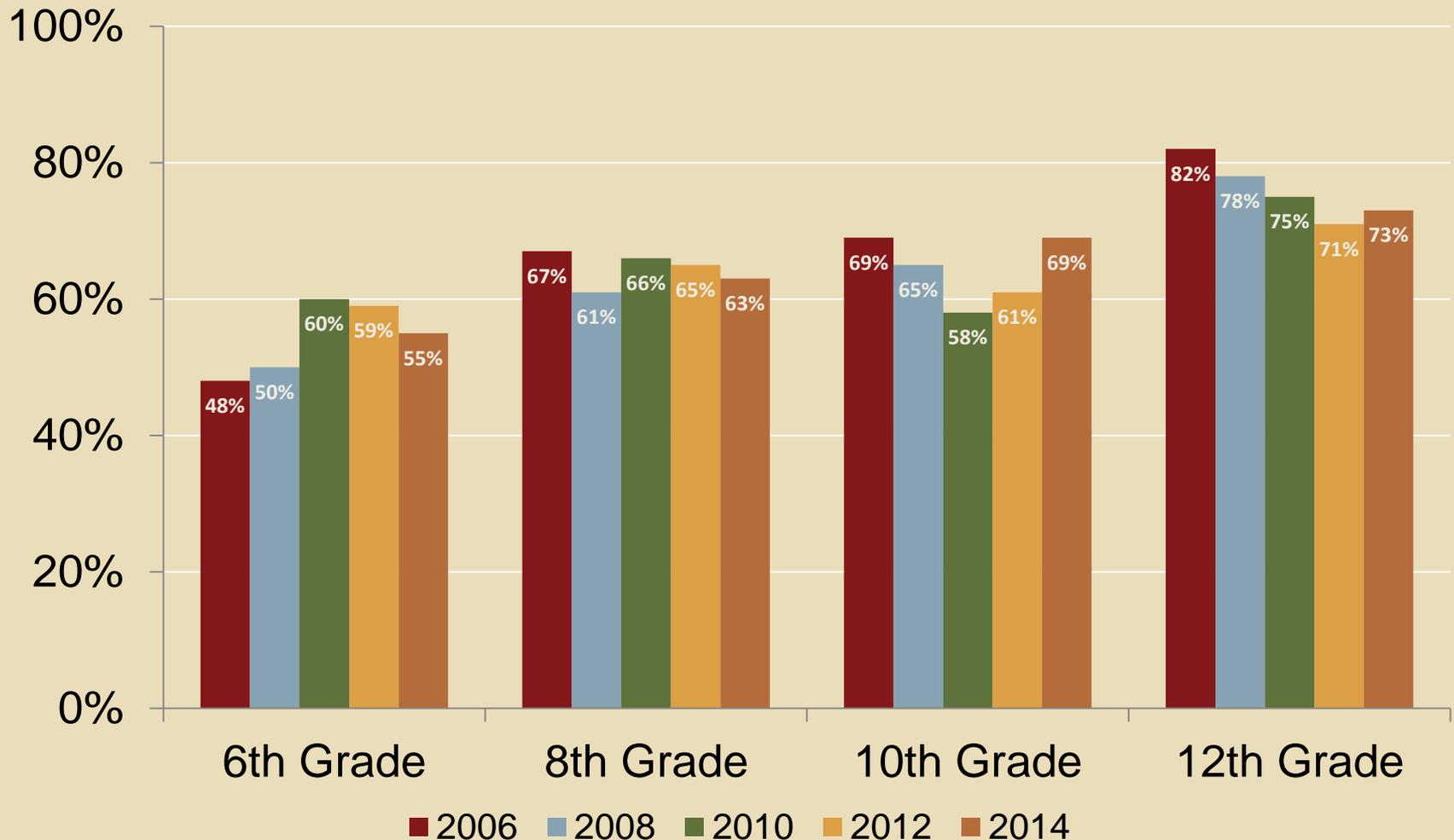


OK Youth Reporting Any Past 30 Day Marijuana Use¹⁰



OK Youth Reporting Community Opportunities for Pro-social Involvement as Strong/High¹¹

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Primary Data Collection

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- Culturally sensitive question format
- Mechanism for collecting



Photo source: <http://mashable.com/2013/08/08/user-data/>

Handout: Primary Data Collection Methods

Data Analysis

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- Sample size
- When to report data

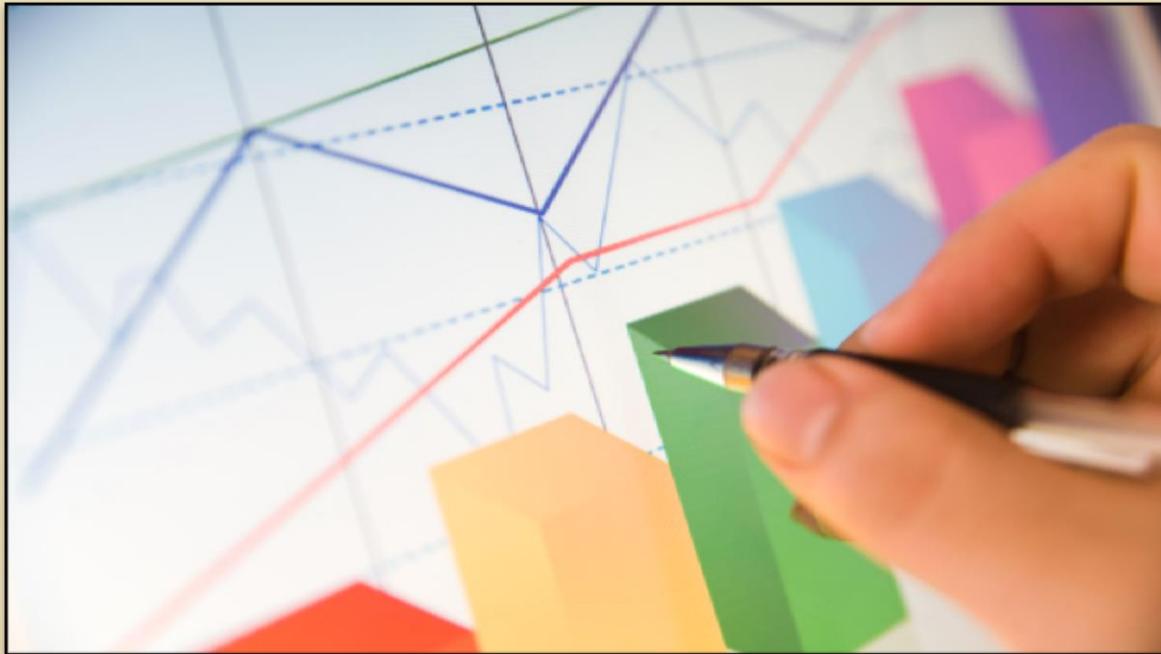


Photo source: <http://johnlatham.me/frameworks/research-methods-framework/data-analysis/>

Involve the Community

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Photo source; <http://www.macaulayassociates.com/about/community/>

Prioritizing Data

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- Which populations use at higher rates?
- Which populations report greatest levels of risk factors?
- Which populations bear greatest burden of negative consequences?



Handout: High-Risk Populations Prioritization Worksheet

Activity: Assessment



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1. Review and identify key findings and data gaps in existing data
2. Review and identify key findings and data gaps in recently collected qualitative data



Handout: Case Study

CAPACITY



Assessing & Building Capacity

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**Infusing
Cultural
Competency**

Involve the priority population in efforts to raise awareness, engage stakeholders, and strengthen collaborative groups.

Assessing Readiness

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- Priority population's readiness
- Community's readiness to address health disparities

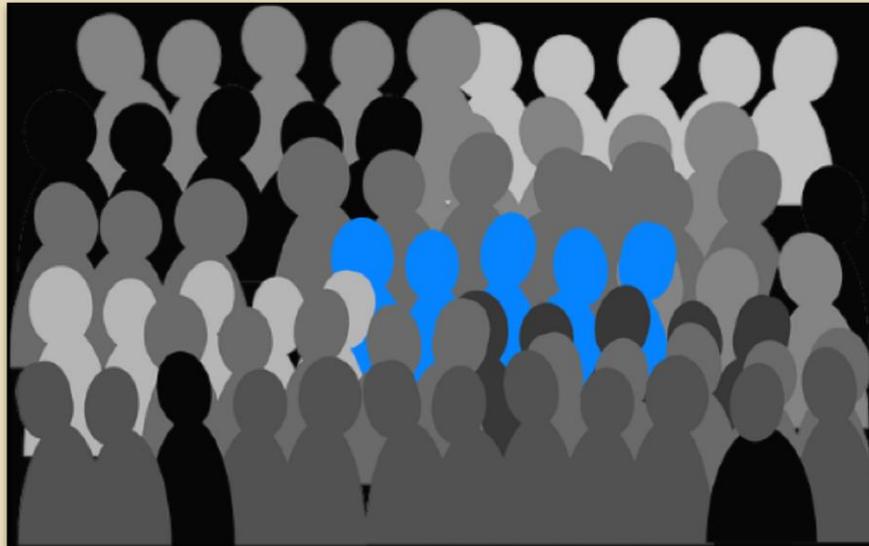


Photo source: <https://pixabay.com/en/group-crowd-people-team-silhouette-309069/>

Readiness and Health Disparities

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- Priority Population:
 - How could the population's culture influence perception of the problem?
 - How could the population's culture influence behavior related to the problem?
- Greater community's readiness:
 - How could the greater community's perception of the priority community influence their readiness to address health disparities?

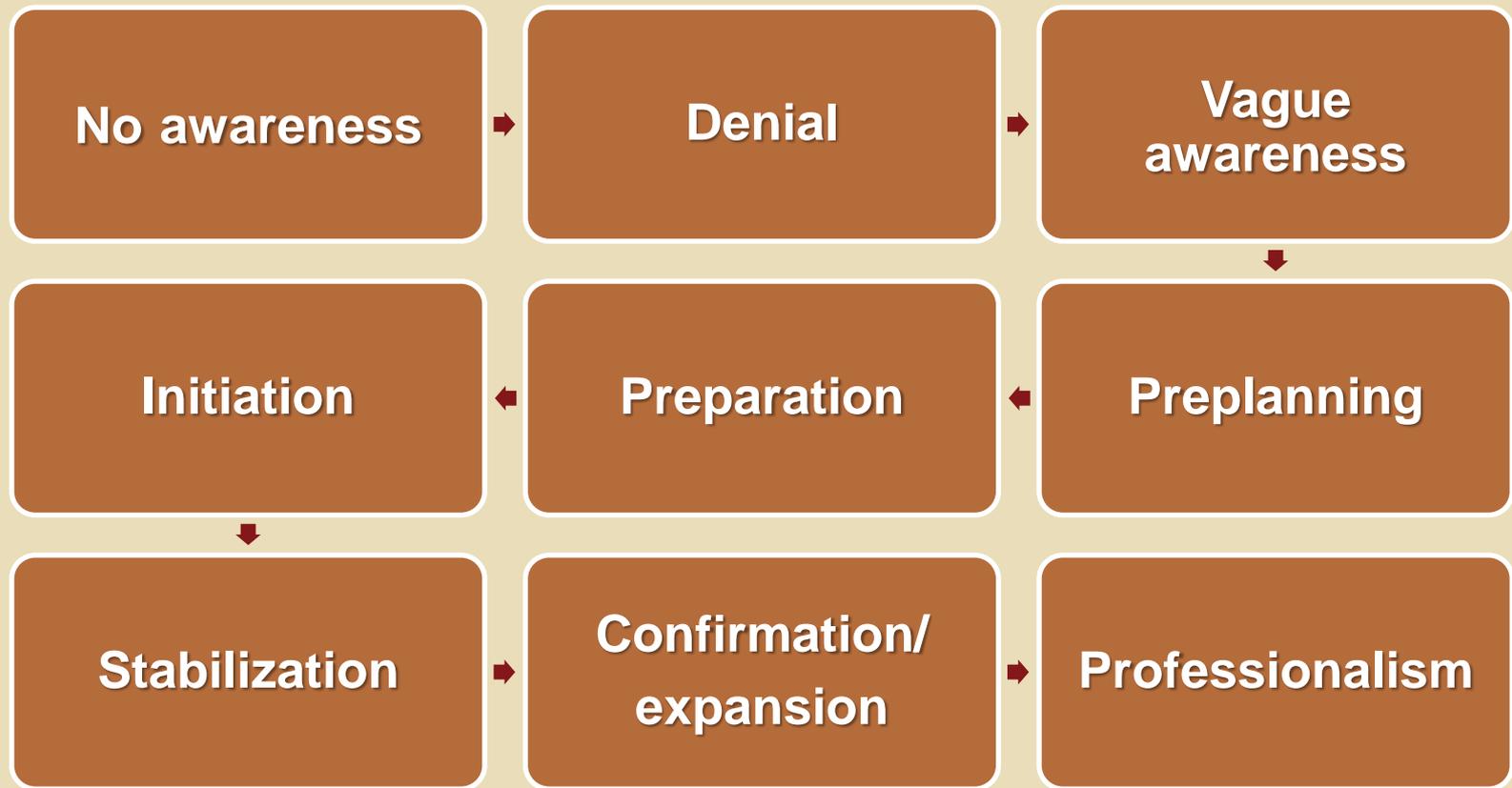
Collecting Readiness Data

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- Involve members of the priority population
- Consider using both key informant interviews and one-on-one community interviews
- Assess overall community concerns and priorities, not just substance abuse needs

Addressing Community Readiness¹²

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 **Handout** : Community Readiness Stages and Goals

Community Resources

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Assessing Resources

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- Organizational asset mapping
- Human asset mapping
- Financial resources

Building Capacity: Strengthen Collaborative Groups

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Photo sources: <https://www.jisc.ac.uk/blog/learner-experience>,
<https://commons.wikimedia.org/wiki/File:Discussion.png>

Engaging Priority Populations

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- Describe any successes that you have had in building relationships and trust among community members you are trying to engage.
- Have you encountered any challenges around engaging community members in your prevention efforts? If so, what are the greatest challenges you've encountered?

Activity: Case Study Part B

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Based on Case Study Part A:

1. What steps can be taken to **engage** members of the priority population?
2. What steps can be taken to **collaborate** with the priority population?
3. What steps can be taken to involve the priority population in **data collection**?

PLANNING



Prioritizing Factors

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- Magnitude
- Severity
- Time trend
- Comparison
- Importance
- Changeability
- Feasibility
- Readiness/Political Will



Photo source: <https://pixabay.com/en/scales-justice-weighing-tilted-307248/>

Selecting Interventions: Things to Consider

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Effectiveness

- Is the intervention effective?

Conceptual Fit

- Will the intervention impact the selected risk factor?

Practical Fit

- Is the intervention feasible for the community?

**Infusing
Cultural
Competency**

Consider not just the priority problem, but also the identified vulnerable population experiencing the behavioral health disparity.

Activity: Case Study Part C

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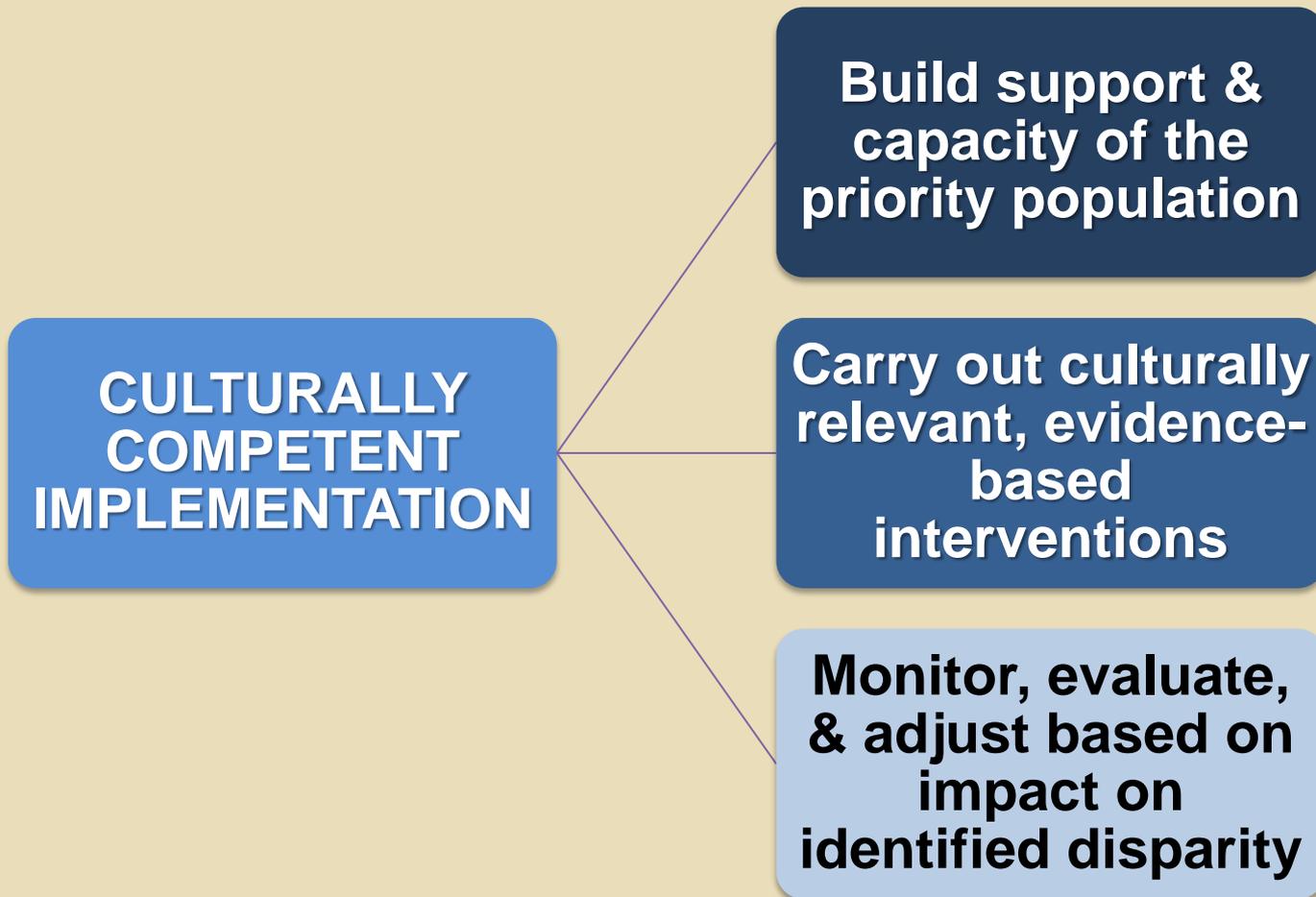
1. Which risk factors specific to the priority population might your community address with prevention strategies?
2. What adaptations could be made to more universal strategies to ensure the priority population is reached?

IMPLEMENTATION



What Does Culturally Competent Implementation Involve?

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Infusing Cultural Competency: Stages of Cultural Adaptation¹³

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Information
Gathering

Preliminary
Adaptation

Pilot
Testing

Refining
the
Adaptation

Cultural
Adaptation
Trial

EVALUATION



Evaluating Your Efforts

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- Conduct both process and outcome evaluations
 - Process: Did we do what we said we would do?
 - Outcome: What changed?

Infusing Cultural Competency

- The priority population is represented in the evaluation process
- Data collection tools reflect their culture
- Evaluation findings are disseminated back to the priority population

Framework for Program Evaluation

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- Engage Stakeholders
- Describe the program
- Focus the design
- Justify conclusions
- Share lessons learned

Types of Evaluation

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Formative/process



Summative/outcome



Photo sources: https://commons.wikimedia.org/wiki/File:Potaje_de_garbanzos_stew_ingredients.jpg,
<https://www.flickr.com/photos/sweetonveg/6750034613>

Activity: Case Study Part D

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Review the evaluation report executive summary

1. What seemed to work well?
2. What didn't work so well?
3. What recommendations would you make for next steps?

SUSTAINABILITY



Keys to Sustainability – Sustaining Your Impact on Disparities¹⁴

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- Community support
- Organizational capacity
- Effectiveness



Photo source: <https://pixabay.com/en/photos/door%20key/>

Activity: Develop your Action Steps

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Photo source: https://simple.wikipedia.org/wiki/Sticky_note



Handout: Health Disparities Action Plan Worksheet

Reflecting on the Day

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Photo source: <https://pixabay.com/en/macro-nature-reflection-beautiful-319237/>

References

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14. Substance Abuse and Mental Health Services Administration, Center for the Application of Prevention Technologies. (n.d.). *Keys to sustainability* [slide presentation]. Rockville, MD: Author. Unpublished.

Questions?

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Photo source: <https://www.flickr.com/photos/robinkaspar/3785927771>

Evaluation

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Please take the time to fill out the
evaluation form...

Your feedback is very important to us!



Photo source: https://commons.wikimedia.org/wiki/File:Thank_you_001.jpg