



# CULTURE CARE CONNECTION

[www.culturecareconnection.org](http://www.culturecareconnection.org)

Increasing the cultural competence of health care providers serving culturally diverse populations

Fall 2019

Funded by  Ucare

## Fairview Workshop Raises Awareness of Implicit Bias

People make snap judgments to create order in our complicated world. This includes slotting others quickly into our predetermined categories. Unfortunately, this behavior can result in implicit bias, positive or negative attitudes, or stereotypes that affect our understanding, actions, and decisions in an unconscious way. In medicine, implicit bias creates blind spots that can result in [unequal care](#).

According to a [recent study](#), interventions including exposure to counterstereotypical patients (patients who go against biased mental pictures held by health care professionals) and intentional strategies to overcome prejudices, are showing promise in reducing implicit bias. A new Fairview Health System initiative is working to raise awareness of implicit bias and share such research and best practices to combat bias and ensure equitable care for their patients.

Joelle Kwiatkowski, director of Fairview's Organizational Development and Learning team, said they wanted to design an implicit bias

training program that connected to Fairview's overall equity and inclusion strategy and people-driven culture.

After evaluating several different external partners, Kwiatkowski and team reached out to Stratis Health, which, along with YWCA Minneapolis, tapped into their combined subject matter and training and curriculum-building expertise



to help develop the Implicit Bias Influencer Workshop.

In late August, 50 Fairview employee "influencers" — chosen for their ability to reach a wide variety of coworkers, patients, and their families —



### This Issue

**Clinical Corner** 2

**News and Resources** 3

**Events** 4

participated in the workshop.

To influence as many of Fairview's 34,000 employees as possible, the team knew they needed to look across their organization for strategic partners. "We chose people who are uniquely positioned to raise awareness of implicit bias based on their ability to influence unique channels within the organization," said Kwiatkowski.

Influencers were selected from Fairview's internal communications, clinical education, health equity, and spiritual health teams for their clear connections to messaging as part of their roles. Also, workshop participants were chosen from more

*Continued on Page 2 >>*

unexpected areas of the health system, such as the security team and lean promotion office, both having high degrees of employee interaction.

The workshop had two components. An education piece gave influencers a firm foundation on what implicit bias is, how it's formed, and strategies to mitigate it. The second component included real-life case studies developed from Fairview staff experiences to help ground discussions, and extensive activities to help participants identify channels they have access to and the messages they can convey through those channels. Participants plotted their top channels and messages against a timeline extending to the year 2020 and committed to using those channels to raise awareness about implicit bias. The results of this planning were

diverse across the organization. In one example, the Organizational Development and Learning team committed to infusing implicit bias messages into its weekly full-day orientation for new Fairview employees. In another, the Customer Experience team strategized how to incorporate concepts of implicit bias into its customer experience rounding, a monthly event where Fairview leaders interact with patients.

Fairview leadership boosted visibility of the workshop and the focus on implicit bias when President and CEO James Hereford wrote an internal blog post shortly after the workshop, expressing his support for the influencers and the work they are doing.

The next steps for the influencers include consultations with the Fairview team to help them flesh out their plans,

tailor their messages, and connect them to internal resources to ensure buy-in of their departments.

To help sustain their work, the influencers will connect initially through monthly conference calls to review and refine the initiative, then in 2020, for another in-person working session.

Visit [culturecareconnection.org](https://culturecareconnection.org) for information and resources that can assist you ability to address bias on both an individual and organizational level.

If you are interested in talking to Stratis Health about conducting an implicit bias workshop, contact Susan Severson, [sseverson@stratishealth.org](mailto:sseverson@stratishealth.org).

## CLINICAL CORNER

### Updated Diversity in Minnesota Information Sheets Provide Insight for Better Care

Newly updated Diversity in Minnesota Information Sheets help health care providers and others learn more about the background, religious and cultural beliefs, communication preferences, and common health issues of the underserved and predominant minority populations in Minnesota.

The 19 Diversity in Minnesota Information Sheets now contain the latest available, population-specific data on health and social determinant disparities. Understanding health disparities and economic and social conditions that influence health is an important component of providing equitable care.

The ability to recognize and understand the role culture



plays in health allows health care providers to adapt care strategies to meet patient needs.

Minnesota continues to become more diverse, as non-white populations grow faster than the white population. Thirty-six percent of the minority population in Minnesota is foreign born.

Minnesota primary care practices serving diverse populations use the Diversity in Minnesota Information Sheets as part of clinician onboarding programs to improve cultural competence and staff and patient

interactions. Medical training programs use the resources to introduce future health care workers to cultural competence and cultural humility. [More >>](#)

# NEWS AND RESOURCES



## October is Health Literacy Month

The Minnesota Health Literacy Partnership campaign for Health Literacy Month highlights the link between health literacy and health equity. Most people are impacted by limited health literacy. But, populations most likely to experience low health literacy are also most likely to experience health disparities. This year's campaign is about connecting these dots and providing you with helpful statistics and resources to help you achieve your health equity goals.

[More >>](#)



## New Report – Integrating Social Care Into the Delivery of Health Care: Moving Upstream to

### Improve the Nation's Health

This National Academies of Sciences, Engineering, and Medicine (NAEM) report examines the potential for integrating social care services into the delivery of health care with the ultimate goal of achieving better and more equitable health outcomes. With the report, NAEM has released easy-to-share summaries, slides and a social media toolkit. [More >>](#)



## New CMS Issue Brief: Improving Access to Maternal Health Care in Rural Communities

This Centers for Medicare & Medicaid Services issue brief provides background information on access to maternal health care in rural communities, particularly among Black, Hispanic/Latino and American Indian/Alaska Native women, and focuses attention on the need for national, state and community-based organizations to collaborate on developing an action plan to improve access to maternal health care and improve outcomes for rural women and their babies. [More >>](#)



## Social Determinants Screenings Cut Hospital Admissions by Nearly 30%

Medicaid members who received community-based services, particularly those that emphasize screening for and addressing the social determinants of health, experienced a 26.3 percent drop in inpatient hospital admission rates, according to an analysis of data compiled by managed care organization AmeriHealth Caritas.

[More >>](#)



## PRAPARE Assessment Tool Translated Into Ten Languages

The Protocol for Responding to and Assessing Patients' Assets, Risks, and Experiences (PRAPARE) is a national effort to help health care providers collect the data needed to better understand and act on their patients' social determinants of health. The PRAPARE assessment tool consists of a set of national core measures as well as a set of optional measures for community priorities. PRAPARE engaged health centers to validate and test the translations to ensure that they were accurate and culturally appropriate. The languages include Arabic, Burmese, Chinese (Simplified), Chinese (Traditional), Korean, Portuguese, Somali, Spanish, Tagalog and Vietnamese. [More >>](#)



## MDH Accepting Applications for Health Equity Advisory and Leadership Council

Applications are now open for the Minnesota Department of Health (MDH) Health Equity Advisory and Leadership (HEAL) Council. HEAL represents the voices of communities most impacted by health inequities across the state, including racial and ethnic minority groups, American Indians, rural Minnesotans, Minnesotans with disabilities, LGBTQ community members, and refugees and immigrants. The knowledge and wisdom of council members will enhance the work of MDH in advancing health equity in Minnesota. Application deadline is October 25, 2019. [More >>](#)

## EVENTS



### Somali Health Summit Saturday, October 26, 2019 St. Paul, MN

The Somali Medical Association of America (SMAA) presents the first annual Somali Health Summit. This summit brings prominent healthcare professionals, researchers, advocates, clinicians, and policymakers to share their best practices, challenges, and collaborative solutions regarding Somali health in Minnesota. The summit focus is on identifying key health issues affecting Somalis in Minnesota and identifying partnerships between health care professionals within the community [More >>](#)



### Many Faces of Community Health Conference October 31-November 1, 2019 Earle Brown Heritage Center

The conference explores improving care and reducing health disparities in underserved populations and among those living in poverty. The conference examines community care innovations, health care delivery models, and other health care reform initiatives that promote health equity, prevent and manage chronic diseases, and ensure access for all. Visit Stratis Health's exhibit at the conference to hear about our latest cultural competence tools and resources. [More >>](#)

eliminating racism  
empowering women

**ywca**

**Minneapolis**

### Intersectionality Workshop 101 Tuesday, November 12, 2019 YWCA Downtown Minneapolis

Intersectionality has become a buzzword when talking about diversity and inclusion practices. The workshop breaks down the meaning of intersectionality and the importance of this concept in the work of diversity and inclusion. The workshop examines the roles of power and identity and how they contribute to one's experience of marginalization and oppression.

[More >>](#)

## STRATIS HEALTH CONTACTS

**Sue Severson**, CPHIT,  
CPEHR, Program Lead  
Health Disparities  
sseverson@stratishealth.org  
952-853-8538

**Mark Benjamin**  
Editor  
mbenjamin@stratishealth.org  
952-853-8578

**President and CEO**  
Jennifer P. Lundblad, PhD, MBA

**Chief Medical Quality Officer**  
Jane Pederson, MD, MS

**Board of Directors**  
Art Berman, MBA  
Patti Cullen, CAE  
Connie Delaney, PhD, RN  
Laurie Drill-Mellum  
Myron Falken, PhD, MPH  
Renee Frauendienst, RN, BSN  
Catherine Hinz, MHA, ex officio  
Mark Holder, MD  
Ken Johnson, MBA  
Stephen Kolar, MD, FACP  
Jan Malcolm  
Beth Monsrud, CPA  
David Satin, MD  
Ruby Schoen, APRN, CNP  
John Selstad  
Craig Svendsen, MD, board chair  
Mike Wilcox, MD  
Gary Wingrove

Stratis Health is a nonprofit organization that leads collaboration and innovation in health care quality and safety, and serves as a trusted expert in facilitating improvement for people and communities.

Stratis Health works toward its mission through initiatives funded by federal and state government contracts, and community and foundation grants, including serving as Minnesota's Medicare Quality Improvement Organization.

### Stratis Health

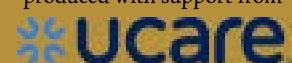
2901 Metro Drive, Suite 400  
Bloomington, MN 55425-1525  
952-854-3306 + 952-853-8503 (fax)

Email: [info@stratishealth.org](mailto:info@stratishealth.org)

[www.stratishealth.org](http://www.stratishealth.org)

[Subscribe to the Culture Care  
Connection newsletter](#)

Culture Care Connection is  
produced with support from



**StratisHealth**

We make lives better.