



Cultural Competency Training for Public Health Workers in Maine

Culturally Sensitive Health Communication

Sabrina Kurtz-Rossi & Jessica Loney, Trainers

Agenda

Wednesday, April 30, 2014

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| 8:30 am | Registration |
| 9:00 am | Overview of the Day |
| 9:15 am | Cultural Awareness – Activity |
| 9:45 am | Worlds Apart – Video Viewing |
| 10:15 am | Break |
| 10:30 am | Culturally and Linguistically Appropriate Services (CLAS) Standards |
| 11:15 am | Health Literacy & Culturally Competency Tools and Techniques |
| 12:15 pm | Lunch |
| 1:00 pm | Panel Presentation – plus Q & A |
| 2:00 pm | Application – Small Groups |
| 2:45 – 3:00 pm | Wrap Up / Evaluation |



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Abstract

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Today's public health professionals and health and human service providers are faced with the challenge of communicating effectively across a broad range of populations. This challenge has created an opportunity for providers to develop the competencies needed to deliver *Culturally and Linguistically Appropriate Services*. Achieving these competencies involves exploring one's individual beliefs and communication practices as well as developing an understanding of the beliefs and communication practices of diverse communities. Developing this awareness while incorporating the use of evidence-based skills such as speaking in plain language, checking understanding, and working with interpreters and cultural brokers can result in more effective health communication, service delivery and improved outcomes. This one day training will enhance participants' ability to work effectively across cultures.

Upon completing this workshop, participants will be able to:

- Describe the need for multicultural responsiveness within public health
- Define cultural and linguistic competency, cultural humility, and health literacy
- Identify research-based cultural competency and health literacy interventions
- Conduct an organizational cultural competency and health literacy assessment