

# Cultural Competency Training for Public Health Workers in Maine

## *Culturally Sensitive Health Communication*

Wednesday, April 30, 2014 from 9:00 am to 3:00 pm  
Hilton Garden Inn, Old Town Hall Meeting Place, Freeport, Maine

### ABOUT THIS TRAINING:

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.

### Agenda

8:30 - 9:00	Registration
9:00 - 9:45	Introduction – Developing Cultural Awareness
9:45 - 10:15	How Culture and Language Impact Health Communication
10:15 - 10:30	Break
10:30 - 11:15	Culturally and Linguistically Appropriate Services
11:15 - 12:00	Skill Building with Evidence-based Communication Tools
12:00 - 1:00	Lunch
1:00 - 2:00	Resources to Support Effective Communication
2:00 - 2:45	Application
2:45 - 3:00	Next Steps / Session Evaluation

### TRAINERS:

#### Sabrina Kurtz-Rossi, M.Ed.

Sabrina Kurtz-Rossi, M.Ed., is Principal of Kurtz-Rossi & Associates, a women-owned business offering health, literacy, education and evaluation services. She is a health literacy professional development specialist offering trainings on integrating health and literacy education, enhancing patient and provider communication, developing plain language health education materials, using print and Web-based consumer health resources, and reaching diverse audiences.

#### Jessica Loney RN, MSN

Jessica Loney RN, MSN is a health consultant specializing in providing technical assistance, training and support to health systems stakeholders dedicated to implementing systemic evidence based strategies to reduce health disparities, improve health equity and control costs. Jessica serves as the new Minority Health Coordinator at the Maine CDC's Office of Health Equity. In this innovative new role, Jessica will coordinate activities related to Health Literacy, Cultural Competence, and Language Access to support public health workforce and policy development, strengthen communication pathways across vulnerable populations in Maine, and implement evidence-based strategies to support public health accreditation.

### Learning Objectives

- 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

### REGISTRATION:

Fill out the attached form by:  
**April 25, 2014**  
**COST \$ 50**  
*(space is limited to 35 people)*