

Going Beyond Language

How to Talk about Cultural Competency to Funders



Carla Gibson
Senior Program Officer



Today's Objectives



- 1. Provide opportunity to dialogue with peers and philanthropy representatives around cultural competency**
- 2. Increase recognition of, and increased ability to, communicate culturally competent practices to funders and external partners**
- 3. Provide insight regarding what funders look for in proposals and program services beyond the grant proposal**



REACH Healthcare Foundation



- 6 county service area
 - Allen, Johnson, Wyandotte (KS)
 - Cass, Jackson, Lafayette (MO)
- \$129 M in assets
- \$52.2 M awarded since inception
- 1173 grants awarded
- 229 discreet organizations funded
- Invest in organizations, programs and advocacy efforts to advance equity in health coverage, access and quality for poor and underserved people.

Cultural Competence



A Typical Response from Partners...



THEN:

Language



NOW:



How Does This Translate



Organization



Governance



Service
Provision



Policies • Organizational Culture • Practices

Governance



*Governing body that is responsible for: determining organization's mission and goals, protect assets, provide proper financial oversight, and ensure legal and ethical integrity, etc. www.boardsource.org

Example 1: “Board members have diverse skill sets and professional expertise. We have Hispanic, African American and Caucasian representation on our board. One member is a legal guardian of a clinic patient of ours. We will continue to recruit board members who represent the community and have cross functional expertise.”

Governance-Example 2

“Board demographics include: 21% representation from the African American community; 36% male; 64% female. Members range in age from early 30s to mid-70s and are diverse in profession - bringing expertise from the social service, medical, insurance, legal, financial, labor, construction, and education fields. They participate firsthand in activities along with our clients. Organization served as a founding partner in Project Homeless Gregg/Klice Community Center. Board members and their families participated as volunteer navigators, providing one-on-one assistance for homeless participants. Organization purposefully recruits staff, Board and Advisory Board members to maintain diversity and inclusion in governance. For example, to recruit employees from underrepresented populations, in addition to posting positions on local non-profit web-based job listings, Organization publicizes employment opportunities through media and means that target communities of color, LGBT communities, veterans, and persons with disabilities. To maintain and improve Board and Advisory Board diversity, Organization leverages long-term relationships with area civic and neighborhood groups such as “Neighborhood Association”, a group of diverse stakeholders that collaborate on neighborhood projects. To ensure meaningful voice and inclusion in decision-making from consumers, formerly homeless persons serve on our Board of Directors and Advisory Board and, per our Cultural Competency Plan, one current or former client participates in employment interviews.”

Governance- getting from there to here

ITEMS FOR CONSIDERATION:

- Geography
- Gender
- Race/Ethnicity
- Age
- Inclusion of consumers
- Knowledge/skills/experience

If Diversity is Lacking in Governance:

- Recruitment efforts
- Describe your plan, progress on existing plan



Service Provision

*Programs and other services an organization provides to meet its target population's needs.



Example 1:

“Being culturally responsive entails changing not only program implementation, but also transforming program philosophy and organizational practices and beliefs to integrate the worldview of community members as well as bicultural staff members. For example, many child health programs are child-centered and focus on the individual child’s development. Latino immigrant parents may find this notion of child development strange, or even offensive. To become culturally sensitive, a program would incorporate the values of family and community into its philosophy of parenting and programming.

The goals and objectives of this project are centered on promoting health equity while building on innovation and leadership. While working collaboratively and focusing on the client’s perspective of their health, the role of others in influencing their health as well as the impact of the client’s cultural background. Johnson County Mental Health Center is committed to the development and implementation of a culturally responsive health care system by:

- Increase knowledge and implementation of integrated primary and behavioral healthcare models that serve racial and ethnic minority communities and those with limited English proficiency.
- Promote best, promising and evidence-based practices that are culturally and linguistically appropriate.
- Support efforts to build a multidisciplinary, diverse, knowledgeable, bilingual and culturally competent workforce and leadership for integrated care.
- Improve health and behavioral healthcare by addressing the role of social and cultural determinants of health.
- Improve information dissemination strategies through learning collaborative.”

Service Provision



- **Example 2 (handout)**
- **Example 3 (handout)**

It's a Journey...





REACH Foundation- then and now



EXAMINATION OF AND CHANGES TO:

- Governance and staff
- Grantmaking
- Policies and practices



REACH Board of Directors Matrix



Term Expire	Term	Term Length	Last	First	Live	Work	Gender		Race/Ethnicity				Committee			By-laws Required Expertise & Other							
							M	F	C	AF	H	AS	Ex	Fi	PP	Finance	Invest	Health	Public Policy	NFP Gov	Emerging Leader	Credentials	
2017	2	3			JO	JA		X	X					X	X	X	X	X			X		BS, Accounting, Wealth Mngmt
2017	1	1			JO	JO		X	X							X			X	X			JD, Heath Law
2017	2	3			JO	R	X		X					X			X	X			X		CPA
2017	1	3			WY	R		X		X			X		X						X		MA, K-12 Education
2017	1	3			JO	JA	X		X					X			X	X					MBA, Finance, Wealth Mngmt
2017	2	3			JO	JA	X		X							X		X	X	X			MD, Psychiatry
2018	2	3			JO	JA	X		X				X		X				X		X		MD
2018	1	3			JO	JO		X	X							X			X	X			RDH, MS, MPH
2018	1	3			AL	AL	X		X				X		X				X				MFA, Higher Education
2018	2	3			WY	WY	X				X		X		X				X			X	JD, Immigration Law
2018	1	3			JO	JO	X		X				X		X				X	X			MGA, Health Insurer
2018	2	3			JA	JA		X		X				X			X						CPA, Tax
2019	1	3			JO	JA	X					X				X		X					PhD, Philosophy, MPH, DDS
2019	1	3			JO	JA		X	X						X				X		X		JD, Health Law
2019	2	3			JO	JA		X	X				X	X		X	X						CFA, Wealth Mngmnt
2019	1	3			WY	LV		X		X					X				X		X	X	MPA, BS Biology
2019	1	3			JO	JA		X	X						X				X	X			DDS, Education

8 9 12 3 1 1 7 5 13 5 4 9 8 7 3
70% 18% 6% 6%

JoCo 12 3
WyCo 3 1
ALCo 1 1
JaCo 1 9
Other/Ret 0 3

REACH Staff Behavior Standards

Behavior Standards

Contributes to creating a positive workplace culture through the following REACH Healthcare Foundation behaviors:

- **R**esponsibility – Assures every organizational decision and action is made in the context of community needs and philanthropic best practices.
- **E**xcellence – Strives to ensure achieve and exemplify high standards in all actions. Pursues life-long learning so as to assure ongoing innovation and improvement.
- **A**dvocacy – Has a passion for addressing health disparities, relentlessly pursues a shared partnership with Foundation colleagues, and inspires others to support our mission.
- **C**ultural Competency – Drives change by authentically engaging others who offer diverse backgrounds and divergent points of view.
- **H**onesty – Demonstrates unquestionable integrity and ethics in all that is done on behalf of the organization and as a member of the team.

REACH Grantmaking

REACH FOUNDATION THEORY OF CHANGE 2016-2020

VISION

All poor and underserved people in our community will have quality health care.

MISSION

To advance equity in health care coverage, access and quality for poor and underserved people.

LONG-TERM IMPACT

Achieve Health Equity by
Reducing Barriers to Coverage and Care

TARGET

Reduce the percentage of uninsured in the foundation's service area from 11% in 2014 to less than 5% by 2020.

TARGET

Increase the number of consumers served by the health care safety net in the foundation's service area from 185,000 in 2014 to 220,000 by 2020.

OUTCOME

Enroll All Eligible

Enroll all eligible people in the health insurance marketplace or existing public health insurance programs.

OUTCOME

Close the Coverage Gap

Close the coverage gap through expanded eligibility/availability of Medicaid and other publicly funded insurance options.

OUTCOME

Strong Safety Net

Strengthen the capacity of the safety net and community to provide high quality, integrated care for consumers with no or inadequate health insurance coverage.

STRATEGIES

1. Navigators and other assisters and community initiatives to help eligible consumers enroll in health insurance.
2. Advocacy, outreach and media campaigns to increase the number and types of consumers enrolled in health insurance.
3. Health insurance literacy programs to educate and inform uninsured and newly insured consumers.

STRATEGIES

1. Advocacy and lobbying and other forms of citizen and voter engagement to advance policies that close the coverage gap.
2. Research and analysis to inform policy, and engage voters and policymakers regarding health coverage and population health.
3. Partnerships to identify, research, test and create new coverage and care opportunities for those who remain uninsured or under-insured.

STRATEGIES

1. Advocacy and policy strategies and training programs to expand the oral health care workforce.
2. Clinical transformation and care integration to encourage whole person care.
3. Connect health care consumers, providers and services to reduce the gap between consumer need and healthcare.


REACH Diversity and Inclusion Policy

DIVERSITY AND INCLUSION POLICY

Purpose: To express the importance to and value of diversity and inclusiveness to the REACH Healthcare Foundation, and to clarify the Foundation's definition of diversity and inclusion.

Adopted: June 15, 2009

Preamble: The REACH Healthcare Foundation ("REACH) respects and celebrates diversity that contributes to a healthy, caring community. The Foundation believes that its effectiveness is enhanced when individuals with diverse backgrounds and perspectives are engaged throughout the organization. It believes that a more diverse philanthropic community, and one that reaches out to all, will result in richer and more responsive philanthropy that better meets the needs of the community. Toward that end, REACH is fully committed to pursuing a governing body, work force, grantees and community partners that include individuals of diverse backgrounds, beliefs and perspectives. The Foundation commits its resources to change in ways that signal to groups with diverse cultures, philosophies and experiences that they are welcome partners in its efforts.

 The Foundation believes that diversity and inclusiveness encompass, but are not limited to, age, gender identity, race, national origin (ethnicity), religious beliefs, physical and mental abilities and characteristics, sexual orientation and economic circumstance.

This Policy is not intended to address claims or allegations of harassment, sexual or otherwise, or discrimination in the workplace; those issues are covered in separate policies adopted by REACH.

Policy:

REACH is committed to fostering an organization that respects and appreciates diversity in its many forms as defined above in both its governance and administration and its grantmaking and policy efforts. To that end:

The Journey Starts With...

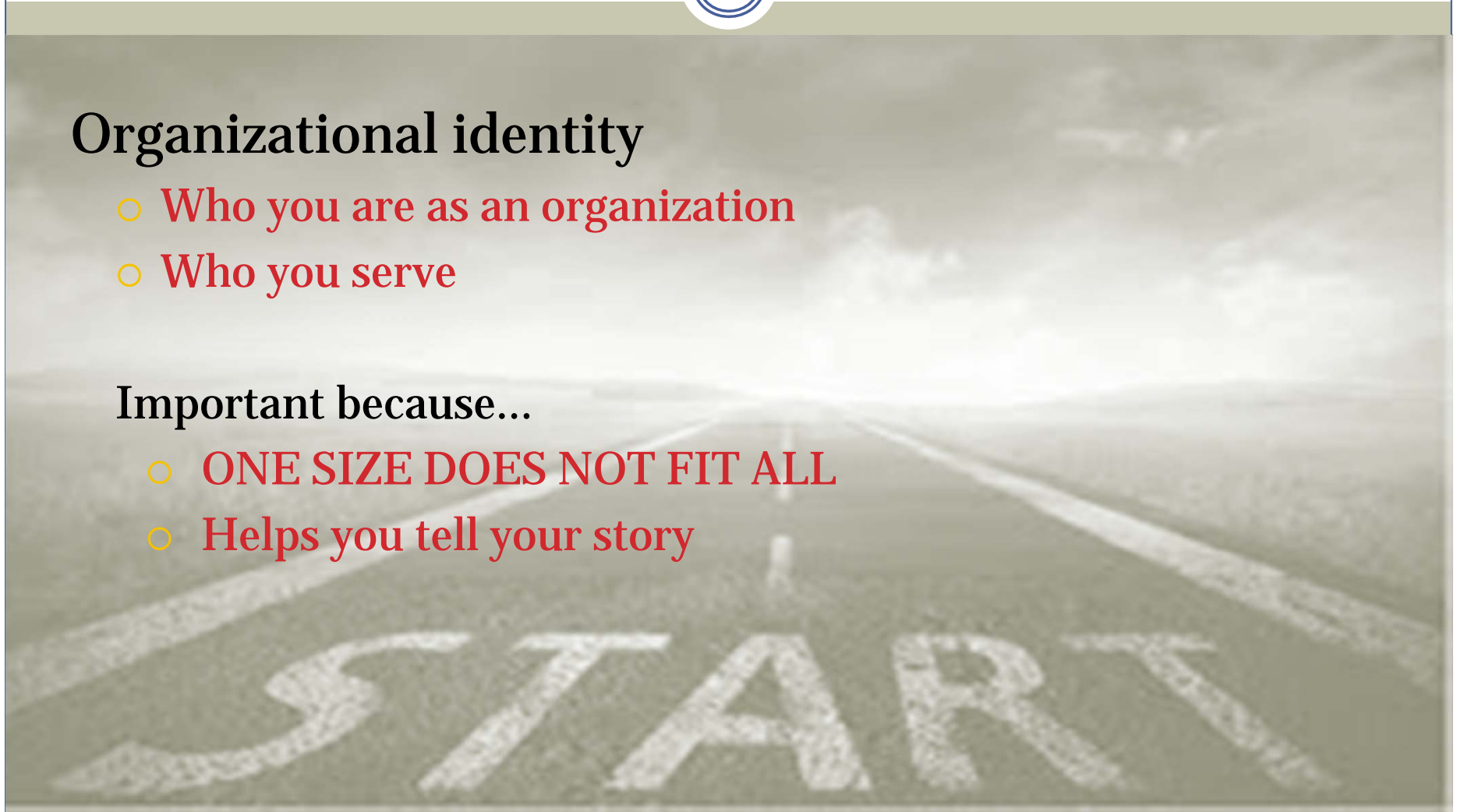


Organizational identity

- Who you are as an organization
- Who you serve

Important because...

- ONE SIZE DOES NOT FIT ALL
- Helps you tell your story



Telling Your Story



- Provides opportunity to highlight what you do best
- Sets you apart
- Demonstrates you know your target population and their needs
- Examples: backsnack program, afterhours, financial literacy, etc.

Our Observations



- Assume we know, no details
- Focus on one aspect of culture
- So close to work
- Don't give organization enough credit
- Staff reflective of target population doesn't equal cultural competence
- Person writing grant doesn't engage program staff in proposal development
- Describe a plan, but not how operationalize it
- Training does not equal cultural competence



Our Advice



- Be explicit
- Describe strategy behind program design
- Incorporate lessons learned
- Reflect
- Listen
- Refine
- Tie to best practices
- Continue to tell your story



Why This Is Important



Funders

- Better ROI
- Determines partnerships

Organization

- Builds capacity
- Improves provider-client relationship
- Strengthens funder-organization-partner relationships

Community

- Improved services for end user
- Helps reduce equity gaps

Contact Information



Carla Gibson
Senior Program Officer
carla@reachhealth.org
913-432-4196



O (913) 432-4196
TF (866) 866-8805
6700 Antioch, Suite 200
Merriam, KS 66204

www.reachhealth.org