

Public Engagement: A Process to Address Health Disparities and Cultural Competence

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Presentation Themes

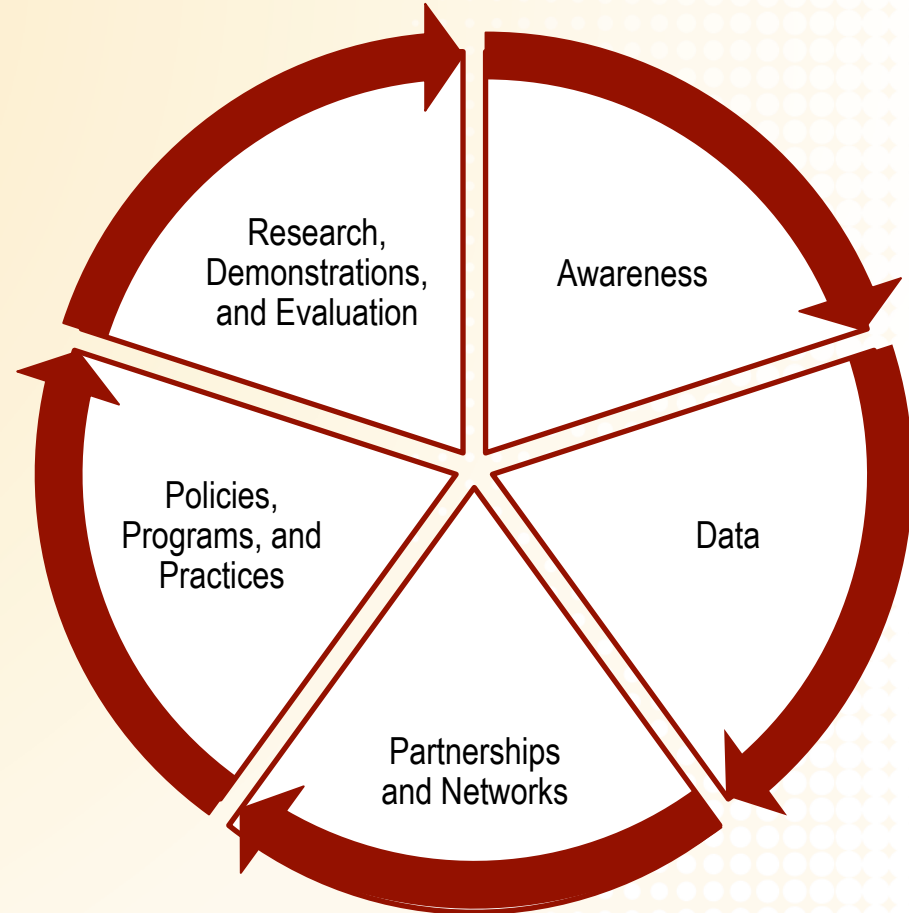
- HHS Office of Minority Health's Mission
- Health Disparities
- The Concept of Public Engagement
- The National Partnership for Action to End Health Disparities/HHS Action Plan to Reduce Racial and Ethnic Health Disparities
- Culturally and Linguistically Appropriate Services in Health Care (CLAS)/Highlights/Legislations
- CLAS Enhancement Initiative
- Summary
- Questions



OMH's Mission

To improve the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

OMH Functions



Health Disparities

A health disparity is a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.

* National Stakeholder Strategy, Healthy People 2020, Health and Human Services (HHS) Plan and the National Prevention Strategy



The Concept of Public Engagement

- Civil engagement is inherently a part of the American democracy (Alexis de Tocqueville, *Of Democracy of America*, 1835)
- Engaging the community in any planning process that enables citizens to decide which specific programs/policies are needed to promote sustainability while protecting the shared values and quality of life of community residents (Kent Portney, *Public Administration Review*, 2005).

The Concept of Public Engagement

- **Participatory Research**

- Creating and sustaining multiple partnerships;
- Promoting equity in partnerships;
- Commitment to action as well as research

(Environ Health Perspect, 2005, Community based participatory research in health, Jossey Bass, 2003)

- **Social Media Technologies**

- Facebook, twitter, social blogs, podcasts, YouTube, webinars

(Users of the World, Unite!The Challenges and Opportunities of Social Media, Business Horizons, 2009)

The National Partnership for Action (NPA)

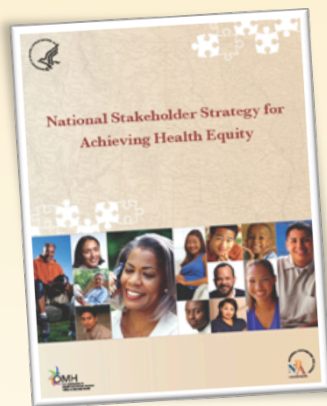
Purpose: To mobilize a nationwide, comprehensive, and community-driven approach to combating health disparities.

Five Goals of the NPA:

- Awareness
- Leadership
- Health System and Life Experience
- Cultural and Linguistic Competency
- Data, Research, and Evaluation



NATIONAL
PARTNERSHIP
FOR ACTION

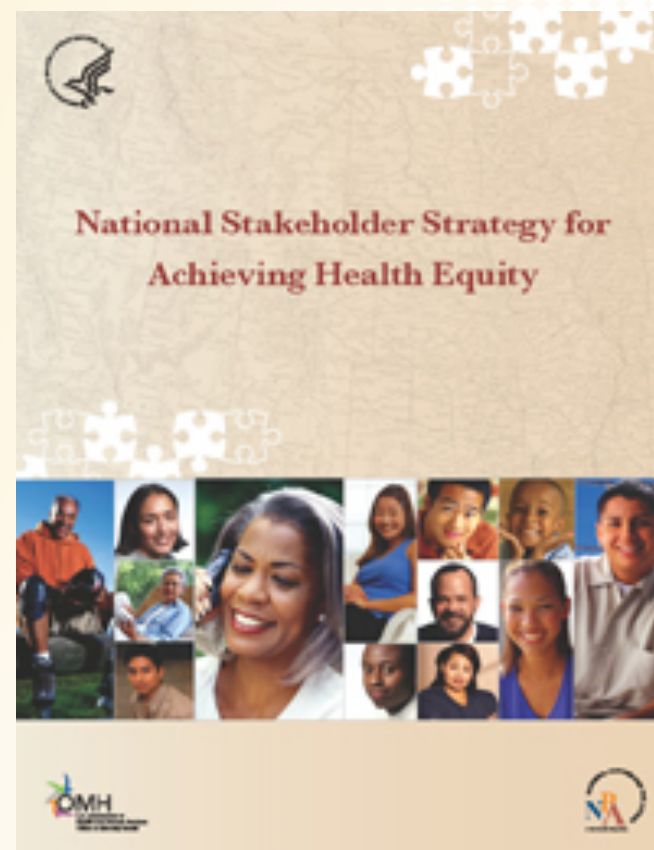


<http://www.minorityhealth.hhs.gov/npa/>



The National Stakeholder Strategy

- Reflects the commitment of over 5,000 individuals across the country ; from housing, to education, to health.
- Provides 20 strategies supported by action steps for reaching 5 goals.
- Guides stakeholders (federal, regional, tribal, state, and local) to adopt effective strategies and action steps for their communities.
- Being championed by 10 Regional Health Equity Councils and 12 Federal Agencies.



NPA Implementation Framework

STRATEGY

National Stakeholder Strategy

- Awareness
- Leadership
- Health Systems & Life Experience
- Cultural & Linguistic Competency
- Data, Research, and Evaluation

Plans for Action

- Federal Interagency Health Equity Team (FIHET) Subcommittee Plans
- HHS Disparities Action Plan
- Blueprints for Action
- State Partnerships

Implementation Partners

- FIHET
- Regional Health Equity Councils (RHECs)
- States, Tribes, and Communities
- National Partners

STRUCTURE

SCOPE

Social determinants of health



Increasing leadership and public demand



Changing policies, procedures, and practices

SUCCESS

Successful implementation of goals, strategies, and actions



Increased leadership and public demand to address the social determinants of health in order to achieve a healthier nation



Improved policies, procedures, and practices of systems that affect social determinants of health

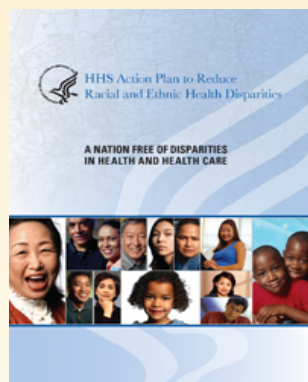


HHS Action Plan to Reduce Racial and Ethnic Health Disparities

Purpose: To compliment the National Stakeholders Strategy for Achieving Health Equity; and to provide a coordinated department wide approach for reducing health disparities.

Five Goals of the HHS Action Plan:

- Transform Health Care
- Strengthen the Nation's Health and Human Services Infrastructure
- Advance the Health, Safety, and Well-being of the American People
- Advance Scientific Knowledge and Innovation
- Increase Efficiency, Transparency, and Accountability of HHW Programs



<http://www.minorityhealth.hhs.gov/npa/>



National CLAS Standards, 2000

The CLAS Themes

Culturally Competent Care
Standards 1-3

Language Access Services
Standards 4-7

Organizational Supports
Standards 8-14

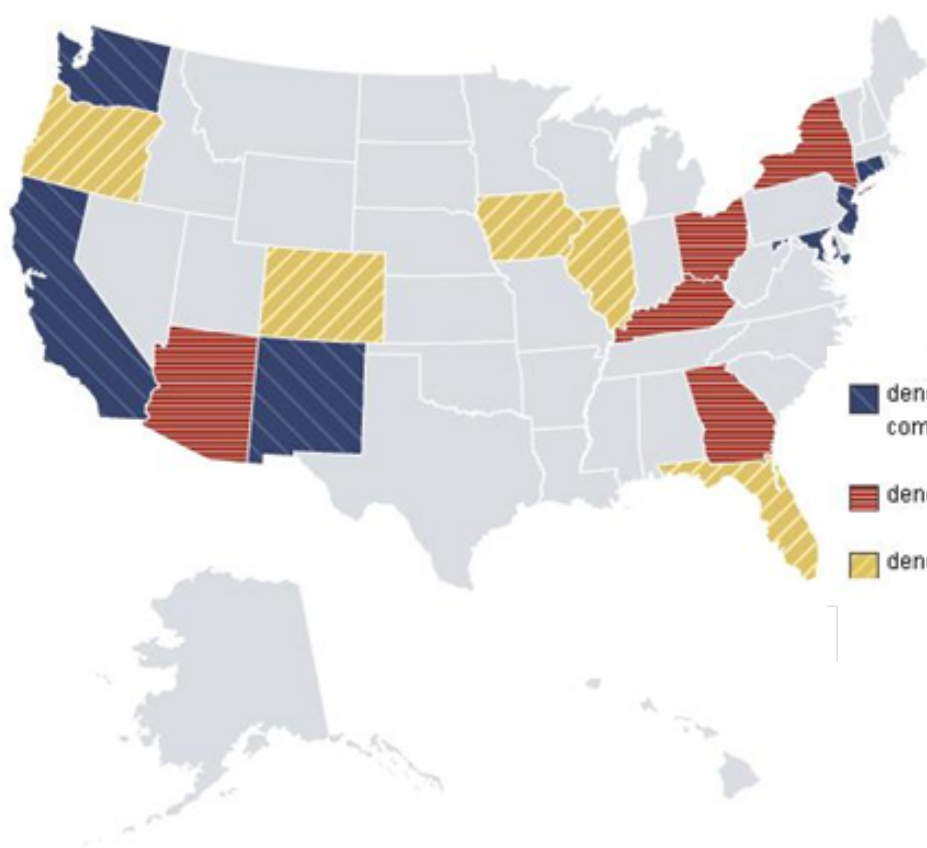


CLAS Highlights

- Institute of Medicine Report Unequal Treatment - 2002
- Office of the Inspector General Report on Guidance and Standards on Language Access Services (Medicare Providers) - 2010
- National Committee on Quality Assurance-Standards & Guidelines in Multicultural Health Care Settings - 2010
- Affordable Care Act (19 references to cultural competency) – 2010
- The Joint Commission: Advancing Effective Communication, Cultural Competence, and Patient-and Family-Centered Care: A Roadmap for Hospitals - 2010
- National Quality Forum Healthcare Disparities and Cultural Competency Consensus Standards project – 2011
- HHS Action Plan to Reduce Racial and Ethnic Health Disparities/HHS' National Stakeholder Strategy for Achieving Health Equity



State Level Cultural Competency Legislation



- denotes legislation requiring (WA, CA, CT, NJ, NM) or strongly recommending (MD) cultural competence training that was signed into law.
- denotes legislation that has been referred to committee and is currently under consideration.
- denotes legislation that died in committee or was vetoed.

Map maintained by HHS OMH at ThinkCulturalHealth.hhs.gov



*Source: Think Cultural Health, 2011



2010

CLAS Enhancement Initiative

Goals of the Initiative:

- To examine the National CLAS Standards for their current relevance and applicability.
- To have the enhanced National CLAS Standards serve as the cornerstone for culturally and linguistically appropriate services in the United States.
- To launch new and innovative promotion and marketing initiatives, including via social media, for the National CLAS Standards.
- To coordinate the CLAS Standards with the Affordable Care Act and other cultural and linguistic competency provisions (e.g. Joint Commission, National Committee for Quality Assurance).



National CLAS Standards Enhancement Initiative: Timeline

Research: 2010

Literature Review

Public Comment

Advisory Committee



Development: 2011

Analysis

Consultations

Drafting



Launch: 2012

Enhanced National CLAS Standards



National CLAS Standards Enhancement Initiative: Advisory Committee

Institutions and Associations

- American Medical Association
- American Nurses Association
- American Public Health Association
- Asian and Pacific Islander American Health Forum
- Association of Asian Pacific Community Health Organizations
- Blue Cross Blue Shield
- Institute for Diversity in Health Management
- Johns Hopkins University
- Joint Commission
- Kaiser Permanente
- Massachusetts Executive Office of Health and Human Services Medicaid Program
- National Business Group on Health
- National Center for Cultural Competence
- National Council of Asian Pacific Islander Physicians
- National Committee for Quality Assurance
- National Health Law Program (NHeLP)
- National Hispanic Medical Association
- National Medical Association

Institutions and Associations (con' t)

- National Public Health and Hospital Institute
- Southcentral Foundation
- Texas Health Institute
- University of Albany, SUNY
- University of California, Davis
- University of Medicine and Dentistry of New Jersey

Federal

- Administration for Children and Families
- Administration on Aging
- Agency for Healthcare Research and Quality
- Centers for Disease Control and Prevention
- Centers for Medicare and Medicaid Services
- Health Resources and Services Administration
- Indian Health Service
- National Institutes of Health
- Office for Civil Rights
- Office of the Assistant Secretary for Legislation
- Office of Minority Health***
- Office on Women's Health
- Substance Abuse and Mental Health Services Administration

*Convener



Comparison – 2000 and 2012 CLAS Standards

| 2000 Standards | 2012 Standards |
|---|--|
| Goal: to decrease health care disparities and make practices more culturally and linguistically appropriate | Goal: <u>to advance health equity, improve quality and help eliminate health and health care disparities.</u> |
| “Culture”: racial, ethnic and linguistic groups | “ <u>Culture</u> ”: racial, ethnic and linguistic groups, as well as <u>geographical, religious and spiritual, biological and sociological characteristics</u> |
| Audience: health care organizations | <u>Audience: health and health care organizations</u> |
| Implicit definition of health | <u>Explicit definition of health to include physical, mental, social and spiritual well-being</u> |
| Recipients: patients and consumers | <u>Recipients: individuals and groups</u> |



CLAS Enhancements

- All National CLAS Standards are of equal importance:
 - The enhanced National CLAS Standards promote collective adoption of all Standards to most effectively affect the health and well-being of all Americans.
 - Each of the 15 Standards is equally important to an organization's ability to advance health equity, improve quality, and help eliminate health care disparities.
- *In the original National 2000 CLAS Standards, each Standard was designated as a recommendation, mandate, or guideline.*



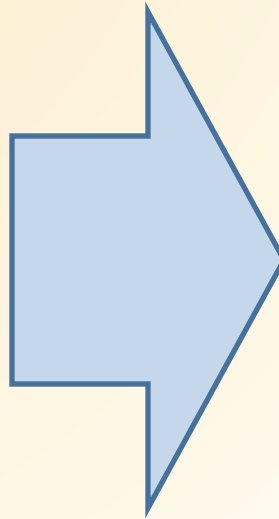
CLAS Enhancements: Themes

2000 Themes

Culturally
Competent Care

Language Access
Services

Organizational
Supports



2012 Themes

Principal Standard

Governance,
Leadership, and
Workforce

Communication
and Language
Assistance

Engagement,
Continuous
Improvement, and
Accountability

CLAS Enhancements: New Standard

- New CLAS Standard:

The National CLAS Standards are intended to advance health equity, improve quality, and help eliminate health care disparities by establishing a blueprint for health and health care organizations to:

2. Advance and sustain organizational governance and leadership that promotes CLAS and health equity through policy, practices, and allocated resources.

- *Previously the guidance to organizations focused on recruitment and education. Enhanced standards explicitly reference policy, practices, and allocated resources.*



Next Steps

- Internal Departmental Briefings
- Communications Roll Out
 - Press release, Hill briefings, press conference, stakeholder calls
 - Implement overall marketing strategy for the enhanced National CLAS Standards (e.g., audiences to target, e-newsletters, endorsements from partners)
- Publish the enhanced National CLAS Standards in the Federal Register in early 2012, including a Blueprint (target March or April 2012)
- Public engagement to promote the implementation of the CLAS Standards.



Summary

- Public engagement is critical in moving the health disparities and cultural competency agenda;
- Must be a partnership effort; federal, private sector, and the community;
- Must be a convergence of opinions— up and down communication; down and up;
- Media technologies can be used to facilitate public engagement.
- Yes, we Can and Together we can make a difference!

Questions



“I will now take questions from the floor”