ACTIVITY #4: Cultural Competency/Cultural Humility Case Study Exercise Example 1

In looking at data on their clientele, a health care organization realizes they are not reaching Spanish speaking residents. After attending several diversity trainings, the marketing department decides they need to ensure this population is being served. They develop a new marketing campaign directed towards Spanish speakers.

The campaign works—many of the local clinics within the health care organization start receiving calls from people who speak only Spanish although they do not have many staff who speak Spanish. Some staff feel uncomfortable and cannot answer questions or even direct Spanish speakers to someone who can help them. Some staff are frustrated and even hang up the phone every time someone calls in Spanish. They were not notified of the campaign and they don’t understand why they are suddenly getting so many calls in Spanish.

Meanwhile, the marketing department keeps hoping that visits by Spanish speaking patients will increase. They track visits to the clinic and can’t understand why their advertising isn’t working.

Identify the Problem from Each Person/Group’s Perspective
- Consider the perspectives of the different groups such as: marketing department staff, Spanish-speaking clients, clinic staff
- How do you think each group feels about the situation?

Determine Common Ground
- What common ground or common goals do the groups share?

Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution
- How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
- What could be an overall solution that would meet the needs of each group?
A local family planning clinic with few male clients has increased their outreach to men, but the number of male clients has not increased.

Through a small grant they form focus groups to learn more about the issue. They learn that the men feel uncomfortable in the waiting room because the magazines and décor are directed towards women. They also mention that the nurse practitioners don’t seem comfortable giving exams to males.

Through a focus group with the nurse practitioners, they learn that many of the practitioners haven’t given many male exams in the last few years and are uncomfortable or nervous when a male client comes in for a visit. Also, they feel they have kept very up-to-date on new developments pertaining to female family planning care, but they don’t receive much information on care related to males.

**Identify the Problem from Each Person/Group’s Perspective**
- Consider the perspectives of the different groups such as: clinic management, male (potential) clients, nurse practitioners, female clients
- How do you think each group feels about the situation?

**Determine Common Ground**
- What common ground or common goals do the groups share?

**Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution**
- How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
- What could be an overall solution that would meet the needs of each group?
ACTIVITY #4: Cultural Competency/Cultural Humility Case Study Exercise Example 3

Staff from a high school clinic are working with a multicultural student group to plan an end of the school-year “Healthy Summer Send-Off” party with teen-led activities about the consequences of teen drinking, violence, and other teen issues.

Planning was going well until the group began discussing what food to serve. The majority of the students want to serve fried chicken, pizza, and soda explaining that it is the kind of party food the guests will expect. Serving foods high in trans-fats and corn syrup goes against the healthy eating message staff are trying to convey. Staff would prefer to serve fresh vegetables and yogurt dip and other healthy snacks. They want the project to be youth-led, but feel like their funding agencies and local parent groups might question serving unhealthy food.

Identify the Problem from Each Person/Group’s Perspective
• Consider the perspectives of the different groups such as: youth leaders & clinic staff
• How do you think each group feels about the situation?

Determine Common Ground
• What common ground or common goals do the groups share?

Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution
• How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
• What could be an overall solution that would meet the needs of each group?
A supervisor manages a diverse and dedicated team of 15 staff at the health department. They are hard workers and the supervisor wants to balance their work with team-building and celebratory activities to prevent burn-out.

During a staff meeting, several people start discussing a recent office celebration of Hispanic Heritage month that another program hosted. Many staff mention they enjoyed the party and would like to have celebrations for their cultural holidays, including some religious observances. A few staff members do not practice any religion and some of them may be uncomfortable with celebrating religious holidays in the workplace. One person states that if we celebrate every religious and cultural event, “we won’t get any work done.”

This might be an opportunity to increase staff understanding about other cultures, which might help them serve their diverse clients better. The supervisor would like to give staff some time to celebrate, but is struggling to find a way to have a celebration that respects the views of everyone in the group.

Identify the Problem from Each Person/Group’s Perspective
- Consider the perspectives of the different groups involved such as: manager, staff who want cultural/religious celebrations & staff who do not want these celebrations
- How do you think each group feels about the situation?

Determine Common Ground
- What common ground or common goals do the groups share?

Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution
- How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
- What could be an overall solution that would meet the needs of each group?
PH 101 MODULE II
CULTURAL COMPETENCY AND CULTURAL HUMILITY

ACTIVITY #4: Cultural Competency/Cultural Humility Case Study Exercise
Example 5

A unit’s staff meetings take place every other Thursday from 9:00am to 11:00am. Several staff members, primarily those who work only in the office, always arrive on time, while others, primarily those who spend most of their time doing community work, arrive up to 20 minutes late. As a result, the meetings never begin until at least 9:15 and do not end until almost 11:30.

Some staff are resentful because they feel their time is not being respected while others feel guilty about being late, but find it difficult to be on time. The issue is beginning to divide the work unit. The unit manager suspects that cultural differences also contribute to this dynamic.

Identify the Problem from Each Person/Group’s Perspective
• Consider the perspectives of different groups involved such as: manager, staff who are timely & staff who are not timely
• How do you think each group feels about the situation?

Determine Common Ground
• What common ground or common goals do the groups share?

Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution
• How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
• What could be an overall solution that would meet the needs of each group?
The East Bay Health Clinic is very busy. In order to serve the maximum number of people possible, appointment times are scheduled back-to-back. Additionally, the clinic offers evening and weekend times to accommodate client schedules.

Despite the fact that clients are given reminder cards and phone calls many show-up late, often by more than an hour. The staff and supervisor understand that they serve a wide range of clients, many of whom may have obstacles to arriving on time or cultural influences that impact their views on time. However, one or two late appointments can throw-off the entire day, impacting the quality of services to all clients, as well as causing employees to work overtime. The supervisor is considering turning away people who are more than 15 minutes late for appointments, but she recognizes the adverse health impacts this decision could have on the community. She has called a staff meeting to consider this and any other solutions.

Identify the Problem from Each Person/Group's Perspective
- Consider the perspectives of different groups involved such as: supervisor, staff, clients
- How do you think each group feels about the situation?

Determine Common Ground
- What common ground or common goals do the groups share?

Considering What We Have Learned Today About Cultural Competency and Cultural Humility, Find a Mutually Satisfying Solution
- How can this issue be resolved at the Personal, Interpersonal, Program Planning, Organizational, and Policy levels?
- What could be an overall solution that would meet the needs of each group?