

# CULTURAL COMPETENCE & HEALTH LITERACY

*Innovative Transformation,  
Culturally Intelligent Change*

Cultural Competence (CC) and Health Literacy (HL) are an integral part of CCSI's array of services and critical to helping our customers engage with diverse populations, deliver effective services and achieve intended outcomes. Our Team will aid your organization to enhance your practices and programs, by formally incorporating CCHL components into system and program planning. Through various activities: examining current practices; strategic planning and implementation; and specialized education and development of your leadership, workforce, customers and stakeholders, your organization could enjoy improved outcomes.

## Poverty Simulation

A highly interactive experience infused with cultural nuances, designed to help participants better identify with the needs of individuals contending with poverty. Decision-makers peek into the realities of the impoverished to better inform policies and service delivery, and professionals and community stakeholders gain empathy and awareness for the diverse world in which they work, live, play and worship. This 3-hour exercise includes the simulation, pre-/post-survey, and a debriefing at the conclusion. A 2-hr follow-up session, 6-8 weeks after the Poverty Simulation, is a facilitated discussion where participants are guided to determine their "Commitment to Action" in addressing poverty.

## Prevention, Access, Self-Empowerment & Support (PASS) Program

An innovative, curriculum-based prevention program for adolescents who experience challenges in their daily lives, or whose parents are contending with mental health issues. A strength-based approach aides participants and their families in developing the resources needed to maintain healthy and fulfilling lives.

## Community Stakeholder Forums "Voice Your Vision"

An intentional and safe space for community stakeholders to express their "truth" and detail their experiences as service recipients. Translating the collection of voices to inform critical policy-making activities in devising solutions to address programmatic, organizational, and systemic challenges and barriers.

## The CCHL Transformative Process:

- CCHL Readiness Questionnaire (online)**  
A current state evaluation of your organization's history, development, values, and operational climate- as well as the levels of cultural awareness of top management, supervisors, and staff - all that are essential in the development of an effective transformative strategy.
- Organizational Diversity Survey (online)**  
An anonymous survey completed by your staff that collects the demographic composition of your organization. This information aids in diversity initiatives and strategic recruitment, promotion and retention of a diverse workforce.
- CCHL Organizational Assessment Tool (online)**  
A self-assessment process used to aid in your organization's transformative process and the improvement of internal and external customer service delivery to culturally diverse populations: including specific strategies that address cross-cultural areas of strength and those that require improvement to engender the enhancement of staff attitudes and practices, and organizational policies, procedures, supports, and structures.
- CCHL Consultation & Technical Assistance**  
Introduces CCHL as a way of doing business and is a developmental process, focused on change management, with the goal to promote positive movement in achieving desired organizational and customer outcomes. Coaches, mentors, and supports leadership, through adaptive approaches, while they are engaged in managing change within their organization. Provides technical assistance and supervision support in building a CCHL workforce.
- Professional Development (varied modalities)**  
CCHL training and resources are designed to increase participant awareness and knowledge, build skills and competencies, and to drive practice change within your organization.



**CCSI**

Coordinated Care Services, Inc.

Innovative Solutions in Human Service Delivery

## Who should invest in Cultural Competence & Health Literacy?

The principles of valuing diversity, developing and operationalizing cultural and linguistic knowledge and intelligence, and adapting practice patterns can be created and applied at every level of an organization – board members, policy makers, administrators, practitioners, educators, customers, caretakers, and community members

## Why invest in Cultural Competence & Health Literacy?

Providing quality services means meeting the individual needs of the person/organization who is seeking the services.

### Becoming Culturally Competent and Health Literate:

- Aids in the transformation and overall improvement of systemic, organizational and program services
- Integrates policies, structures, and activities to address and support culturally diverse and multi-ethnic communities
- Facilitates equity through the elimination of disparities and efficient utilization of data, resources, and talent.

### What does CCSI's CCHL Team need from its customers?

- An ongoing commitment to the process to build accountability and successful outcomes
- A willingness to engage in meaningful dialogue as it pertains to cultural and linguistic needs
- A genuine desire to build and shape a better organizational culture

### What does CCSI's CCHL Team do for its customers?

- Assesses the organization's cultural competence and health literacy capacity
- Creates customized strategy to guide the agency/organization towards successful progression along the cultural competence roadmap
- Works with the organization to implement recommendations identified in the assessment phase
- Develops and facilitates Culturally Competent training and professional development strategies to increase the organization's leadership and staff: knowledge, attitudes, and skills
- Supports the producing of improved outcomes and equity of services, with special attention given to vulnerable populations
  - Establishes and monitors the outcomes using cultural competency and health literacy performance metrics and provide recommendations for next steps

### Some outcomes that improve with Cultural Competence:

- Improves service delivery and works to eliminate service disparities
- Increases: customer experience and satisfaction, access to services, and engagement, with specific attention to vulnerable populations
- Maintains an experienced workforce that meets client needs
- Helps with diverse recruitment, promotion, and retention of the 'right' person for the 'right' job
- Enhances workforce productivity and promotes key partnerships
- Increases market share and revenue, reduces liability and malpractice
- Positions the organization for funding and accreditation opportunities that require culturally competent, diversity impact focused, and value-based approaches to service delivery

#### Lenora Reid-Rose, MBA

Director of Cultural Competence & Diversity Initiatives  
lreid-rose@ccsi.org | 585.613.7615

#### Ensley Townsend, MS

Manager - Cultural Competence & Health Literacy  
etownsend@ccsi.org | 585.341.2221

#### Nancy Sung Shelton, MA

Senior Consultant - Cultural Competence & Health Literacy  
nshelton@ccsi.org | 585.490.7273

