

Cultural competency is very important in healthcare.

Quite simply, healthcare providers who are respectful of and responsive to the health beliefs and practices, and cultural and linguistic needs of diverse patient populations are much more effective caregivers.

—U.S. Department of Health and Human Services, Office of Minority Health



BRIDGE the **Cultural Gap**



American Red Cross
St. Louis Area Chapter

Understanding the Impact of Culture on Healthcare

The mission of the American Red Cross is to help people prevent, prepare for, and respond to emergencies and disasters.

ENROLL TODAY! Call the American Red Cross at 314.516.2728. En Español, llamar al 314.516.2799.

Bridge the Cultural Gap is funded by the Episcopal-Presbyterian Charitable Health and Medical Trust and brought to you by the American Red Cross St. Louis Area Chapter.



Understanding the Impact of Culture on Healthcare



Attention: Healthcare Providers

BRIDGE the **Cultural Gap**



American Red Cross
St. Louis Area Chapter

Culture defines how healthcare is received.

Attention: Healthcare Providers

The American Red Cross presents an opportunity for you to enroll in **Bridge the Cultural Gap, a one-day FREE Red Cross training program.** Through this training, you will gain a better understanding of the vital role of cultural understanding in health-care, with particular emphasis on chronic diseases such as HIV/AIDS, diabetes and high blood pressure.

This **FREE** seminar is designed to enable healthcare providers in clinics, hospitals, medical office assistant schools, and nursing schools in St. Louis City and County to better serve patients who are impacted by HIV/AIDS and other chronic diseases. We'll specifically focus on best practices to overcome cultural barriers to prevention, referral to service, and education among minority populations.

As a participant, you'll earn up to **9.4 contact hours** through the **Missouri Nurses Association.**



When you have completed the training, accredited by the Missouri Nurses Association, you'll know more about general cultural diversity barriers, key cultural competencies for African-American and Hispanic populations, and the impact of chronic diseases on underserved or underinsured people.

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Cultural competency among healthcare providers must expand in order for us to more effectively care for minority populations.

Culture: integrated patterns of human behavior that include the thoughts, communications, actions, customs, beliefs, values and institutions of racial, ethnic, religious, or social groups

Competence: having the capacity to function effectively within the context of the cultural beliefs, behaviors and needs presented by a patient or in a community

Fact: Over 65% of HIV/AIDS cases are accounted for in the African American and Hispanic communities; African Americans account for 50% and Hispanics account for 15% of cases.

Fact: African Americans are more than twice as likely and Hispanics are one and a half times as likely to be diagnosed with diabetes than non-Hispanic whites.

Source: U.S. Department of Health and Human Services, 2003; www.omhrc.gov, 2006