

### HANDOUT



CULTURAL COMPETENCY FOR GREATER IMPACT  
Brigette Rouson, J.D., M.A.



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### DEMOGRAPHICS

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### CHANGING DEMOGRAPHICS



**QUICK FACT:** Kansas had 5 of the top 10 Midwestern counties for Hispanic population growth in the 1990s, but just 1 of 10 top counties since 2000.

**The United States Is Getting Bigger.** U.S. population growth of 100 million is projected; factors include more births, people living longer, and higher net immigration.

**The U.S. Is Getting Older.** Rapid aging of the population – with emphasis on women, openly LGBT, and more people of color – continues, as younger adults face record debt and unemployment.

**The U.S. Is Becoming More Racially and Ethnically Diverse,** reflecting immigration, and changing both the size and the age structure of the U.S. population.

**Growing LGBTQ visibility and increasing marriage equality** also are part of rapid cultural shifts. Transgender inclusion –and transphobia – are growing in public life, workplaces, personal life.

**Suburbanization and center-city gentrification continue as competing influences.** Suburbanization and so-called "smart sprawl" continue in many metropolitan centers; in

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### Kansas Racial/Ethnic Demographic Trends from Decade 2000-2010

Kansas' Population Overall Grew by 6.1% to 2.85 million

- ❑ Non-Hispanic White Population is decreasing and aging –adult demographic grew 93,000
- ❑ African American Population follows a similar trend – adult demographic grew 14,865
- ❑ **Hispanic and Asian Populations have grown significantly, by 59.4% and 44.5% statewide:**  
 Hispanic residents rose from 188,252 to 300,042; Asian residents from 46,301 to 66,967.
- ❑ **Youth population is becoming much more rapidly Hispanic and Asian**
- ❑ Non-Hispanic White and Black Populations are integrating somewhat more, while Hispanic and Asian Populations live in areas with a high concentration of one group

Source: U.S. Census, news reports, <http://www.kansas.com/news/local/article1055004.html>

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### Languages Spoken in Kansas: Top 10 of More than 40

(Language/# of Speakers)

|                             |                          |
|-----------------------------|--------------------------|
| <b>1. Spanish</b> 137,247   | <b>6. Chinese</b> 6,473  |
| <b>2. French</b> 41,207     | <b>7. Korean</b> 3,666   |
| <b>3. German</b> 16,821     | <b>8. Laotian</b> 3,147  |
| <b>4. French</b> 12,499     | <b>9. Tagalog</b> 2,237  |
| <b>5. Vietnamese</b> 10,393 | <b>10. Russian</b> 1,994 |

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### English Proficiency – National, Kansas

| State  | Population 5 years and over (Number) | Spoke a language other than English at home | Spoke a language other than English at home | Spoke English "very well" | Spoke English "well" | Spoke English "not well" | Spoke English "not at all" |
|--------|--------------------------------------|---|---|---------------------------|----------------------|--------------------------|----------------------------|
| U.S.   | 291,524,091                          | 60,577,020                                  | 20.8  | 58.2                      | 19.4                 | 15.4                     | 7.0                        |
| Kansas | 2,669,198                            | 304,111                                     | 11.4  | 59.3                      | 19.0                 | 16.2                     | 5.5                        |

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### Cultural Identity: Sexual/Gender Orientation

CURRENT SNAPSHOT:

- ☐ Same-sex couples: Total 4,009
  - Identifying as spouses, 388; Identifying as unmarried, 3,176
  - Raising own children: 38% Spouses, 22% Partners, 18% Unmarried
- ☐ Marriage equality in place by court decision that overruled a ban
- ☐ No protection for LGBT state employees from discrimination on the basis of sexual identity, by Governor's February 2015 decision revoking executive order
- ☐ Currently no coverage of transgender-specific health care

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### Cultural Identity: Geography -- Density

#### RURAL-URBAN

Kansas is a profoundly rural state, one-third of people living in two-thirds of its land mass:

- **400** miles across, Kansas population density of 34.5 person/square mile
- **89** of Kansas' 105 counties are rural, with under 40 persons/square mile
- **One-third** of 105 counties represent an enduring frontier with less than 6 persons per square mile, most concentrated in western Kansas



Sources: Kansas Department of Health and Environment; U.S. Census

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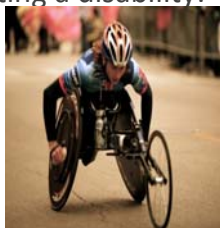
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### Cultural Identity: Disability

**DISABILITY & RACE** - Among working-age people in Kansas (2008), persons reporting a disability:

- 10.5 % of White residents
- 16.8 % of Black residents
- 24.9 % of Native Americans
- 2.9 % of Asian residents
- 11.6 % of other racial identities



Sources: Kansas Department of Health and Environment; U.S. Census

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### STANDARDS

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### CLAS STANDARDS

National standards for culturally and linguistically appropriate services (CLAS) in health care

- By HHS Office of Minority Health (2001, enhanced 2013) covering health delivery of institutions receiving federal funding
- Providing guidelines on policies and practices aimed at developing culturally appropriate systems of care

CLAS standards

- Culturally Competent Care (Standards 1-3)
- Language Access Services (Standards 4-7)
- Organizational Supports for Cultural Competence (Standards 8-14)




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**CLAS STANDARDS  
(Selected)**



**CLAS Principal Standard**  
 1: Provide **effective, equitable, understandable and respectful quality care and services** that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy and other communication needs.

**Governance, Leadership and Workforce**  
 2: **Advance and sustain organizational governance and leadership that promotes CLAS and health equity** through policy, practices and allocated resources.

4: **Educate and train** governance, leadership and workforce in culturally and linguistically appropriate policies and practices on an ongoing basis.

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**CLAS STANDARDS  
(Selected)**



**Communication and Language Assistance**  
 5: **Offer language assistance** to individuals who have limited English proficiency and/or other communication needs, **at no cost** to them, to facilitate timely access to all ... services.

**Engagement, Continuous Improvement and Accountability**  
 9: Establish culturally and linguistically appropriate **goals, policies and management accountability**, and infuse them throughout the organization's planning and operations.

13: **Partner with the community to design, implement and evaluate policies, practices and services** to ensure cultural and linguistic appropriateness.

15: **Communicate the organization's progress** in implementing and sustaining CLAS to **all stakeholders**, constituents and the general public.

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**Standards for Cultural Competence in  
Social Work Practice (Selected)**

**Self-Awareness:** [S]eek to develop an understanding of their own personal, cultural values and beliefs as one way of appreciating the importance of multicultural identities in the lives of people.

**Cross-Cultural Knowledge:** [H]ave and continue to develop specialized knowledge and understanding about the history, traditions, values, family systems, and artistic expressions of major client groups that they serve.

**Empowerment and Advocacy:** [B]e aware of the effect of social policies and programs on diverse client populations, advocating for and with clients whenever appropriate.

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## Standards for Excellence

*Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector*

### CULTURAL COMPETENCY

A nonprofit's leadership should ensure that the organization has a policy, plan, or strategies in place that enable the organization to effectively serve and interact with people equitably across different cultures and backgrounds.

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## Alliance for Nonprofit Management

### ETHICAL STANDARDS IN NONPROFIT CAPACITY BUILDING

Principle: [C]ontinuously seek to develop and **improve understanding** of cultural competency and **apply that learning to all processes** of capacity building

Practice: [B]e cognizant of the cultural dimensions of ... work and the relationship between their own cultural identity and that of clients and communities. Capacity builders shall continually seek to achieve a high level of competency through **self-awareness, learning, and building a diverse network of colleagues and partners.**

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## PRACTICES

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**KEY CONCEPTS AND FINDINGS:**  
**Mainstream vs. Culturally Competent Practice**

| MAINSTREAM  | CULTURALLY COMPETENT  |
|---|---|
| Cultural difference – only relevant at some points in time, in some situations, where surfaces in very obvious way, crisis-driven | Culture is woven throughout the encounter – always attentive to dynamics  |
| Feeding into system that disadvantages certain people, privileges others  | Challenging system, takes account of inequities and seeks to change power relations; deeper analysis that deals with phenomena such as internalized oppression and institutional /structural racism |
| Tendency to separate people from their cultural base – purports to be identity-neutral and value-neutral                          | Tendency to invite people to do the work by offering shared background or appropriate storytelling  |

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| MAINSTREAM  | CULTURALLY COMPETENT  |
|---|---|
| "Hard" skills valued and seen as separate from culture – e.g., fiscal management, fundraising, governance | "Soft" skills valued as an essential part of capacity building–human relations, stakeholder engagement, conflict resolution. Both "hard" and "soft" skills seen through lens of culture.      |
| Revolving door and exclusion of diverse staff   | Recruiting, retaining, developing diverse staff   |
| Believes that in order to maintain diversity, people of color need to be "developed"                      | Recognizes that people of color bring skills and strengths to the organization, and that the organization needs to be "developed" in order to appreciate the range of talents and approaches. |

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## Alliance for Nonprofit Management

### RECOMMENDED PRACTICES

- Build relationships, reach out to and include groups often left out
- Examine assets and needs of groups, identify and address relevant issues
- Strategically address individual behaviors, institutional practices, public policies
- Recruit, retain, and develop staff diversity and cultural competency

Source: *Adapted from 'Recommended Practices' prepared by Kien Lee, Community Science, for the Alliance*

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**ALLIANCE**  
for Nonprofit Management

## Alliance for Nonprofit Management

**RECOMMENDED PRACTICES**

- Intentionally engage in learning to deepen understanding of culture and equity
- Routinely review materials and delivery techniques to ensure effectiveness
- Consistently pay attention to your own assumptions and cultural background and its influence

Source: Adapted from 'Recommended Practices' prepared by Kien Lee, Community Science, for the Alliance

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### Selected Questions to Guide Practice (Satterwhite & Teng)

**Finance:** How do we support organizations in developing strategies to increase philanthropic giving (time, talent, and [treasure]) from within communities of color [and other diverse constituencies], and to launch enterprise activities resulting in sustainable earned income streams?

**Systems and Infrastructure:** How do we support organizations in building an organizational culture that values equity, inclusiveness, and diversity?



Source: Monograph for CompassPoint/California Endowment

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### Selected Questions to Guide Practice (Satterwhite & Teng)

**Human Resources:** How do we support organizations in recruiting, training, and maintaining a culturally diverse and capable staff team? How do we help them to deal with power sharing issues? What are the most effective tools to work through language differences and cultural expectations?

**Program Development, Management, Evaluation:** How do we support organizations in developing culturally based programs that are responsive to the community's voice? What are culturally appropriate ways for engaging constituents and developing partnerships?



Source: Monograph for CompassPoint/California Endowment

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## Selected Resources

**BOOK:** *Embracing Cultural Competency: A Roadmap for Nonprofit Capacity Builders*  
[turnerpublishing.com](http://turnerpublishing.com)

**MONOGRAPH SERIES:** Cultural competence/competency; multicultural organization development  
[compasspoint.org](http://compasspoint.org) OR [calendow.org](http://calendow.org)

### RESOURCES & TOOLS:

**Maryland Nonprofits**, Leadership Self-Assessment Tool, [marylandnonprofits.org](http://marylandnonprofits.org)

**Standards for Excellence Institute**, Resource Packet and Sample Organizational Self-Assessment, [standardsforexcellenceinstitute.org](http://standardsforexcellenceinstitute.org)

**National Center on Cultural Competence**, Briefs, Assessment Tools, Consultant Pool, [nccc.Georgetown.edu](http://nccc.Georgetown.edu)



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