Unhealthy Attitudes in Healthcare: The Epidemic of Cultural Incompetence and Unconscious Bias

Tommie Lewis, President and CEO, Make It Plain Consulting, LLC

**Learning Objectives:**
- Empathize and connect with individuals different from themselves
- Communication and understand the ways in which race, ethnicity, and/or gender intersect
- Understand both yourself and others in order to have productive interactions

**Target Audiences:** Nurses, physicians, pharmacists, trainees, undergraduate students, graduate students, medical students, residents, fellows, faculty and staff with an interest in all aspects of diversity and inclusion.

**Type of Activity:** Knowledge-based. There is no charge for this program.

**Continuing Medical Education (CME) credits** are available. The University of Cincinnati is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The University of Cincinnati designates this live activity for a maximum of 1 AMA PRA Category 1 Credit(s)™. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

**Continuing Nursing Education credits** may be available. Application has been submitted for continuing education contact hours for nurses. Please contact the University of Cincinnati at 513-558-7424 to obtain information regarding approval status.

**Continuing Pharmacy Education credits** are available. The University of Cincinnati College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Universal Program Number 0050-0000-14-002-L04-P. This program is worth 0.1 CEU (1 contact hour).

Pharmacy continuing education credit will be earned based on participation in the program verified by the completion of a registration form and by signing an attendance form. Program evaluations will be distributed for all program offerings. Participants who participate in this program will have credit submitted to CPE monitor.

The Office of Continuing Education has a formal grievance process to address any problems related to this program or its administration. (Effective January 2008) Comments and/or concerns about this program should be sent to the University of Cincinnati College of Pharmacy, 3225 Eden Ave., Cincinnati, OH 45267-0004, Attention: Dr. Kelly Epplen. Questions about continuing education credit may be forwarded to this address. The CE Office can be reached at (513) 558-7804 or via email at epplenkt@ucmail.uc.edu.

A light lunch will be provided. For questions, contact Kelly Lyle, health affairs program officer, at kelly.lyle@uc.edu.
Please join the Colleges of the Academic Health Center for DIVERSITY and Inclusion Education, Collaboration and Transformation 2016

A talk each week in February featuring a variety of insights and speakers.

Wednesday Feb. 10
Noon to 1 p.m.
Rieveschl Auditorium Vontz Center

**Strategic Diversity Leadership: Strategies and Imperatives for Academic Health Centers**

Damon A. Williams, PhD, Senior Vice President and Chief Education Officer Boys and Girls Clubs of America

**LEARNING OBJECTIVES:**
- Introduce principles and key strategies associated with strategic diversity leadership in higher education
- Highlight some key promising practices in diversity and inclusion in academic medicine
- Create an engaged dialogue about the possibilities of building community-based partnerships to drive new possibilities for diverse and economically vulnerable youth in urban and rural communities

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Feb. 17
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Cultural Competence in Healthcare
Lisette Martinez, MBA, Director of Diversity and Language Services, TriHealth

LEARNING OBJECTIVES:

• Learn what cultural competency is, why it is important and how you can become culturally competent.
• Experience real life case study from worlds apart video series that will build awareness on communication styles with your patients.
• Why race and gender play a role in the patient/doctor relationship

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Thursday
Feb. 25
Noon to 1:30 p.m.
Kresge Auditorium
(Note the change in day and location)

It’s About Us, Not Them: Unconscious Bias
Charla Weiss, PhD, Human Resources Consultant, Office of Diversity and Inclusion, Cincinnati Children’s Hospital Medical Center

Highly interactive and reflective; students and learners are encouraged to attend

Learning Objectives:
• Identify the principles of cultural competency
• Recognize how racial and cultural background of provider may influence interactions with patients.
• Recognize the impact of demographic shifts in the ethnic composition of the U.S. population on the need for cultural competence in healthcare providers
• Describe the importance of cultural competency in providing quality healthcare

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