

# Providing **Culturally Competent** Care To Diverse Populations.

Presented By: Lisa Hamilton, PhD, MPH



## About the Florida Health Worker Coalition

Is the recognized leader and professional home of 880+ **Community Health Workers** in the state of Florida. Our mission is to promote and advocate on behalf of **the Community Health Worker profession, and the underrepresented and underserved groups impacted by health disparities and serve.** We aim to accomplish this through our multisector partnerships, training, advocacy, and leadership.



# Who are Community Health Workers?

A CHW is a **frontline public health worker** who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the CHW to serve as a link between services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

## **Community Health Workers are also called:**

Also called: Promotoras de Salud, lay health worker, peer educator, health navigator, community health advocates, health educator, peer support specialist, outreach worker, community connector, among others job titles.



# Role of Community Health Worker

**Community Health Workers (CHWs)** play a vital role in health care by:

- Provide health education and outreach to diverse communities
- Bridging gaps between health and social service sectors
- Address the health-related social needs of the community
- Serve as intermediaries and interpreters



## Why Community Health Workers Matters?

CHWs have a unique understanding of the **culturally, and linguistically diverse populations they serve. Built trust, cultural sensitivity, and diverse backgrounds** is crucial to providing **competent care** and plays a pivotal role in this context.

**When patients understand health information, they can actively participate in their care.**



## Three Strategies and Impact of Providing Culturally Competent Care

### **CHWs are from diverse communities and share insights**

- Through research, training and from the community.

### **Active listening:**

- Understand the client or patients' perspectives.

### **Respect:**

- Appreciate cultural norms and beliefs.

### **Empathy:**

- Demonstrate empathy as address the needs of priority populations.



# Conclusion

As our population becomes more diverse, understanding cultural nuances becomes crucial and so is literacy. Cultural competence ensures equitable care, reduces, and improves health outcomes.

Remember, fostering cultural competence and promoting literacy is essential for providing compassionate and effective healthcare to all.

CHWs use effective communication strategies to address literacy challenges and close gaps.



Thank  
you!

