

# Welcome to the Practicing Cultural Humility Webinar



# Today's Speakers

Administration for Community Living, Office of Healthcare  
Information and Counseling

Melissa Simpson, Assistant Director

Human Services Research Institute, NCAPPS (National Center  
on Advancing Person-Centered Practices and Systems)

Bevin Croft, Co-Director

Jewel Constance, Person-Centered Practice Policy Fellow





## Person-Centered Focus

- 20+ years of funding and research on Person-Centered Planning in Long-term Supports and Services (LTSS)
  - definition, core competencies, measurements, research, training and implementation
- Ongoing work to strengthen systems to support **person-centered thinking**, planning, and practices based on a person's needs, preferences, goals, and desires





# OHIC Person-Centered Thinking Resources



- 2023 and 2024 PCT webinar recordings
- 2023 Person-Centered Thinking Toolkit
- ACL Resource Center Support
  - Demographic Data Collection Q&A 2024
  - SHIP TA Library search term 'Promoting Equity'
  - SMP TA Library search terms 'Equity' or 'person centered'
  - SAGECare online self-paced training
    - Asking Inclusive Intake Questions
    - Supporting LGBTQ+ Older Adults



# 2024 OHIC PCT Plans and Focus

## ▪ Plan

- Incorporate grantee workgroup member and webinar participant feedback
- Investigate bias in data collection
- Create data toolkit to help grantees assess program reach

## ▪ Feedback

- Support to ask demographic questions and collect demographic data are essential
- Toolkit and environmental scan are coming soon





# 2024 Person-Centered Thinking (PCT) Workgroup

**THANK  
YOU  
VOLUNTEERS**

Members	Programs
Nathan Coflin	Georgia SMP
Lani Sakamoto	Hawaii SHIP/SMP/MIPPA
Jeff Howell	Indiana SHIP
Kristen Gidel	Iowa SHIP/SMP
Jami Boone	Kansas SMP
Sonia Ruiz	Nevada SHIP/SMP/MIPPA
Theresa Kyser	New Mexico SMP
Susan Marshall	Ohio SMP
Lynelle Bergman	Oregon SHIP/SMP/MIPPA
Michele Mathes	Pennsylvania SMP
Rebecca Ip	Washington SHIP
Jasmine Ward	Washington SHIP/SMP/MIPPA

# Practicing Cultural Humility

September 10, 2024



NCAPPS



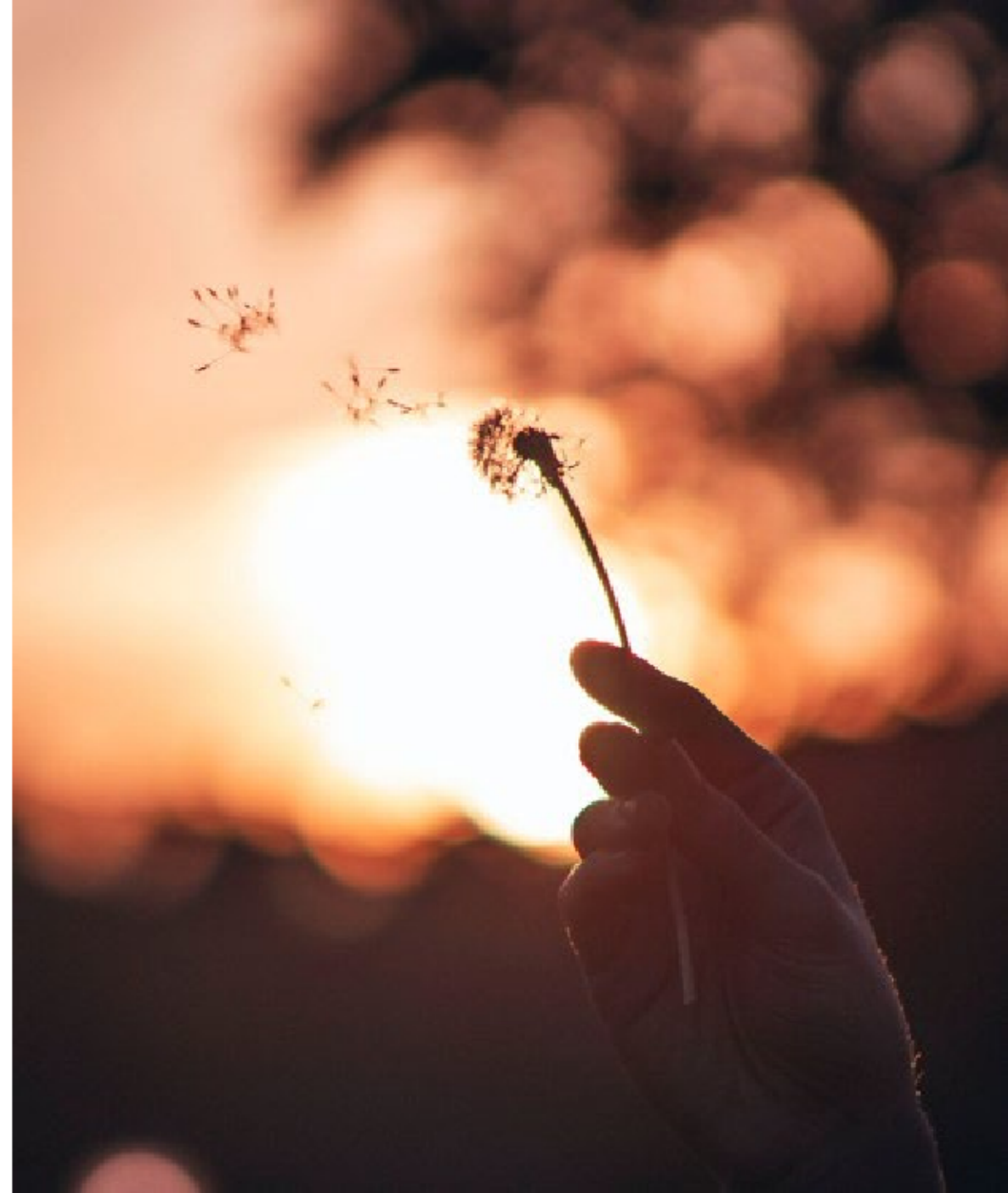
# The Goal of NCAPPS

To promote systems change that makes person-centered principles not just an aspiration but a reality in the lives of people across the lifespan.

Since 2018, funded by the Administration for Community Living and Centers for Medicare and Medicaid Services and administered by the Human Services Research Institute.

## Priorities:

- Centering lived experience
- Partnering with advocacy communities
- Disability justice and racial equity
- Cultural humility and competence
- Cross-system collaboration





# Reminder: Cultural Humility

- Culture encompasses every identity that is significant to us or the people we serve and support.
- Cultural humility is an active, self-reflective, lifelong practice involving:
  - Continuous exploration of cultural identities and beliefs, and an awareness of one's own biases
  - Treating others with respect, openness, and empathy
  - Reducing power imbalances within relationships and communities
- There are many ways to practice cultural humility.



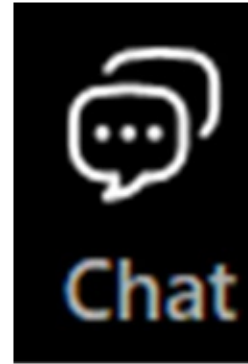
# Purpose of Today's Webinar

- Build on concepts from the first two webinars focused on the basics of cultural humility and demographic data visualization
- Explore how conscious and unconscious bias can impact our day-to-day work and interactions with beneficiaries
- Highlight promising practices for asking demographic questions that may be sensitive for beneficiaries

# Chat Question #1

## Fill in the blank:

One thing you cannot tell just by looking at me is \_\_\_\_\_. This is important for me to tell you because \_\_\_\_\_.



Type your answer in chat to Everyone or just to the Host and Panelists.

# What is Bias?

Bias is a preference for one thing, person, or group over another. Bias is a natural human reaction, and we all have biases; whether conscious or unconscious. **Bias becomes a concern, however, when it becomes a prejudice against certain people or groups in ways that are unfair and lead to discrimination.**

- Biases are **conscious or explicit** when we are aware of the biases and can communicate what they are.
- Biases are **unconscious or implicit** when we are unaware of the biases and often deny that we have them (whether to ourselves or others).

# Preference vs. Bias

## Preference:

- Personal choice: A preference is a personal choice or inclination towards something.
- Little to no negative impact: Preferences typically do not have a negative impact on others.
- Examples: A preference for a particular type of food, music, or color.
- Note that a preference CAN become a bias (preference bias) when it becomes systemic.

## Bias:

- Preconceived judgment: A bias is a preconceived judgment or opinion about a person or group of people, often based on stereotypes or prejudice.
- Negative impact: Biases can have a negative impact on individuals and groups, leading to discrimination and inequality.
- Examples: Racial bias, gender bias, age bias

# Where Does Bias Come From?

**THE NEUROSCIENCE OF  
UNCONSCIOUS BIAS**



 bhasin consulting inc.

<https://youtu.be/izmkRYbq2Sg>

# Why Are We Talking About Bias?

- Understanding our biases allows us to:
  - Recognize and address unconscious biases and how they impact our day-to-day interactions and work.
  - Avoid making assumptions about beneficiaries – what they value, what they want and need, how they will act or respond, etc.
  - Actively listen and respond to beneficiaries' unique experiences and perspectives in an empathetic way.
  - Provide more culturally competent and equitable services to beneficiaries that meet their individual needs.
  - Create a more inclusive and supportive environment for both the beneficiaries we support and our colleagues.

# TWELVE TYPES OF BIASES THAT IMPACT YOUR WORK DAY!



## PROTOTYPE BIAS

When we have preconceived notion of who will be right for a particular role based on stereotypes. For example men are better at engineering roles and women at customer service roles.



## STEREOTYPING

An over-generalisation and fixed belief about a particular group of people. We expect people to behave in a certain manner.



## BANDWAGON EFFECT

A phenomenon in which people will do something only because other people are doing it, regardless of their own beliefs. This is also called herd mentality.



## BEAUTY BIAS

Judging people based on physical attractiveness. Has a very big impact on hiring decisions.



## RECENCY BIAS

The tendency to weigh the latest data more heavily than older data. Occurs commonly during performance appraisals and reviews.



## IMPLICIT BIAS

The tendency to form conclusions based on past messages received. Can influence decisions regarding role allocations.



## AFFINITY BIAS

The tendency to like people who are similar to us, leading to a more positive evaluation of them. Influences hiring decisions.



## CONFIRMATION BIAS

We tend to listen only to information that confirms our preconception. Impacts interpersonal skills.

content created by Re-link Consulting



## HORN EFFECT

The tendency of perceiving someone negatively after learning something unfavourable about them. Influences hiring and promotion decisions.



## HALO EFFECT

The tendency to put someone on a pedestal or think more highly of them after learning something impressive about them. Influences hiring and promotion decisions.



## ANCHORING BIAS

The tendency where a specific piece of information is relied upon to make a decision. For example- considering only articulation skills as part of communication and ignoring listening skills



## VALUE ATTRIBUTION

The tendency to assign higher value to certain qualities or traits. For example to favour extroversion over introversion.

## Self-reflection activity

Do any of these types of biases resonate with you in particular?



# How Bias Affects Our Interactions with Others

Biases, no matter their source, can impact interactions in several ways. The following are generally most prominent:

- **Body Language** – Just as you may have a first impression of someone, the person you are interacting with will also have a first impression of you. Bias can impact body language and communicate negative feelings.
- **Verbal Expression** – Bias can influence how you speak to others. You may speak more respectfully to certain people than others.
- **Listening Skills** – You may show your bias by being easily distracted or otherwise not actively listening. Most people can tell when we are distracted, and it can be off-putting.

# Questions to Address Unconscious Bias

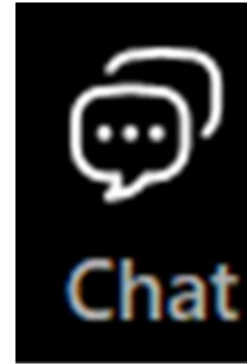
Unconscious bias can be more difficult to address than conscious bias because we may not realize it. When trying to mitigate unconscious bias, it's important that we lean into and question discomfort.

- Do I have an automatic feeling or judgement about the person I am interacting with?
- Am I being reminded of someone?
- What is this person triggering in my background?
- What is it about this person or situation that is making me uncomfortable?
- Do I notice any patterns in my decision making or actions that might be impacted by my biases?
- How might I consciously intervene to mitigate the impact of this bias?

Source: Cook Ross Inc., Unconscious Bias (n.d.). Retrieved from: [https://dent.umich.edu/sites/default/files/2019-04/UB%20Takeaway%20Sheet\\_42715%20%281%29.pdf](https://dent.umich.edu/sites/default/files/2019-04/UB%20Takeaway%20Sheet_42715%20%281%29.pdf)

# Chat Question #2

Have you ever noticed  
your own bias show up in  
your day-to-day work?  
What happened?  
How did it make you feel?



Type your answer in  
chat to Everyone or  
just to the Host and  
Panelists.

# Bias and Asking Demographic Questions

- Team members collect demographic data to better understand beneficiaries and understand whether there are disparities
  - Age
  - Gender identity
  - Sexual orientation
  - Race
  - Primary language
  - Income
- Team members sometimes feel uneasy or uncomfortable asking people for their demographic information.
  - They may worry a person may react negatively when asked
  - They may be afraid of making mistakes or offending someone
  - How might bias play a role?

# Tips for Asking Demographic Questions

## **Step 1: Start with good intentions.**

- You may find yourself assuming that a person will be uncomfortable answering certain demographic questions based on your first impressions of them. However, it's important to remain open-minded and not expect that the interaction will end negatively.

# Tips for Asking Demographic Questions (2)

## **Step 2: Spend some time getting to know the person and building trust before asking the questions.**

- “What’s your name? Nice to meet you [their name]? Am I saying that right? My name is [your name].”
- If in-person: “is this space OK for us to talk? If you want, we can move at any time. Is there anything I can get you before we get started?”
- If the person engages you in small talk, be responsive and open.

# Tips for Asking Demographic Questions (3)

**Step 3: Explain why you are asking the questions, what is going to be done with the responses, and give them the option to opt out at any time.**

- “I’m going to ask you some questions that may seem a little personal. We’re required to ask the same questions to everyone we serve. We ask them to make sure we’re doing a good job serving everyone in the community. Your responses are confidential. They won’t have any impact on your eligibility for services. If there is a question you feel uncomfortable responding to, you don’t have to answer it.”

# Video: Explaining Demographic Questions

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**APS TARC**

Adult Protective Services Technical Assistance Resource Center

enhancing  
effectiveness of  
**APS** programs

## Asking Inclusive Demographic Questions – How To Do It and Why It Matters

June 7, 2022

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Terri Clark - SAGE

Katherine Preston-Wager & Emily Sulpizio - Adult Protective Services Workforce Innovations (APSWI)

Elizabeth Petruy - Office of Elder Justice and Adult Protective Services, ACL



19:58 – 23:20 -

<https://www.youtube.com/watch?v=UHqVOY1yH8w>



# Tips for Asking Demographic Questions (4)

## **Step 4: Pay attention to verbal and non-verbal cues to identify if you may need to adjust your language or temporarily stop or pause asking questions.**

- Beneficiaries may not understand certain demographic terms or ask for clarification. They may verbally ask, “what does that mean?” Or say, “I’m not sure.” They may show confusion by pausing or some other gesture. In these instances, you should provide additional information and explain terms in simpler language.
- Beneficiaries may feel overwhelmed. This could be verbally expressed by them saying, “This is too much.” Or showing physical cues such as putting their head in their hands or slumping down in their seat. If this happens, ask the beneficiary if they need a short break or if they want to come back and do this another time.
- Remember, beneficiaries can skip a question if they don’t want to answer it for any reason.


# Tips for Asking Demographic Questions (5)

## **Step 5: Express gratitude and encourage follow-up.**

- Thank the beneficiary for their time and being willing to share this information. Let them know how to contact you if they have any additional questions.

# Promising Practices for Asking Demographic Questions

- Race and Ethnicity
  - Allow multiple responses
  - Remember that many people identify with more than one racial and ethnic group and will be excluded if you force them to pick one.
- Sexual orientation and gender identity (SOGI)
  - Never assume; let the person answer the question themselves
  - Don't combine sexual orientation with gender identity questions – they're two different questions
- Age
  - Provide options with ranges (example: 18-24 or older than 65)
  - Use conversational questions (such as *How old are you?* versus *Which age range best describes you?*)
- Income
  - Provide options with ranges



# Self-Reflection: What would you say?

Beneficiary: “Everyone is a man or a woman. Can’t you just tell by looking at me?”



# “...Can’t you just tell by looking at me?”

- “We work with people of all gender identities. We can’t always know how someone identifies without asking, so we try not to make assumptions.”
- “This information helps us see how we can make our services welcoming for everyone.”



# Self-Reflection: What would you say?(2)

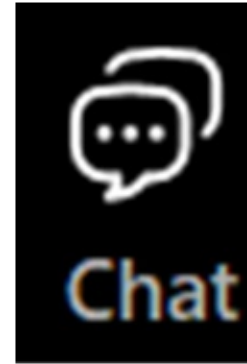
Beneficiary: “That’s personal! I don’t understand what my sexual orientation has to do with Medicare.”

# “...what does this have to do with my services?”

- “We know from research that LGBTQ+ people experience unique barriers to getting healthcare. We want to make sure that we’re not creating barriers for anyone.”
- “We are required to ask everyone these same questions, but you are not required to answer. If you don’t want to answer, it’s completely up to you!”

# Chat Question #3

Are there any additional promising practices that you can share as it relates to asking demographic questions that may be sensitive for beneficiaries?



Type your answer in chat to Everyone or just to the Host and Panelists.



# A few things to remember

- It is increasingly common for programs of all kinds to ask demographic questions; beneficiaries have probably been asked these questions before.
- This is about creating space that respects and affirms everyone.
- You might be surprised – research indicates people are usually willing to answer these questions.



# Before We Go...

- Remember, while we are all different, we also have many things in common such as a desire to be treated with respect, kindness, and empathy; get what we want and need; and feel in control of our lives.
- It starts with us. Be the example!

# Thank You.

Website: [ncapps.acl.gov](http://ncapps.acl.gov)

Email: [ncapps@hsri.org](mailto:ncapps@hsri.org)

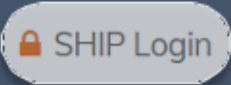
NCAPPS is funded and led by the Administration for Community Living and the Centers for Medicare & Medicaid Services and is administered by HSRI.

The content and views expressed in this webinar are those of the presenters and do not necessarily reflect that of Centers for Medicare and Medicaid Services (CMS) or the Administration for Community Living (ACL) .




# Webinar Resources in the Libraries



1. Login at  [www.shiphelp.org](http://www.shiphelp.org).
2. Go to the Resource Library.
3. Search for keyword “humility”.



1. Login at  [smpresource.org](http://smpresource.org).
2. Search for keyword “humility”.



1. Resources will be emailed to NCOA’s MIPPA listserv.

# Questions?

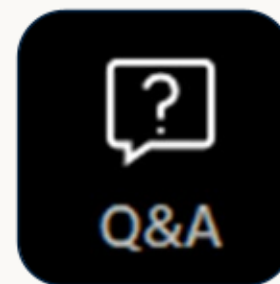
- Thank you for participating in today's webinar!
- Today's presentation is available for download in the Zoom Resources panel.
- If you have questions later:

 [info@shiptacenter.org](mailto:info@shiptacenter.org)

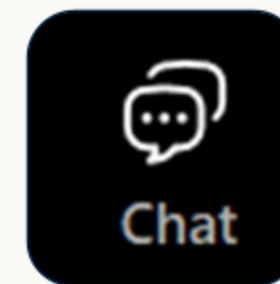
 [info@smpresource.org](mailto:info@smpresource.org)

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Use **Q&A** for subject-matter questions.



Use **CHAT** for technical support or resource questions.

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