

CulturallyConnectd.CA: Health Literacy, Cultural Humility and Equity

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**BC WOMEN'S
HOSPITAL+
HEALTH CENTRE**

An agency of the Provincial
Health Services Authority



**BC
CHILDREN'S
HOSPITAL**
An agency of the Provincial
Health Services Authority

Health Literacy

... is the ability to access, understand, evaluate, and communicate information as a way to promote, maintain, and improve health (Rootman & Gordon-El-Bihbety, 2008)

... can be improved by supporting the skills of individuals and clients and **by reducing barriers created by health professionals and the health system** (Shohet et al., 2011)

Equity in health is ...

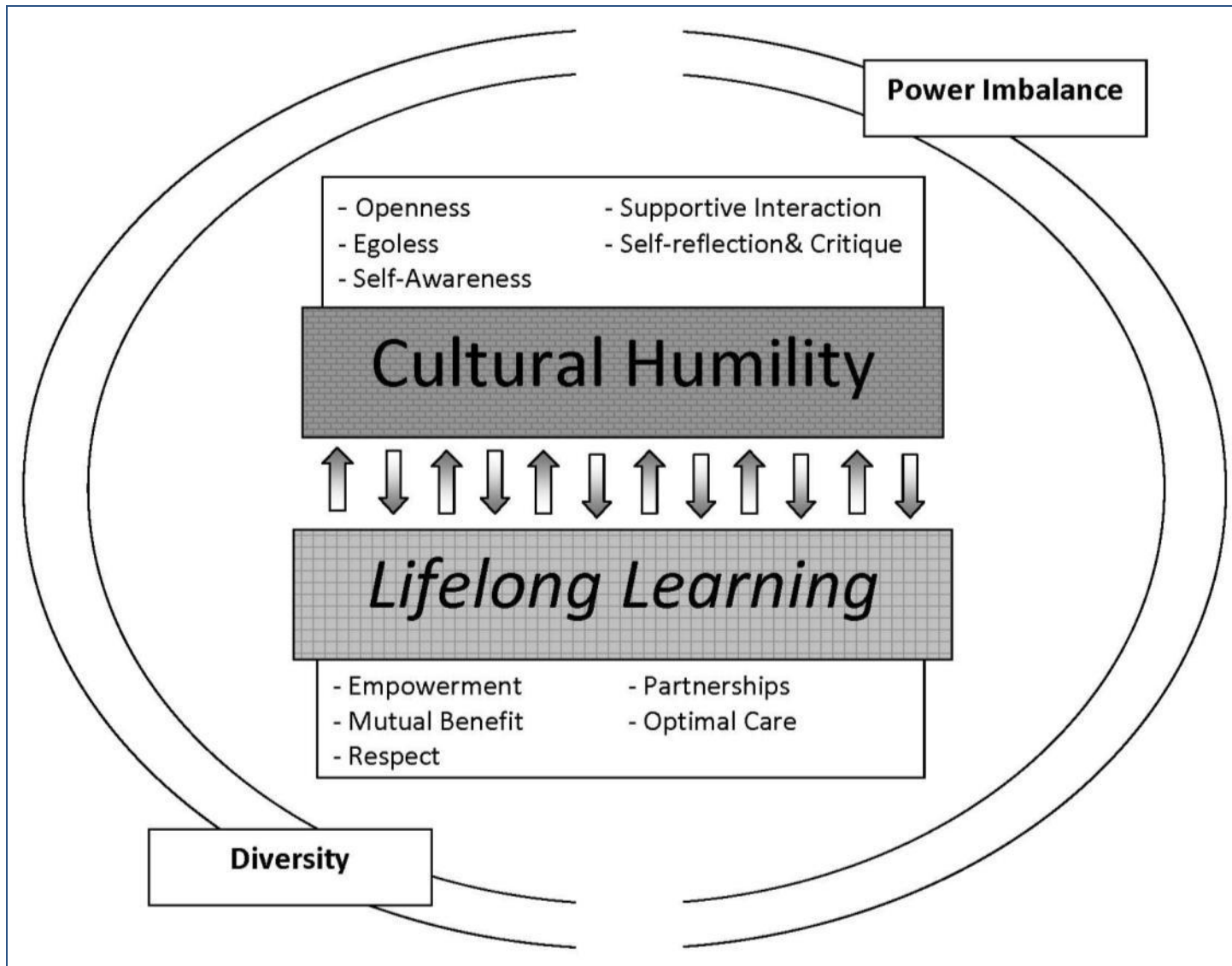
“the absence of systematic disparities in health (or in the major social determinants of health) between social groups who have different levels of underlying social advantage/disadvantage...”

Braveman & Gruskin 2003, p. 254



Aim is to provide “care that does not vary in quality because of personal characteristics such as gender, ethnicity, geographic location, and socioeconomic status” (IOM 2001)

Cultural Humility Approach



Interactive Process



culturallyconnected.ca

- Mobile-first solution to support health care professionals to adopt a cultural humility approach to support diverse clients' health literacy



This resource helps health professionals use a cultural humility framework to establish cultural safety for diverse clients. Use this tool to learn health literacy skills and see how they can be applied in practice.

[Cultural Humility](#)

[Health Literacy Skills](#)

[Practice Case Studies](#)

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Developing Skills

There are three main approaches health professionals can use to support culturally and linguistically diverse clients:

Adopting Cultural
Humility in Practice

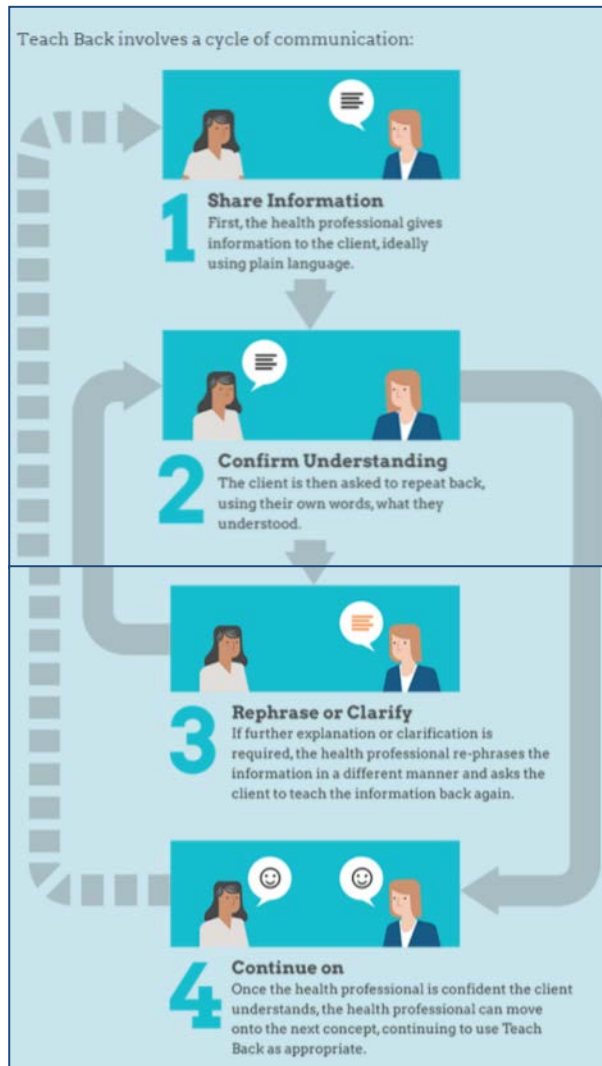
Supporting
Health Literacy

Exploring
Culture and Health

Take our survey and enter to win a gift card!



“Teach Back” Communication Cycle



Apply in Practice: 4 Case Studies



Considering Cultural Differences in Grief



Exploring Newcomer Adolescent Distress



Recognizing Stigma as a Barrier to Care



Working with Interpreters



- Focus on what the health professional does
- Each case applies cultural humility approach and incorporates self-reflection exercise

Website Analytics to Date



Fluid Survey

Total Sessions: 1475

Users: 1045

Device: desktop 1219, mobile 228,
tablet 28

Average page view: 4.46

Average session duration: 3.10 min

Most users from Canada (1167)
but also US and Australia

Bounce rate: 45.22%

Website Analytics

Goal: to monitor usage,
develop audience profile,
and inform user testing

Method:

I. Google Analytics

Goal: to gain quantitative &
qualitative anonymous
feedback from users on
usefulness/practicality of
site

Method:

1. link attached to
resource

2. 15 open- & closed-
ended questions

3. 6 demographic
questions

4. interested participants
enter draw to win \$50
VISA gift card

User Testing



Next steps

1. Comprehensive evaluation
2. Expand Culturally Connected based on feedback received on priorities:
 - Cross-cultural mental health in schools?
 - Trauma-informed care?
 - Transgendered care?
 - Refugee health?
 - Indigenous health?
 - Other?



Thank you

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