

**CREATING MECHANISMS TO DEVELOP CULTURALLY COMPETENT
AND CULTURALLY HUMBLE HEALTH LITERACY MATERIALS
- *A HEALTH LITERACY TOOL IN SPANISH ON RESILIENCE DURING
THE COVID-19 PANDEMIC***

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22nd Annual IHA Health Literacy Conference

AGENDA



- * Session Overview
- * Health Literacy Applications for Latinx Communities
- * Health Equity and Social Justice in relationship to health literacy
 - * Cultural Competemility: Applications in Health Literacy
- * Example of a Health Literacy tool on Resilience developed during the COVID-19 Pandemic
- * Dialogue with the audience-- Applications for our professional work

Session Overview

- This presentation will discuss the lessons learned on health equity and cultural humility from a health literacy tool written in Spanish regarding developing resilience during the COVID-19 Pandemic
- It will introduce the concept of "Cultural Competemility" by Campinha-Bacote
- It will present an analysis of important health literacy considerations when addressing Latinx communities such as language, readability analysis, and cultural constructs



CULTURAL COMPETEMILITY



- **Cultural Competemility: A Paradigm Shift in the Cultural Competence versus Cultural Humility Debate – Part I**

- Josepha Campinha-Bacote, PhD, MAR, PMHCNS-BC, CTN-A, FAAN

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<https://doi.org/10.3912/OJIN.Vol24No01PPT20>



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- Cross-cultural communication, reducing health disparities, improving access to better care, increasing health literacy and promoting health equity.
 - “I [Campinha-Bacote] have coined the term 'cultural competemility' to describe this synergistic relationship. The origin of cultural competemility is the deliberate blending of the terms cultural competence (compete) and cultural humility (mility).”



Definition

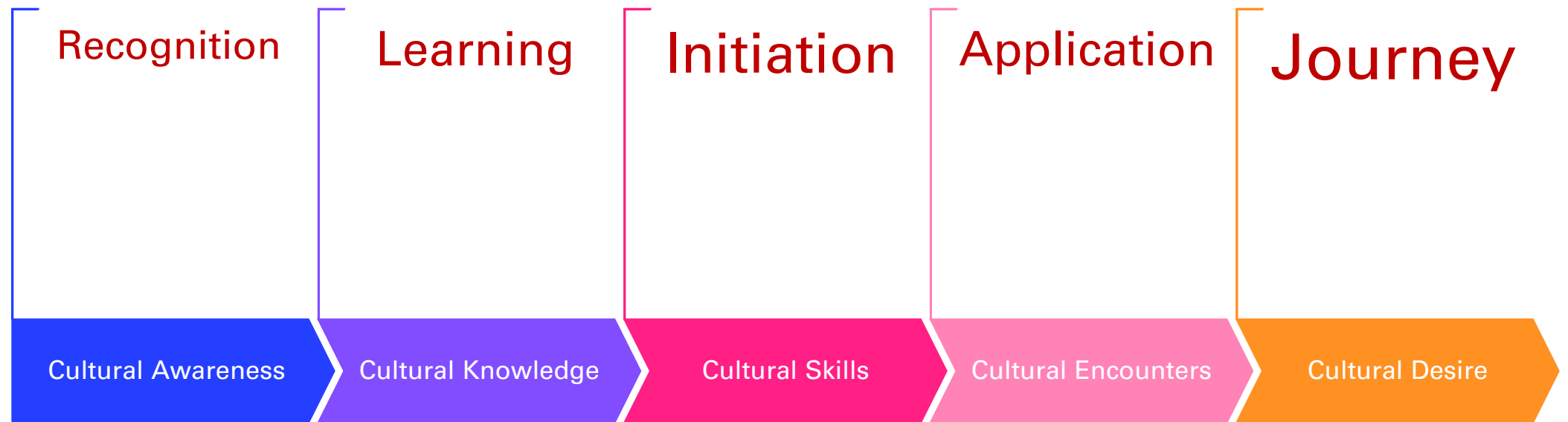
- “Cultural competemility is defined as the synergistic process between cultural humility and cultural competence in which cultural humility permeates each of the five components of cultural competence”
- “Cultural competemility can be viewed as simultaneously being both a process of becoming and the process of being”

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Constructs of Cultural Competence



Campinha-Bacote Model Integrates

	Love	Caring	Social Justice	Humility
Intellectual and Moral Virtues	Wisdom	Discernment	Prudence	Attentiveness
Love of Truth	Studiousness	Practical Wisdom	Understanding	Temperance
Teachableness	Patience	Compassion	Diversity	Equity
Intellectual Honesty	Inclusion	Accessibility	Commitment	Application

Relationship to Health Literacy

- **Health Literacy Definitions**

- **“Personal health literacy** is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.”
- **“Organizational health literacy** is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.”
- Definition of health literacy-- Updated in August 2020 with the release of the U.S. government’s [Healthy People 2030](#)
- Change from definition used in Healthy People 2010 and Healthy People 2020: “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”

Source: CDC– <https://www.cdc.gov/healthliteracy/learn/index.html>

Relationship to Health Literacy

- Health Literacy & Cultural Competemility-- Applications for Latinx communities
- Health Equity and Social Justice in relationship to health literacy
 - **Health Equity**- WHO- “Equity is the absence of unfair, avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically or by other dimensions of inequality (e.g. sex, gender, ethnicity, disability, or sexual orientation). Health is a fundamental human right. Health equity is achieved when everyone can attain their full potential for health and well-being.” **Source:**

https://www.who.int/health-topics/health-equity#tab=tab_1

SOCIAL DETERMINANTS OF HEALTH

Economic Stability

Education Access and Quality

Health Care Access and Quality

Neighborhood and Built Environment

Social and Community Context

Source: <https://health.gov/healthypeople/priority-areas/social-determinants-health>

Relationship to Health Literacy

- **Social Justice**

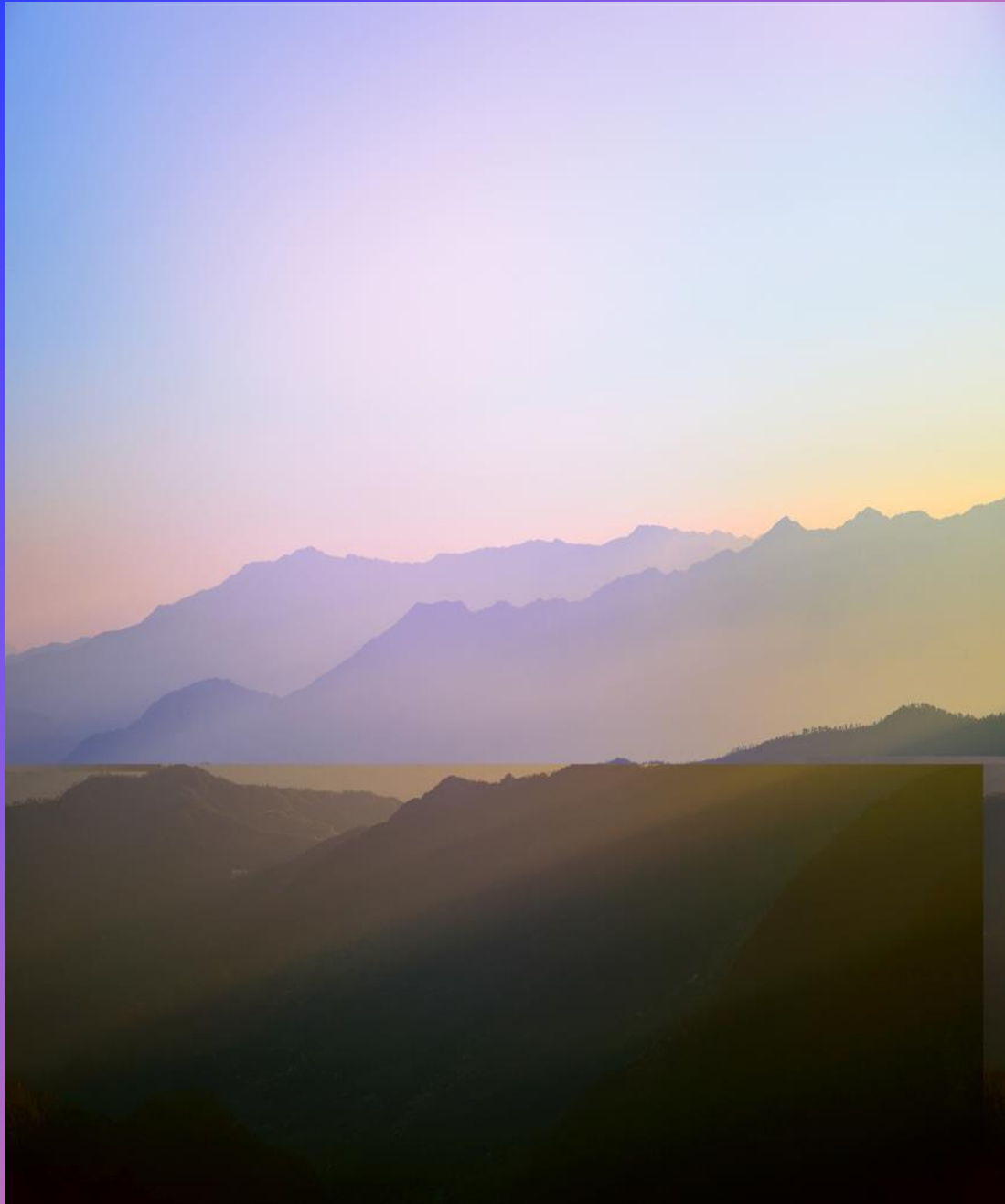
- “Social justice is the view that everyone deserves equal rights and opportunities — this includes the right to good health. Yet today, there are inequities in health that are avoidable, unnecessary and unjust. These inequities are the result of policies and practices that create an unequal distribution of money, power and resources among communities based on race, class, gender, place and other factors” – APHA- <https://www.apha.org/what-is-public-health/generation-public-health/our-work/social-justice>

Relationship to Health Literacy

- **Health Literacy & Cultural Competemility-- Applications for Latinx communities**
 - Language
 - Readability analysis
 - Cultural Constructs
 - Cultural Appropriateness
 - Access

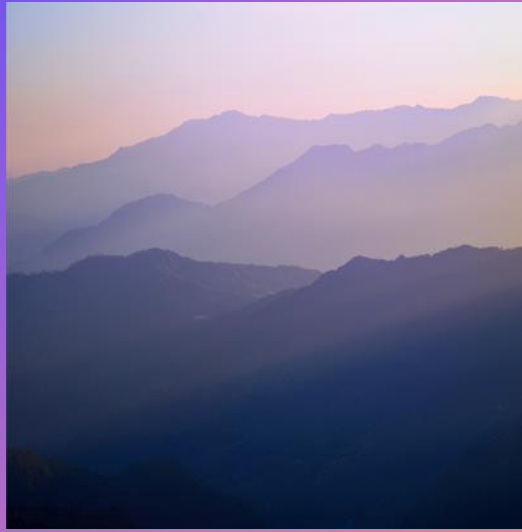
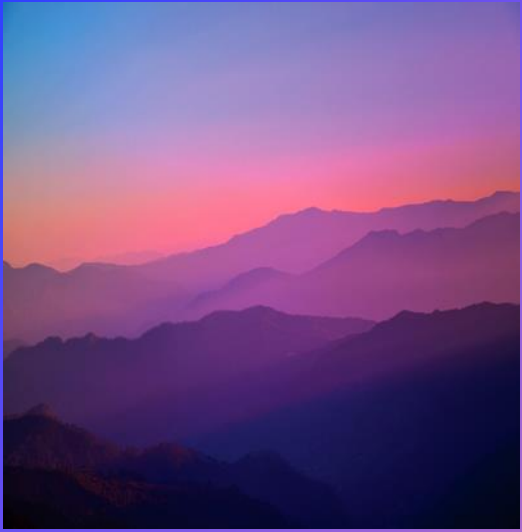
Example of a health literacy tool on resilience developed during the COVID-19 pandemic: BOOK IN SPANISH





Dialogue with the audience

- * Previous Professional Experiences
- * Applications for our professional work



Summary

- Cultural Competemility-Applications in health education, public health, community health
- Health Literacy
 - Equity
 - Diversity
 - Inclusion
 - Social Justice
- Book available upon request

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THANK YOU

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