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Influencing practice through workforce development

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“ I am becoming rather tired of endless advice as to how and why we should make adjustments for patients from ethnic minorities...”

..So writes a GP in response to a series on ethnicity and health in an ‘update’ journal

..She’s not convinced. Are we?

What do we mean?



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- Defining 'cultural competence' for health care practice (many names, many perspectives, one goal?)
 - Practitioner and organisational levels
 - Several useful models: what are the essential components?
 - Shift from knowledge to flexible skills to respond to individuals
 - Arguably, yet to be defined precisely enough for best practice or workforce training



- Claims for value of ‘cultural competence’
- Common recommendation of health care research
- Does culturally informed practice improve health and quality of care?
- Could enthusiasm for cultural competence have unhelpful effects?

Perception

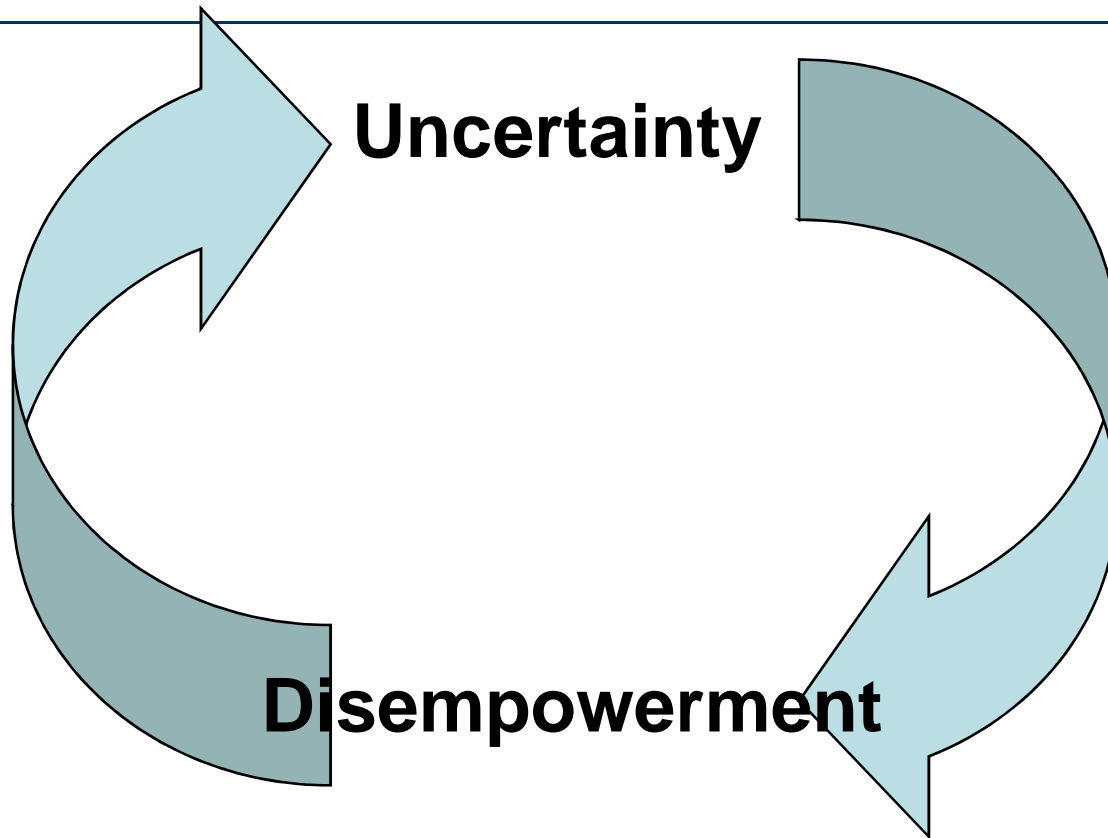
Uncertainty

Response

Disempowered

People of other cultures are different from me	So I need to focus on the differences
If I ask about cultural needs I might offend or appear racist	So I'd better not ask
I'm too 'culturally' ignorant to be appropriate here	So I need more cultural expertise (or rules on what to do)
Everyone else knows what to do	So I'd better keep my uncertainty to myself

Hypothesis: self-perpetuation



Source of care disparity?

" It could be easy to hide behind 'well I don't know and perhaps they need something different and I can't give it "

PLoS Medicine 2007; 4(11):e323

Professional uncertainty and disempowerment responding to ethnic diversity in health care: qualitative study.



- Little routine or robust investigation of whether ‘culturally informed’ training or practice improves health care or outcomes
- Positives – much more effort to introduce culturally informed approaches
- Better appetite those in training, those responsible for training, and at service level
- Following path of communication skills training?



Cultural diversity

- [Introduction](#)
- [Professor Richards' full letter](#)
- [Psychological needs and communication skills](#)
- [Communication skills training](#)
- [Breaking bad news, truth telling, informed consent and clinical trials](#)
- [Cultural diversity](#)**
- [Talking with children](#)

PROCEED: Professionals responding to ethnic diversity and cancer
 Bevan J, Kai J (2005) Language and Communication in Kai J (ed)
 London: Cancer Research UK

Ethnicity and Nursing Practice Basingstoke, Palgrave
 Bradby H (2001)
 Communication, interpretation and translation in Cully I, Dyson S (eds)

PROCEED: Professionals responding to ethnic diversity and cancer
 Kai J (ed)
 London: Cancer Research UK

Working with interpreters and advocates in Kai J (ed)
 Kai J, Beban J, Briddon D (2005)
 Valuing Diversity London, RCGP

Information needs of Asian and white British cancer patients and their families in Leicestershire. A cross sectional survey
 Kumar DM, Symonds RP, Sundar S, Ibrahim K, Savelyich BSP, Miller E (2004)
 British Journal of Cancer 90: 1474-78

The use of denial in ethnically diverse British cancer population: A cross sectional study
 Roy R, Symonds RP, Kumar DM, Ibrahim K, Mitchell A, Fallowfield L (2005)
 British Journal of Cancer 92 (8): 1393-7

Session Overview

Cross Cultural Communication 1>

Session ID 02a_007

Module The Consultation in Context

Curriculum 02a The Consultation in Context

Session Type *Learn and Reflect*

Description This session considers how cultural differences between doctor and patient may create uncertainty that can reduce the effectiveness of the consultation. This can be recognised and overcome to enhance the consultation.

Duration 20 min

Author(s) **Joe Kai** and Jackie Beavan





- But ... failure in outcome research



- Promising but modest
- Interventions to enhance communication
- Benefits of interpreting in encounters and adverse outcomes if you don't
- Potential influence on professionals in training
- Community health worker interventions

Developing the evidence base



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- What training/workforce interventions may be helpful or promising?
- Developing appropriate interventions
- What can we learn from complex intervention development methods in health care?

Challenges of assessing effectiveness



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- Study designs
- Outcome measures
- Workforce empowerment, competence and performance
- Patient related and health outcomes
- Costs
- Organisational impacts

Delivery and implementation



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- Establishing what is feasible and acceptable
- Establishing what methods work in practice

Discussion



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- Large agenda – what are the priorities for research?
- Building the business case to facilitate commissioning
- Does it improve quality of care and lower cost?
- Does it reduce inequality in health and health care?
- Research enabling implementation in the real world