



VSys Voices Presenters



Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”. She served as President of the Association of Leaders in Volunteer Engagement (ALIVE) and is a founder of the National Alliance for Volunteer Engagement. Learn more at danalitwinconsulting.com.

Todd McMullin graduated in non-profit management and has 25 years experience as a technology consultant for community organizations. He is the co-founder of a United Way chapter, a local Volunteer Center, Samaritan Technologies, The Disaster Help Network, The Congress of Volunteer Association Administrators and the Association of Leaders in Volunteer Engagement (ALIVE).





VSys Voices

Cultural Competence: Working Better Together





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Today's Learning Objectives



What and Why of Cultural Competency



Breaking Down Our Own Biases



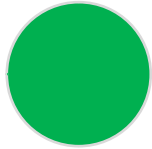
How: Best Practices for Cultural Competency





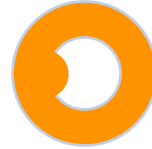
Target Audience for Today's Webinar

SKILL LEVEL



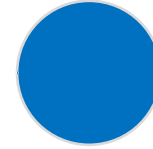
Minimal Knowledge

Looking for some basic information, key principles and “how-to’s” on the subject.



Working Knowledge

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic

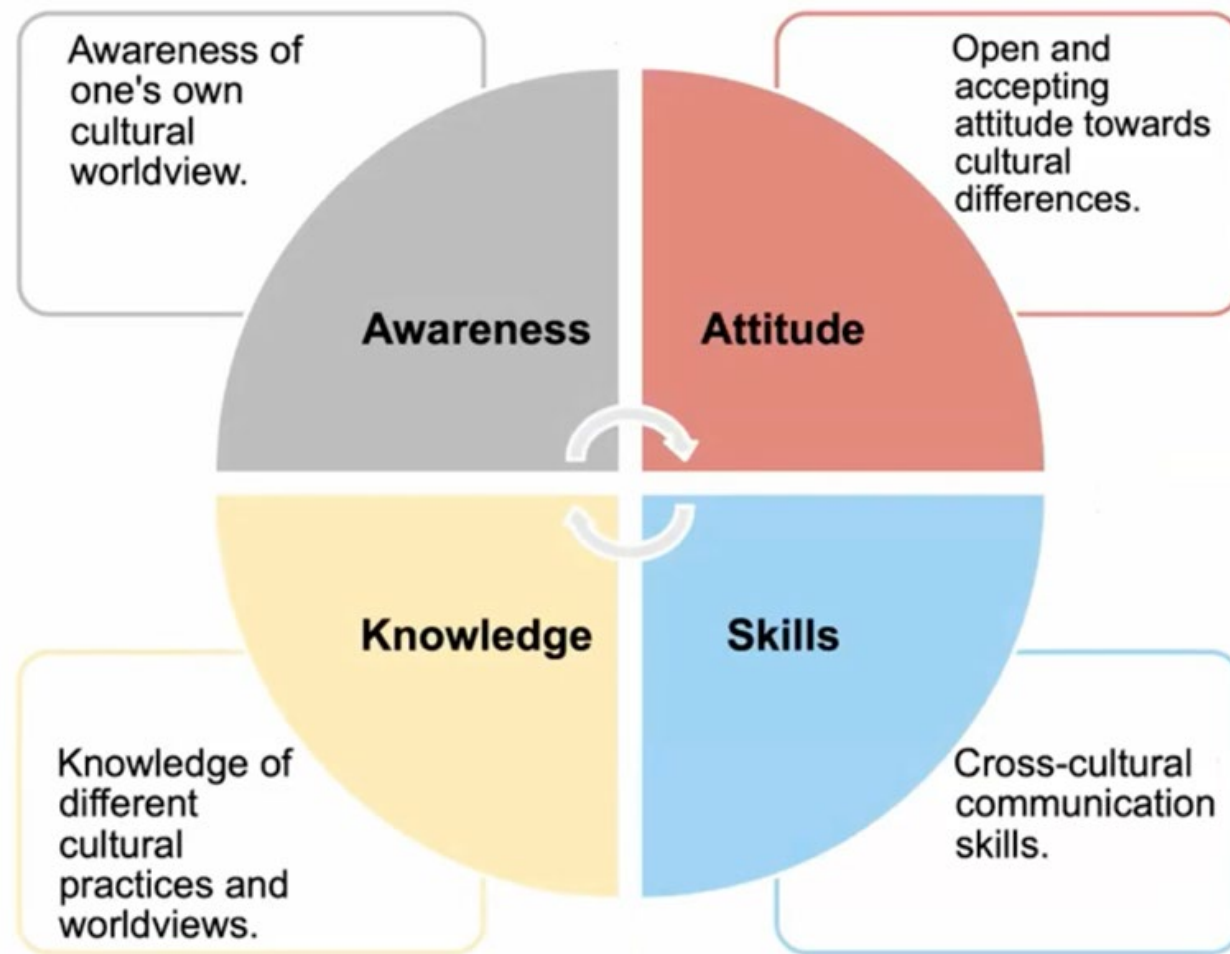


Authoritative Knowledge

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.



What is Cultural Competency?



What is Cultural Awareness?

Cultural awareness leads the individual to an understanding of how their own culture determines feelings, thoughts, and personality.



Why is Cultural Competency Important?



85%

of large global enterprises believe diversity is crucial to fostering **innovation** in the workplace.



79%

of companies believe that diversity initiatives have had a positive effect on **company culture**.



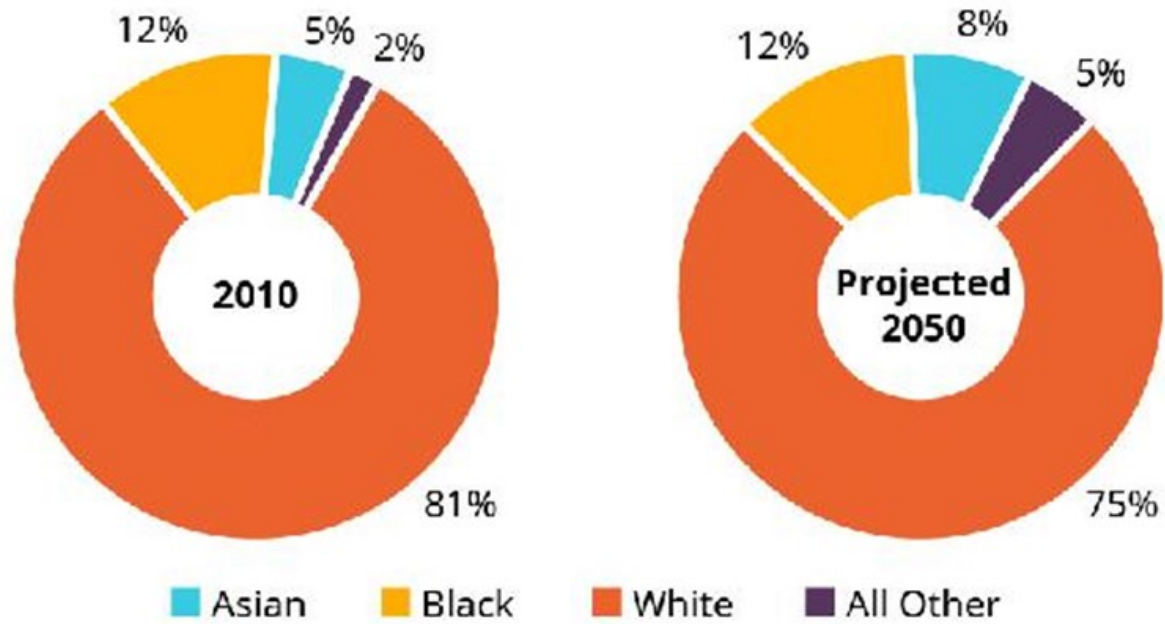
83%

of executives agree that a diverse workforce improves their company's ability to capture and retain a diverse **client base**.

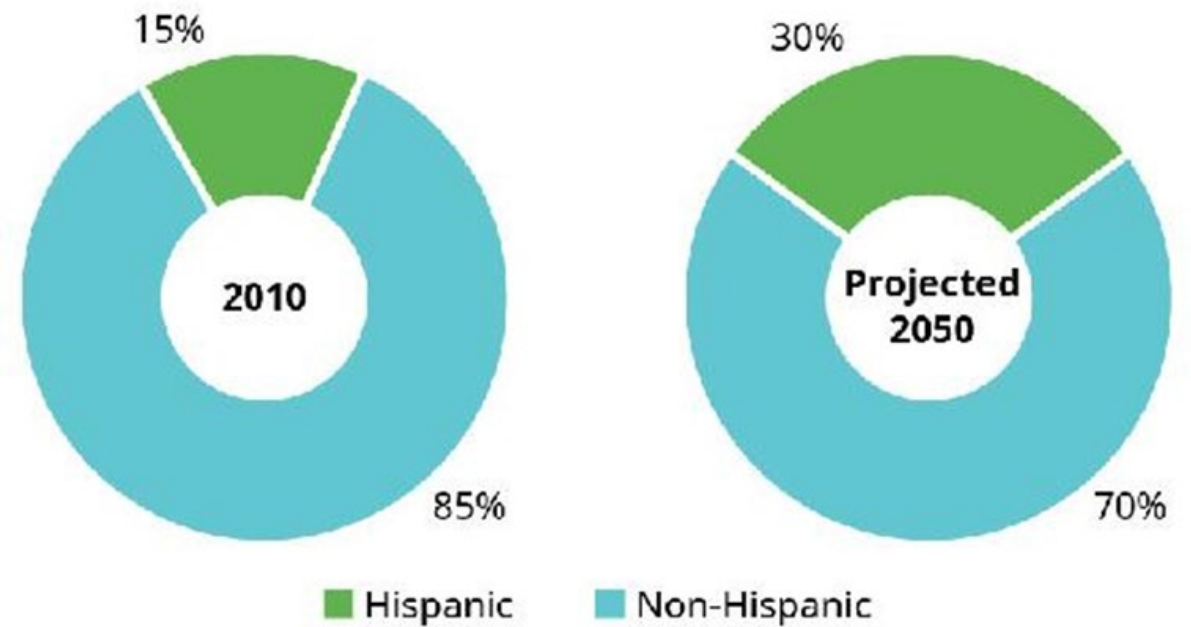


Our Workforce is Diverse

Workforce Makeup by Race, 2010 to 2050



Workforce Makeup by Ethnicity, 2010 to 2050



Characteristics of Culture

- Culture is learned.
- Cultures are logical.
- Culture is the basis for self-identity and community.
- Culture is both visible and invisible
- Culture changes!



Types of Cultural Misunderstandings



- Language Barriers
- Misinterpretations
- Contextual Differences
- Normative Assumptions
- Value Divergence



Examples of Cultural Miscommunications

- Greeting Gestures
- Hand and Body Gestures
- Personal Space Norms
- Eye Contact Differences
- Decision making styles





Examples of Cultural Miscommunications

- Gift Giving Customs
- Dress Code Misinterpretations
- Humor Misunderstandings
- Time Perception
- Work/Life Balance
- Hierarchy and Authority

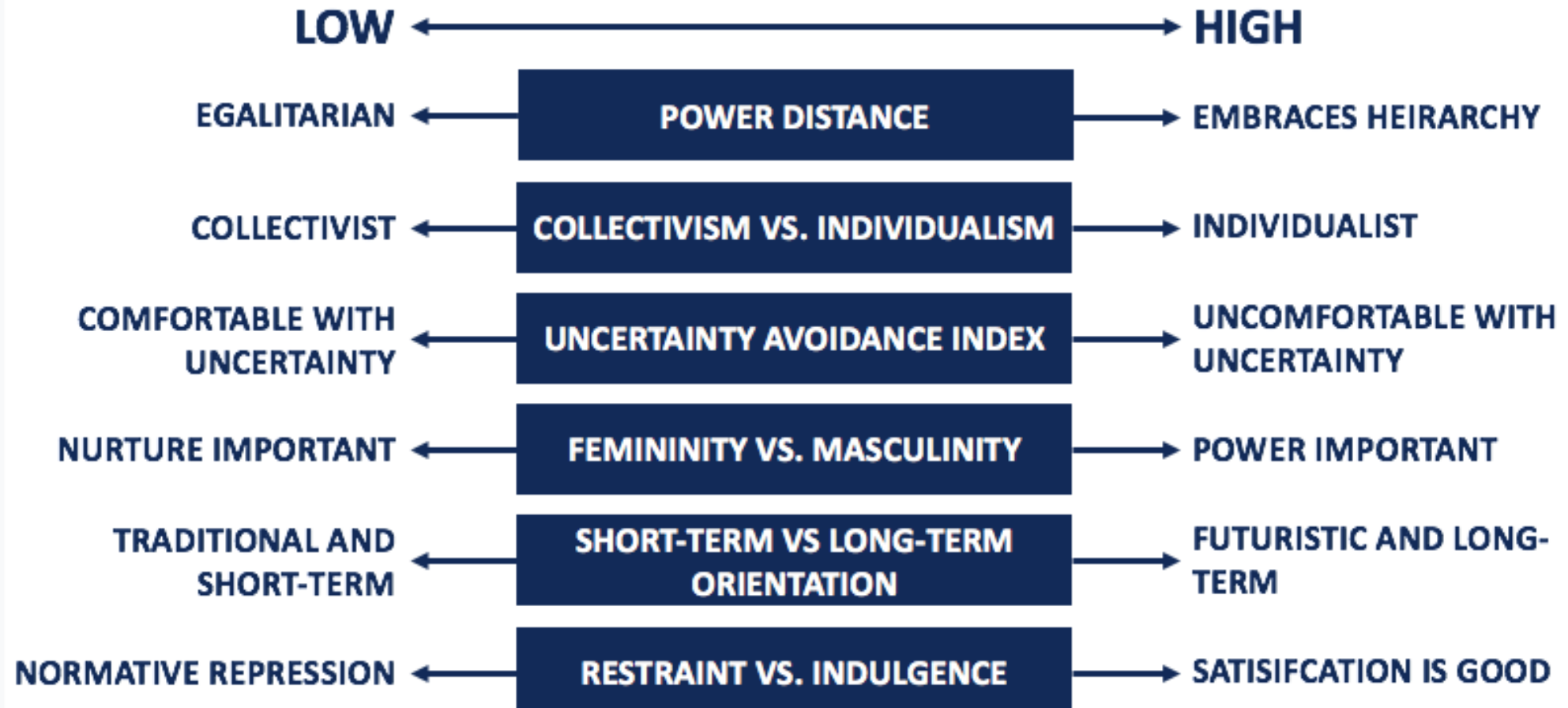
WHAT THE BRITISH SAY	WHAT THE BRITISH MEAN	WHAT THE DUTCH UNDERSTAND
<i>With all due respect ...</i>	<i>I think you are wrong.</i>	<i>He is listening to me.</i>
<i>Perhaps you would think about ... I would suggest ...</i>	<i>This is an order. Do it or be prepared to justify yourself.</i>	<i>Think about this idea and do it if you like.</i>
<i>Oh, by the way ...</i>	<i>The following criticism of the purpose of the discussion is ...</i>	<i>This is not very important.</i>
<i>I was a bit disappointed that ...</i>	<i>I am very upset and angry that ...</i>	<i>It doesn't really matter.</i>



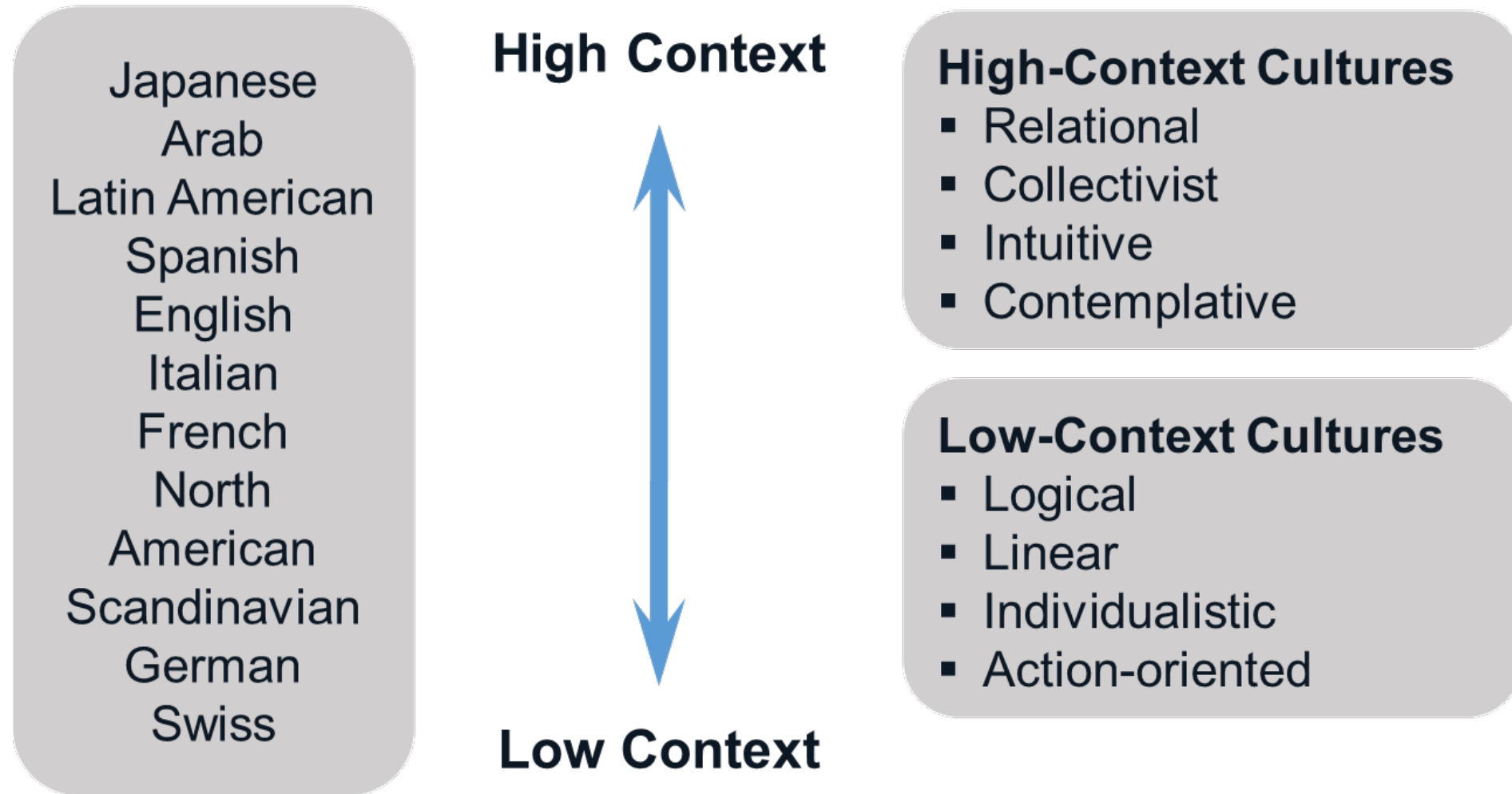
Dimensions of Culture



Low & High Context Cultures



Low & High Context Cultures

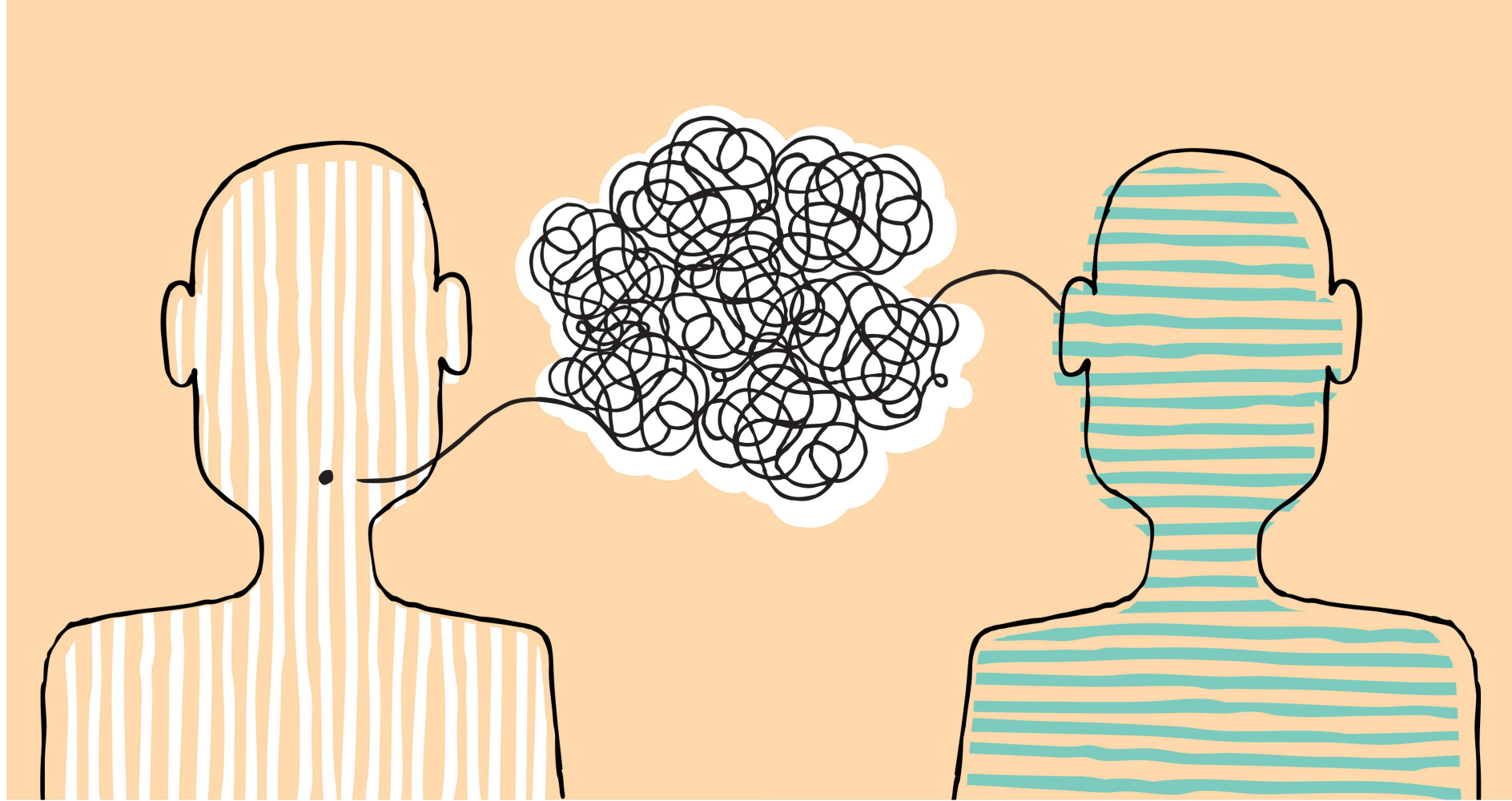




Story Time with Dana: Breaking Down Biases

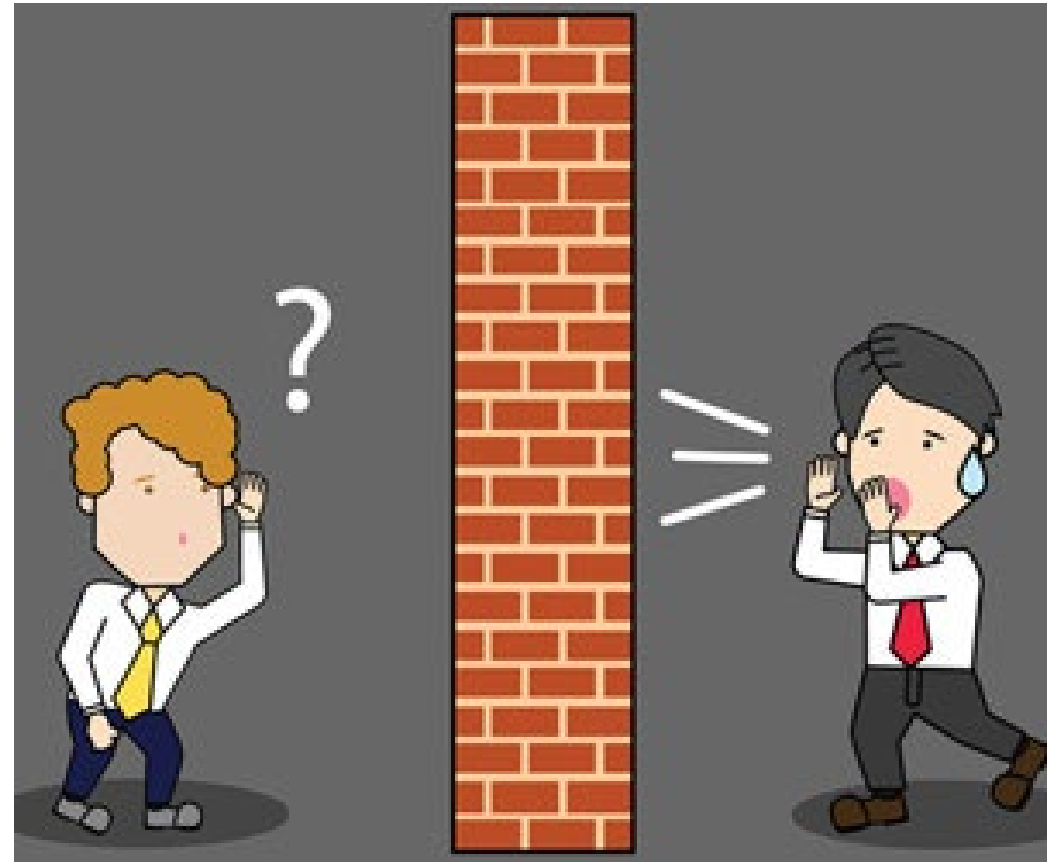


Direct vs Indirect Communication



Barriers to Cultural Competence

- Lack of awareness
- Stereotyping and prejudice
- Resistance to change
- Inadequate training and resources
- Communication barriers
- Socioeconomic and power dynamics





Of Trust, Time and Critiques...

How should you communicate?

- Building trust
- Time management
- Feedback

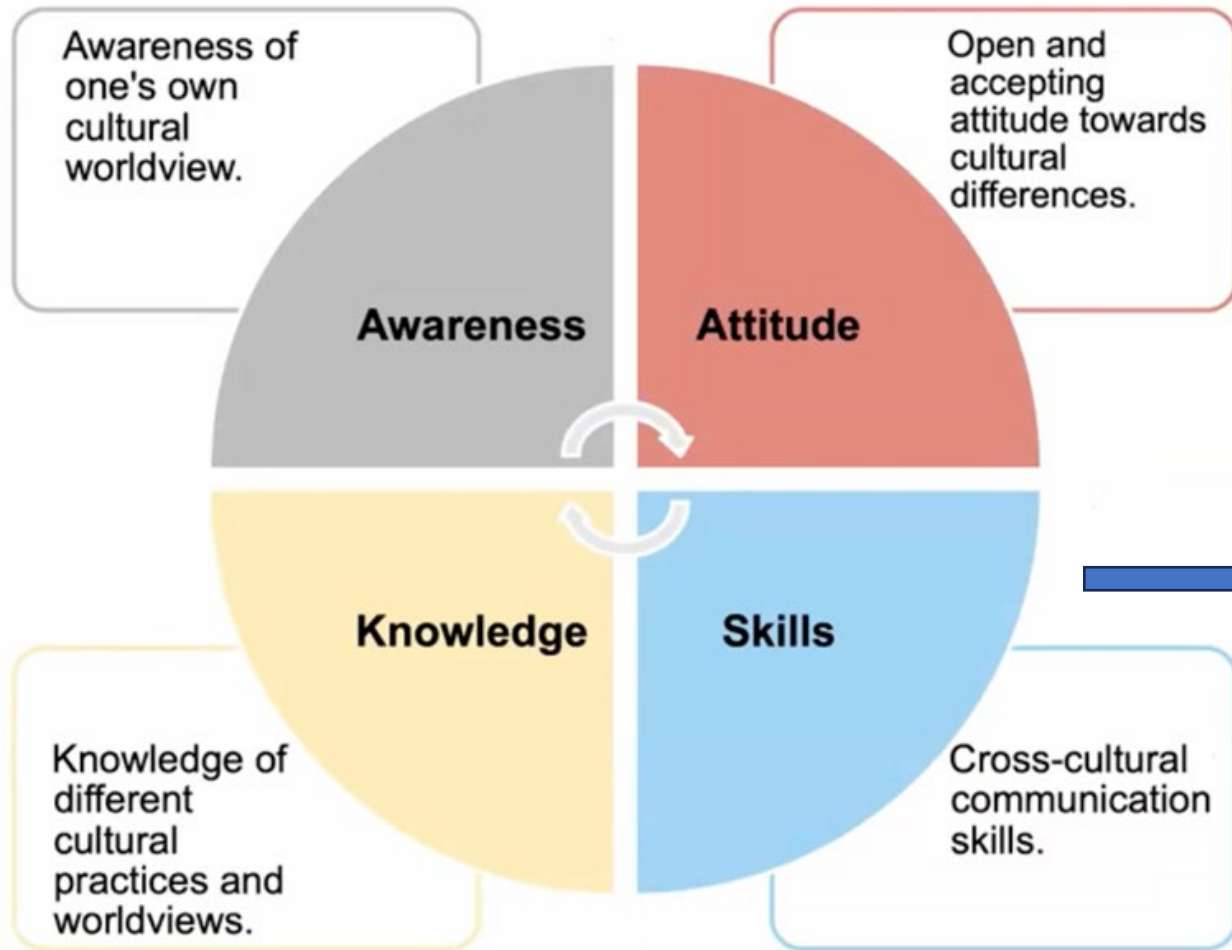


Strategies for Intercultural Effectiveness

- Building cultural self-awareness
- Curbing ethnocentrism
- Understanding generalizations and stereotyping
- Being open-minded
- Realize that we tend to gravitate towards people like us...



Creating (Inter) Cultural Competency



- Mindfulness
- Cognitive flexibility
- Tolerance of ambiguity
- Behavioral flexibility
- Cross-Cultural empathy




Improving Outcomes

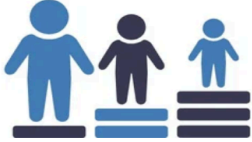
The provision of culturally tailored health care can improve patient outcomes.



Equity in Action Toolkit



Products ▾ Solutions ▾ Initiatives ▾ Partners ▾ Support ▾ Blog Donate



EQUITY IN ACTION
TOOLKIT

Equity in Action Toolkit

Welcome to the Equity in Action Toolkit. This resource aims to support leaders of volunteers to be more equitable in their practice so more people feel welcome in the call to volunteer and feel like they belong when they do volunteer.

Planning for Volunteers

Do you want volunteers to feel a sense of belonging within an inclusive and diverse team?

This part of the toolkit helps with the planning and internal work needed to create equitable and inclusive volunteer experiences. It includes tools for strategic planning, documentation, marketing, communication, creating inclusive volunteer position descriptions, and recruitment. Use these tools to enhance some of your current practices or identify where you may have some gaps on your way towards a more inclusive volunteer experience.



Equity Framework Tool



Equity Practice Framework

This chart guides you in assessing your current volunteer engagement practice. This document is two pages long. The first page provides an example of how to use the chart. A blank template is provided on the second page.

Current Practice refers to what your organization is currently doing. Use this space to list any areas of concern.

Desired Practice(s) are steps your organization can take to be more equitable and inclusive.

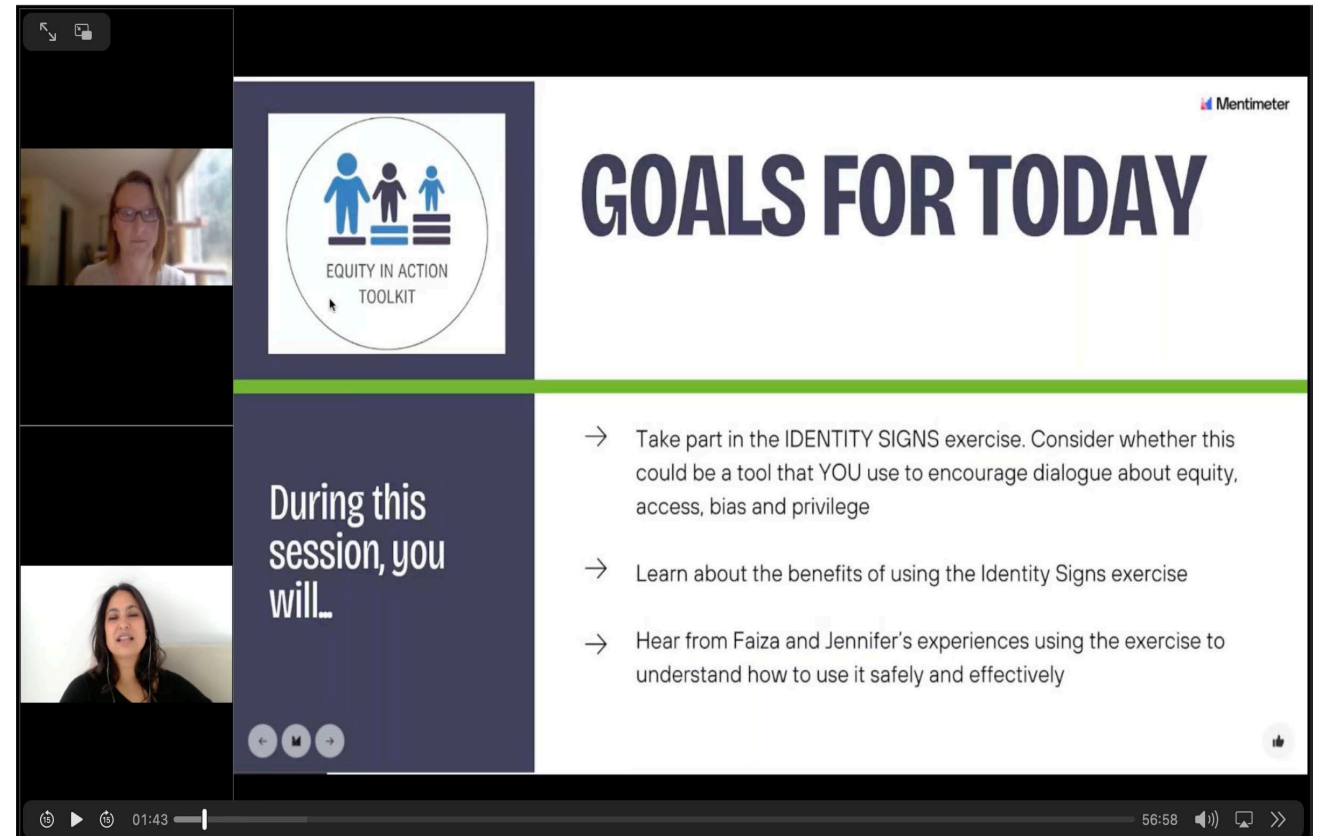
Sustainable Practice(s) are steps your organization can take toward ongoing commitment to maintaining equitable practices.

Current Practice	Desired Practice(s)	Sustainable Practice(s)
<p>Example: Our policy states that all volunteers must complete a background check.</p> <p>This limits who can apply for volunteer roles. It may give the impression to prospective volunteers that we judge them for having a positive background check.</p> <p>Youth may not be able to apply to roles because they are too young to get a background check.</p>	<p>Volunteer roles are assessed for risk and proximity to vulnerable populations. This is done with community input.</p> <p>Background checks are required only where necessary with respect to the nature of the volunteer role.</p> <p>We are clear in our recruitment about why we require background checks so applicants understand the risks and requirements associated with the roles they want to apply to.</p>	<p>We engage the community we serve in reviewing our volunteer engagement practices.</p> <p>We have an individual responsible for regularly reviewing volunteer roles for risk and proximity to vulnerable populations. The reviewer is empowered to bring concerns and recommendations to a designated leader.</p>



Understanding Volunteers' Personal Values & Identity

I approach differences
with curiosity, empathy,
and respect



The screenshot shows a Zoom meeting interface. On the left, there are two video thumbnails: the top one shows a woman with glasses, and the bottom one shows a woman with dark hair. The main content area is a presentation slide from Mentimeter. The slide has a dark blue header with the text "GOALS FOR TODAY" in white. Below the header is a circular logo with three stylized human figures of different heights on a set of steps, with the text "EQUITY IN ACTION TOOLKIT" below it. The slide content is divided into two sections. The left section has a dark blue background with the text "During this session, you will..." in white. The right section has a white background with three bullet points, each preceded by a right-pointing arrow. The video player interface at the bottom shows a play button, a progress bar at 01:43, and a volume icon. The Mentimeter logo is in the top right corner of the slide.

GOALS FOR TODAY

EQUITY IN ACTION TOOLKIT

During this session, you will...

- Take part in the IDENTITY SIGNS exercise. Consider whether this could be a tool that YOU use to encourage dialogue about equity, access, bias and privilege
- Learn about the benefits of using the Identity Signs exercise
- Hear from Faiza and Jennifer's experiences using the exercise to understand how to use it safely and effectively





Ideas to Action





Cultural Training

- <https://thinkculturalhealth.hhs.gov/education/behavioral-health>





In Summary

- Key is to recognize that every individual is the sum of their past experiences and culture. We can't assume everyone thinks like us!
- Diversity makes us stronger.
- Be open!





Resources

- [The Equity in Action Toolkit](#)
- SAMHSA: [Tips on Cultural Competence](#)
- [35+ Examples of Cultural Competency](#)
- [State-by-State Tracker of Cultural Competency Initiatives](#)
- [Improving Cultural Competencies in Behavioral Health](#)





Open Discussion Q&A





Thank You For Joining Us

