

Facilitating Communication about COVID-19 with Patients and Communities of Diverse Backgrounds

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Disclosures

- Current Funding
 - National Heart, Lung and Blood Institute (NHLBI), K01HL150247
 - American Psychological Foundation
 - UTHSCSA Seed Grant Program
- Editorial Boards
 - Cultural Diversity and Ethnic Minority Psychology
- Other Board Membership
 - American Psychological Association (Division 38)
 - National Latinx Psychological Association

Learning Objectives



Objective 1

Develop practical skills for communicating about health information with patients of diverse backgrounds, including combating misinformation

Objective 2

Increase awareness of effective communication strategies for presentations to community audiences.

Background & Significance



What is Happening? Current Context

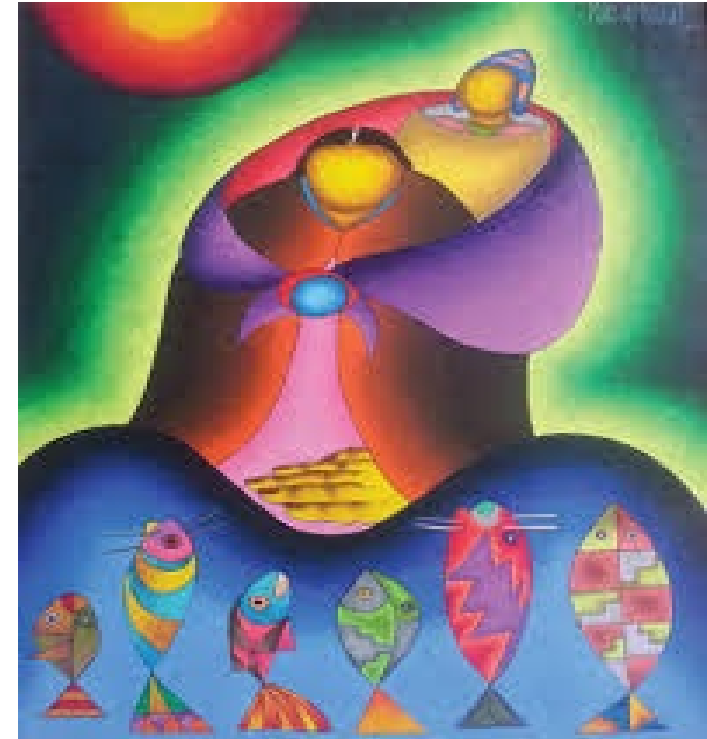
- Prevalent miscommunication and myths
- Compounding barriers to access
 - Mistrust
 - Difficulties with technology
- Complexity of population
- Personal needs of and demands on CHW



Why Care?

A Call to Action

- High cost if delayed or no action is taken
- Moral issue pertaining to human rights and social justice
- Timely



*"The future depends on what you do today."
Mahatma Gandhi*



Ethical Considerations: Competence

- Knowledge base about target population may differ
 - Variations in culture
 - Variations in context
- Consult and collaborate
- Develop self-awareness
- Review chart/history



Ethical Considerations: Having a Clear Goal

Empowering
vs
Imposing

Needs from the Field: Facilitating Communication



A Person-Centered Approach to Facilitating Communication

- Genuineness or authenticity
- Unconditional positive regard
- Empathy
- Being fully present verbally and non-verbally
- Add on: **Humility**



“The more I can keep a relationship free of judgment and evaluation, the more this will permit the other person to reach the point where he/she recognizes that the locus of evaluation, the center of responsibility, lies within him/herself.” Carl R. Rogers

Creating Safe Environments to Facilitate Communication: Non-Verbal Considerations



Use of body language

- Listen
- Smile even if clients can't see it
- Convey attention with eye contact, but be gentle and aware
- Convey empathy and understanding through gestures and voice tone
- Exude confidence with humility

Creating Safe Environments to Facilitate Communication: Non-Verbal Considerations

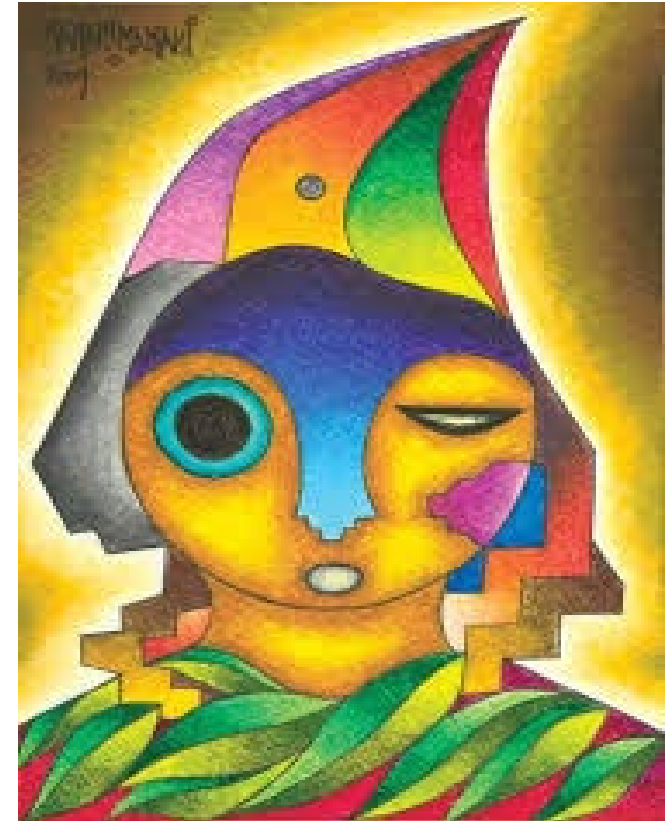
Environmental Recommendations

- Be aware of dynamics, cultural norms and values
- Minimize distraction and interruptions
- Maximize privacy
- Listen; provide space and silence as needed
- Door knob moments; do not rush
- Consider touch as needed



Creating Safe Environments to Facilitate Communication: Verbal Considerations

- Convey interest
- Even if not fluent, incorporate brief phrases that are familiar (*dichos*)
- Speak slowly, clearly, and use simple language
- Use reflection statements and paraphrase for clarification
- Validate using affirmation statements
- Admit when you don't know something
- Ask for permission to share, warn about discussion of topic
- Get client's feedback about their comfort level throughout discussion



Creating Safe Environments to Facilitate Communication: Assessment Considerations



- Clarify or explain the purpose of assessment
- Patient's goals and expectations
- Barriers
 - Knowledge base; gaps in information
 - Beliefs, myths, concerns, or fears and their etiology
 - Past experiences, triggers
 - Contextual barriers
 - Patient navigation skills
- Facilitators
 - Values
 - Access to services, resources
 - Support system, trusted networks

Creating Safe Environments to Facilitate Communication: Intervention Considerations

- Motivate a collaborative discussion
- Counter misinformation
- Explore pros and cons
- Invite patients to ask questions
- Provide culturally sensitive materials
- Summarize information
- Use of the mirroring technique
- Keep an open door policy, but do not overpromise



Needs from the Field: Facilitating Communication with Communities



Overall Considerations

- If possible, co-present with community leader
- Acknowledge background and history
 - *Reparation approach*
- Acknowledge essential contribution of population
 - *Instrumentation approach*
- Appeal to audience's cultural values
- If possible, make talk interactive
- Use visuals that are culturally appealing
- Provide various appropriate resources
- Invite and answer questions
- Allow extra-time afterwards for informal discussion



Takeaways

- Communication extends beyond language
- Look *inside* the box, but think *outside* of it
- Our patients and communities need YOU





Questions

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