



Improving scientific communication using cultural competence

Lessons from the TED stage

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About Me



Science gyal



TEDx Organizer



3 guiding principles



Workshop Objectives

01

Discuss information
vs. communication

03

Discuss cultural
competence & TED
principles

Engage

02

Practice & integrate

04

We often use
“information” and
“communication”
interchangeably,
but they differ.



Information is
giving out.
Communication is
getting through.

Group Discussion

What qualities do you consider in someone who's an effective communicator?



September Research Professionals Network Wordle - Cultural Competence

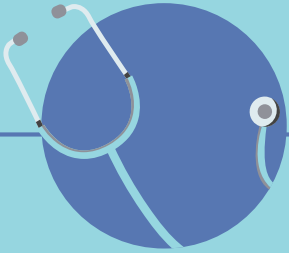


Effective Communicator



Communication Goals

Deliver



Dynamically
deliver your
message

Ensure



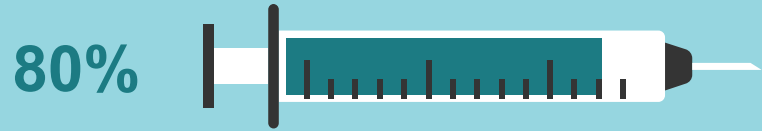
Ensure your
audience
understands

Encourage



Encourage
action

The 80-20 Rule



Effective communication is 20%
what you know and 80% how you
feel about what you know.

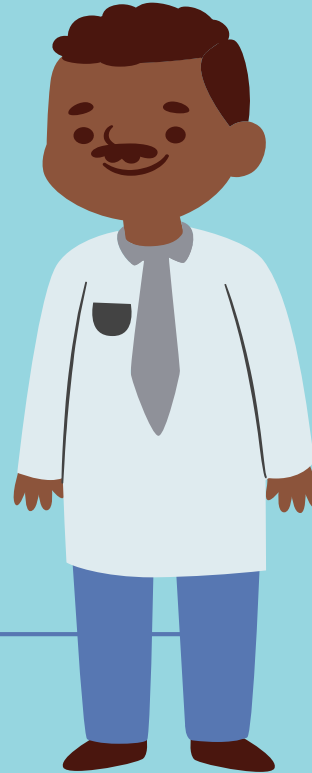


Communicating our research

Scientific communication encourages researchers to find simple, more succinct ways to get the essentials of their message across.

What do you have to share?

Why should your audience care?



Communicating our research

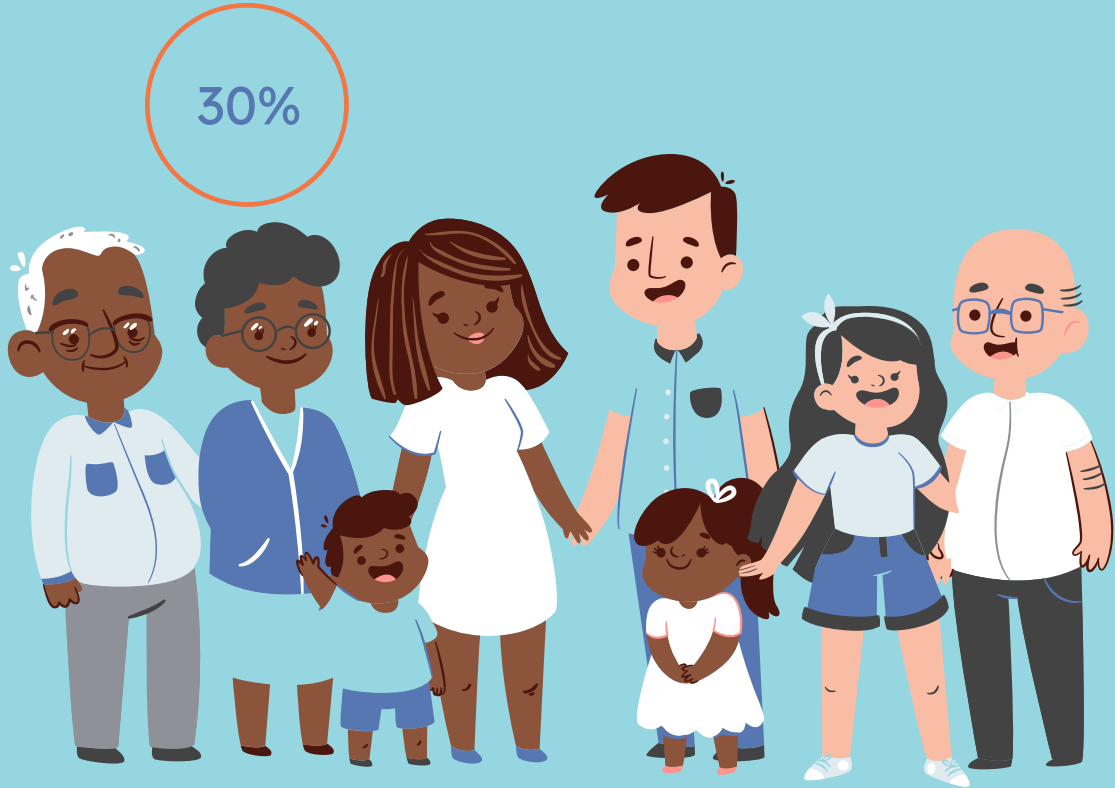
Is there a way to make it
simpler?

How can you make it
accessible to your audience?



Research Diversity in Healthcare

A 2011 report indicates that minorities represent almost 30% of those enrolled in clinical trials sponsored by the National Institutes of Health (NIH).



Clinical Trials

Blacks/African Americans

US Population
(Source: US Census)

13.4%

5%

Blacks/African Americans

Clinical Trial participants
(Source: FDA)

Hispanic or Latino

US Population
(Source: US Census)

18.4%

1%

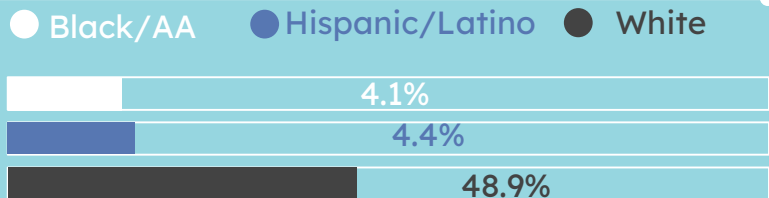
Hispanic or Latino

Clinical Trial participants
(Source: FDA)



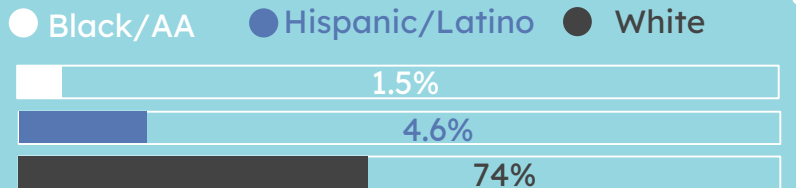
Physicians & Researchers

Physicians

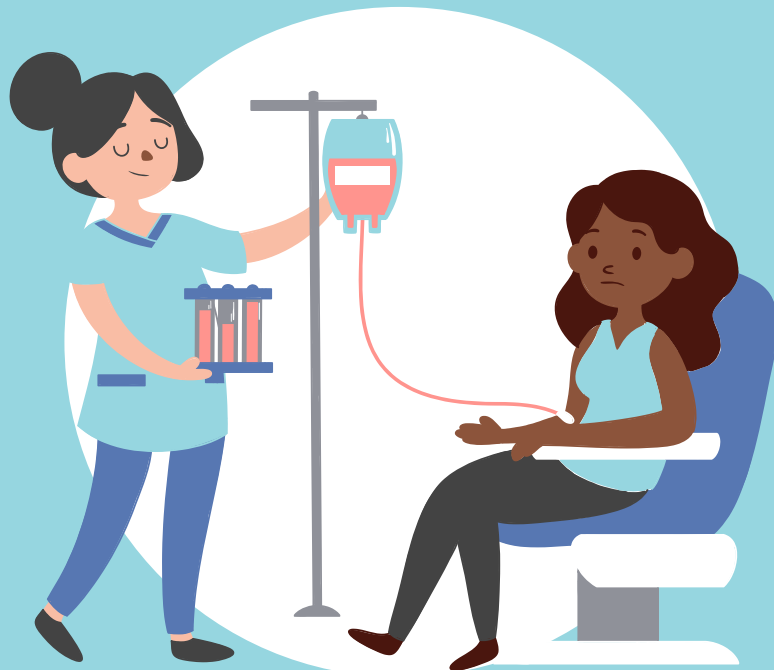


(Source: Association of American Medical Colleges;
race not reported by 42.6%)

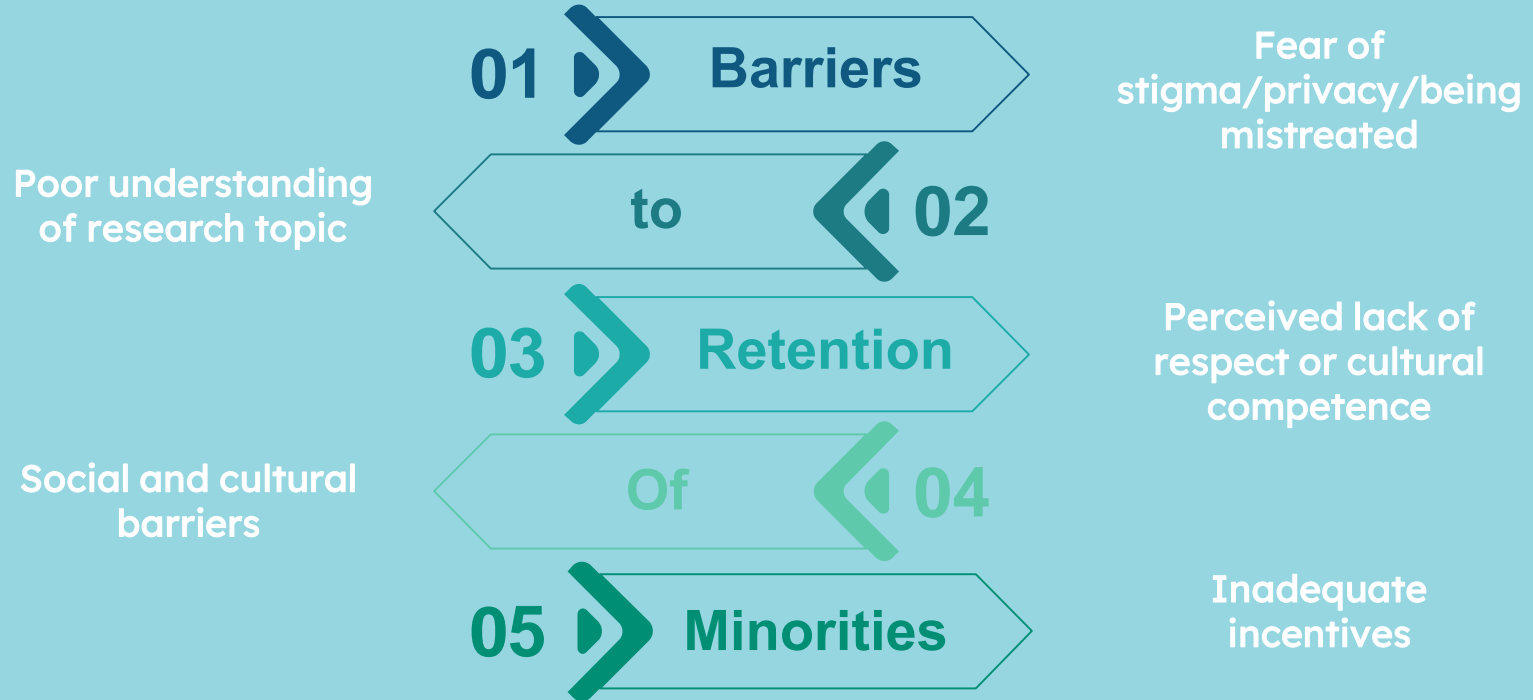
Researchers



(Source: NIH; race not reported by 19.9%)



Participation in Clinical Studies



Researcher Attributes & Behaviors

Race,
age,
gender



Cultural
competence
& humility

Assisted by diverse
staff & community
members



Experience
with diverse
populations

Attitude &
perceptions of
researcher



Spirit of openness,
equity &
collaboration

Case Study



Who gets studied and
who's doing the studying?



Case Study



15 min group discussion:

- Before you dive in, what are 3 principles that you standby and incorporate in your research work ethic?
- After reading this case what barriers to research can you identify here?
- Discuss general barriers you face in increasing diversity in research.
- Should research institutions consider enrollment by race mandatory?



Cultural Competence

Cultural competence is the ability to understand, communicate with and effectively interact with people across cultures. Cultural competence encompasses, being aware of one's own world view, developing positive attitudes towards cultural differences, gaining knowledge of different cultural practices and world views.

What does it mean to be culturally competent?

Awareness

being aware of one's own world view

Skills

developing skills for communication and interaction across cultures.



Attitude

developing positive attitudes towards cultural differences

Knowledge

gaining knowledge of different cultural practices and world views

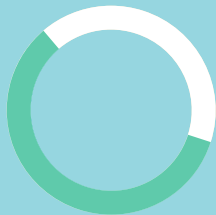
Cultural Competence & Impact Level



Individual



The knowledge, skills, values, attitudes and behaviors of individuals



Community



Management and operational frameworks and practices, expectations, including policies and procedures



System



How services relate to and respect the rest of the community, agencies, and local community guidelines/ laws.

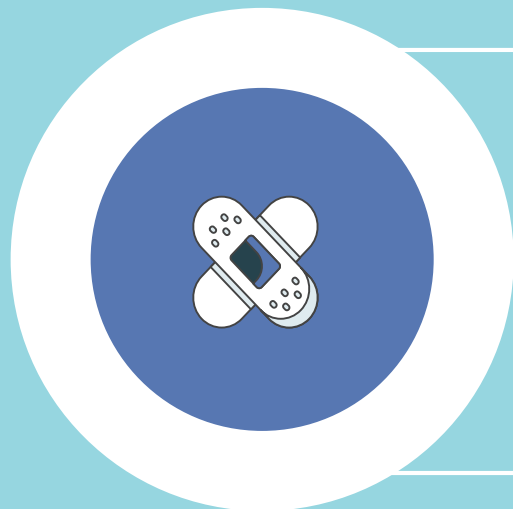
Group Discussion

What's been a common barrier to research participation for you and your team?

What are examples of cultural competence at your institution?



The TED approach to cultural competence & audience curation

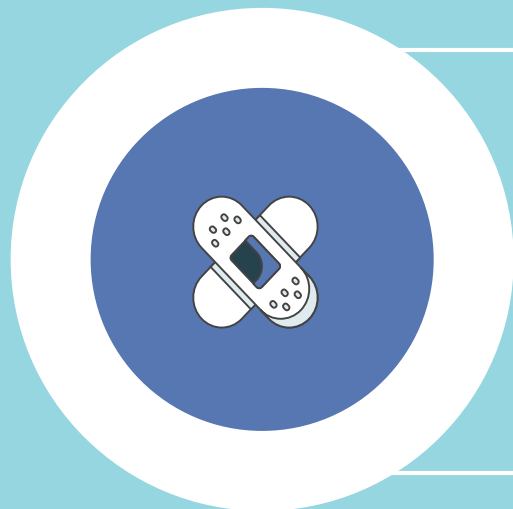


- We make diversity part of our rules of engagement

- We understand we won't always get it right

- Spend time with the community

The TED approach to cultural competence & **community engagement**

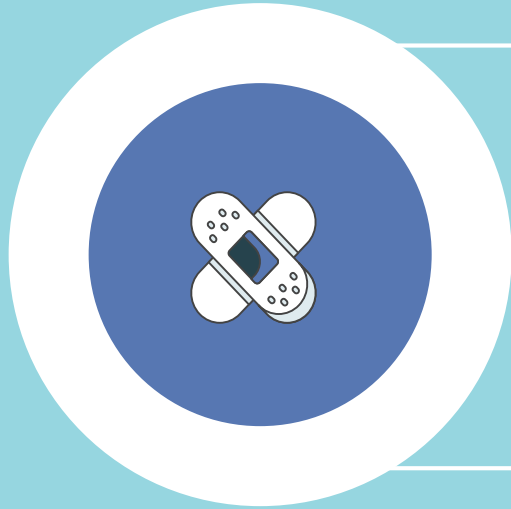


- We don't take our titles so seriously

- QA on what the recent science says

- We host monthly, quarterly, and yearly trainings to improve how we can better engage & diversify

The TED approach to cultural competence & **community engagement**



• We practice, practice, practice

• We read the temperature of the room

• We believe in the cause

Group Discussion

How have you incorporated any of these practices to improve research outcomes or research communication?





How are we tackling cultural competence?

- CTSI Research Diversity Council
- IRB Community Advisement Board
- Post-study survey
- Citizen Science Program

At an Individual Level

4th



10K



Childhood onset lupus (cSLE) reports a higher incidence in people of color (Asians, African American, Hispanics and native Americans).

Approximately 80% of patients with cSLE are female.

Group Activity



Who's your audience?



So what action will
you take?



THANKS

Any
Questions?



Let's stay
in touch!



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