A JOURNEY FROM CULTURAL DIVERSITY TO CULTURAL UNITY

MOLLY MATHEW BSN, RNC-MNN
BRENDA KELLY BSN, RNC-MNN
Objectives

- Describe awareness about cultural diversity and cultural sensitivity within the workplace.
- Discuss evidence-based research related to cultural diversity.
- Demonstrate positive feedback in cultural diversity fostering positive communication, teamwork and collegiality.
CULTURAL DIVERSITY

- Cultural Diversity is a group of diverse individuals from different cultures with a variety of backgrounds and viewpoints.
- Cultural Diversity' means a range of different societies or people of different origins, religions and traditions all living and interacting together. (Unity in the community).
Why?

- Demographic profiles illustrate that large urban hospitals attract patients worldwide seeking care from multi-specialty hospitals.
- Without appropriate diversity awareness, background knowledge, individual appraisal, and sensitivity, nurses' interactions with co-workers may adversely impact the workplace environment, collaboration, and patient outcomes (Jeffreys, 2008).
- Transcultural nursing is becoming more and more challenging.
Case Scenario

The chart illustrates the total number of deliveries at TCH-PFW from 2012 to 2015:

- **2012**: 3,989 deliveries
- **2013**: 5,031 deliveries
- **2014**: 5,478 deliveries
- **2015**: 6,046 deliveries

The data shows an increase in deliveries over the years.
BENEFITS

- Increased adaptability
  - Employees from diverse backgrounds bring individual talents and experiences in suggesting ideas that are flexible in adapting to the needs of the workplace or the unit.

- Broader service range
  - A diverse collection of skills and experiences. e.g., language, cultural understanding (Greenberg, 2009).

- Variety of viewpoints
  - Diversity enhances creativity. It encourages the search for novel information and perspectives, leading to better decision making and problem solving. (Phillips, 2014).
CHALLENGES

- **Communication**
  - Ineffective communication at workplace results in confusion, lack of teamwork, and low morale (Greenberg, 2009).

- **Resistance to change**
  - There are always employees who are reluctant to accept the fact that the social and cultural makeup of their workplace is changing.
Case Scenario

CULTURAL TREE
MBU Team 2015

Total Members: 128
Total Countries: 20
Case Scenario

- This illustrates a highly mobile and constantly changing CULTURAL environment, working with multicultural nursing personnel requiring the need for new levels of cultural awareness and sensitivity.
- It is vital to facilitate multicultural workplace harmony, team work, job satisfaction and safe patient care.
Method

- In 2015 a case study was conducted among 128 working personnel in MBU
  - Sample population including the leadership team, registered nurses, patient care assistants and unit secretaries.
  - The team consists of people from 20 countries.
Cultural Unity
Cultural Tree 2016

USA-76
Philippines-18
Mexico-10
India -8
Ghana-2
Canada-2
Vietnam-2
Pakistan-2
Puertorica-2
St.Kitts-1
China-1
Iran-1
El Salvador-1
Bosnia-1
Indonesia-1
Columbia-1
Dominica-1
Trinidad&Tobago-1
Honduras-1
Ireland-1
Nigeria-1
Liberia-1

TOTAL: 135 from 22 countries
UNITED WE STAND
Nursing Implications

- To create awareness about cultural diversity and cultural sensitivity at the workplace thus promoting team spirit, job satisfaction and staff retention.
- Provide positive outcomes for the provision of safe patient care.
Cultural Diversity → Unity

C - Communication/cooperation
U - Universal
L - Learning
T - Trust/Teamwork
U - Unity
R - Region/race/religion
A - Adaptation
L - Long term/long lasting
Diversity

- D - Different
- I - Individuals
- V - Viewing
- E - Each other
- R - Regardless
- S - Skin
- I - Intellect
- T - Talents
- Y - Years-age
CULTURAL DIVERSITY TO UNITY

COMMUNICATION

CULTURAL

UNITY

INCREASE
PRODUCTIVITY

JOB SATISFACTION

TEAMWORK
Implementation

- Discussed the importance of cultural awareness during staff meetings and later staff were in-serviced with PowerPoint presentation on cultural diversity

- Celebrated important events about different countries and cultures

- Celebration and recognition of holidays
DATA: Qualitative Outcomes

- Staff expressed understanding about the importance of cultural diversity and cultural sensitivity in nursing.
- Beneficial to the unit by creating increased opportunities for better interpersonal relationship and communication thus fostering team spirit, job satisfaction and safe patient care.
- Positive feedback secondary to celebration and recognition of holidays
  - Thanksgiving, Martin Luther King Day, Ramadan, Cinco de Mayo, Chinese New Year etc.
CULTURAL UNITY
Diversity to Unity

color/shape/taste-nutrients, vitamins, promote health
Diversity to Unity
Tablets, Injections, IV Fluids—solid/liquid—Medications to promote health, comfort
Diversity to Unity
color, shape, smell- happy, beautify nature, decorate
10 Tips To Enhance Cultural Unity at Workplace
1. RESPECT EVERYONE

- Treat everyone with respect regardless of their age, race, culture, physical ability, appearance, education or religious background.
- Shake hands. Stand up if you are sitting.
2. POSITIVE ATTITUDE

- Smile
- Patience
- Help - extra mile with technology
- Time - meetings, report
- Ask politely
- Apologize
- Flexible with duty
Positive Attitude: SMILE!
3. POLICY AND AWARENESS TRAINING

- Establish an ongoing, open and respectful dialogue on diversity. Provide ongoing training opportunities focusing on diversity and inclusion from the top down, everyone required to attend.
4. FIRST IMPRESSION

- **SMILE**
  - Offer a friendly greeting, and hold doors for others.

- **GESTURE**
  - Actions speak louder than words.

- **EYE CONTACT**
  - USA/Western countries, Asian countries
5. BE A GOOD TEAM PLAYER

- Involve all in unit activities
  - Nurses week/PCA fair
- Cultural food festivities
- Encourage ENTHUSIASM
  - “It is like baking powder, with it rise, without flat”
  - Enthusiasm inspires others, relationship boosts productivity, improves patient care
- Discourage GOSSIPING.
  - “A Poison, like Hypertension, a silent killer, causes harm to the donor and to the recipient”
Team Work: Cultural Unity
6. BE A GOOD LISTENER

- Listen to what the other person has to say
- Be where you physically are at the moment and give those around you your full attention
- “Two ears and one mouth”
7. AVOID WHISPERING

- Relentless workplace whispering is a form of mental bullying (Finn, 2016).
- Discern the Whisper…
- Seek privacy if needed
8. DINING Etiquette

- Diverse people with different food habits, different odors, and foods.
- Practice Table manners
- Microwave Etiquette
9. BEREAVEMENT Etiquette

- Respect their privacy, you may want to express sorrow and provide support.
- Send flowers
- Attending local service
- Write a note or sympathy card, etc.
- A LANGUAGE OF LOVE
10. PERSONAL SPACE

- The distance varies from one person to another, depending on a variety of factors, including how well you know the person, your relationship to that person, and how much you trust him or her (About, 2016).
10. PERSONAL SPACE

- Average comfort levels of personal space distance in the U.S. (About, 2016).
- Approximately 0 to 20 inches for intimate couples
- Approximately 1-1/2 feet to 3 feet for good friends and family members
- Approximately 3 feet to 10 feet for casual acquaintances and coworkers
- More than 4 feet for strangers
- More than 12 feet for speaking to a large group.
EXAMPLE

“EXPERIENCES ARE THE BEST TEACHERS” THEY WILL TEACH YOU, THEY WILL STRENGTHEN YOU AND THEY WILL EMPOWER TO MOVE FORWARD’.
UNITY-SONG

- ROW, ROW, ROW YOUR BOAT
- GENTLY DOWN THE STREAM
- FRIENDLY,FRIENDLY,FRIENDLY,FRIENDLY
- WORK IS LIKE A TEAM!
Cultural Diversity Poster

Mother Baby Unit: A Journey from Cultural Diversity to Cultural Unity
Brenda Kelly BSN RNCC, Girija Babu BSN RN, Jelina Geronca MSN RN, Molly Mathew BSN RN

Background
- The Texas Children’s Pavilion for Women has experienced unprecedented growth since its opening in 2012. The organization has actively recruited staff to accommodate the 3,849 births in 2012 leading to the 5,046 births in the year 2015.
- The Mother Baby Unit (MBU) has more than 100 employees from 20 countries and growing. The diversity in the workforce illustrates a highly mobile and constantly changing culture environment which necessitates a greater awareness of one’s differences.
- Health People 2020 defines diversity as race-ethnicity, gender, socioeconomic status, disability status, marital, gay, bisexual, and transgender status, and geography. (U.S. Department of Health and Human Services, 2020) MBU will focus on the cultural and racial uniqueness of its staff to promote understanding, communication, and joy in the workplace.

Objectives
- Develop a sense of cultural diversity and sensitivity within the workplace.
- Develop Evidence-Based Research related to cultural diversity.
- Demonstrate positive feedback of cultural awareness during staff meetings.
- Propose education to current employees as well as new hires.
- Celebrate and recognize important events on a staff member’s life, country, and culture.

Methods
- In 2015, a survey was conducted among 134 working personnel in MBU which includes nurses, patient-care assistants, and unit clerks.
- The team consists of members from 20 countries.

Results
- Diversity awareness was included as part of the agenda during staff meetings for 2015.
- Diversity education was presented during Nursing and Career Fair in 2015.
- Celebration and recognition of holidays such as Thanksgiving, Martin Luther King Day, Ramadan, Cinco de Mayo, Chinese New Year, and many others.
- Decreased employee turnover rate.
- Increase in Patient Satisfaction.

MBU RN Turnover Rate:
- April to May 2015: 0.78%
- May to June 2016: 2.38%

Patient Satisfaction Score:
- May 2016: MBU 93.6%, Goal 91.1%

Discussion
- Diversity in the workplace is complex and challenging. Without appropriate diversity awareness, background knowledge, individual appraisal, and sensitivity, nurses’ interactions with co-workers may adversely impact the workplace environment, collaboration, and patient outcomes (Jefferys, 2008).
- Diversity enhances creativity as when people are brought together to solve problems in groups, they bring different information, opinions, and perspectives. (Phillips, 2014)
- Identifying barriers to positive working relationships and retention of nurses/staff is equally important, and must be addressed to have a cohesive and unified team.
- Promoting diversity in nursing will also reduce health disparity and improve access to health care, and maintaining balance in the delivery of care. Diversity in the workplace must be nurtured through continuous education and training, including promotion of the right environment for all to sustain.

References
References

THANK YOU!