



Creating and Maintaining Healthy People of Color Communities

THE POWER OF DIVERSITY & INCLUSION

Building a high performance multicultural workforce
& culturally responsive system of care

WHO WE ARE

People of Color Network (PCN) is a non-profit 501(C)(3) Adult and Children Provider Network Organization contracted with the Maricopa Regional Behavioral Health Authority.

Now part of a Growing Healthcare Ecosystem, PCN is endeavoring to evolve into a Accountable Care Organization model including medical and specialty providers to deliver integrated community healthcare.



OUR HISTORY

- The Network was established in 2000 by a group of nonprofit agencies and leaders who believed that there was a need for a community-based network that would address the health disparities and challenges of diverse communities in accessing culturally and linguistically responsive behavioral health services.



OUR FOUNDERS

- This creation of PCN was supported by the State and the Regional Behavioral Health Authority.



NATIVE AMERICAN CONNECTIONS

LA FRONTERA
ARIZONA

IMPACT – SUICIDE PREVENTION CENTER, INC.



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY



Centro de Amistad

Where do we start?

- ***Values and beliefs*** about diversity and inclusion determines the actions of employees and eventually becomes the character and culture of the organization.

What does PCN value?

- ❑ *PCN believes that people support what they create*
- ❑ *PCN values diversity and inclusion at all levels*
- ❑ *PCN believes that socioeconomic and cultural determinants impact health*
- ❑ *PCN values delivering culturally and linguistically responsive services*
- ❑ *PCN believes that cultural competence is defined by an active commitment to continuous learning*
- ❑ *PCN believes that diversity and inclusion is a competitive business strategy*

The President's Challenge



1. PricewaterhouseCoopers
2. Sodexo
3. Kaiser Permanente
4. AT&T
5. Procter & Gamble

Where does the White House or your organization rank?

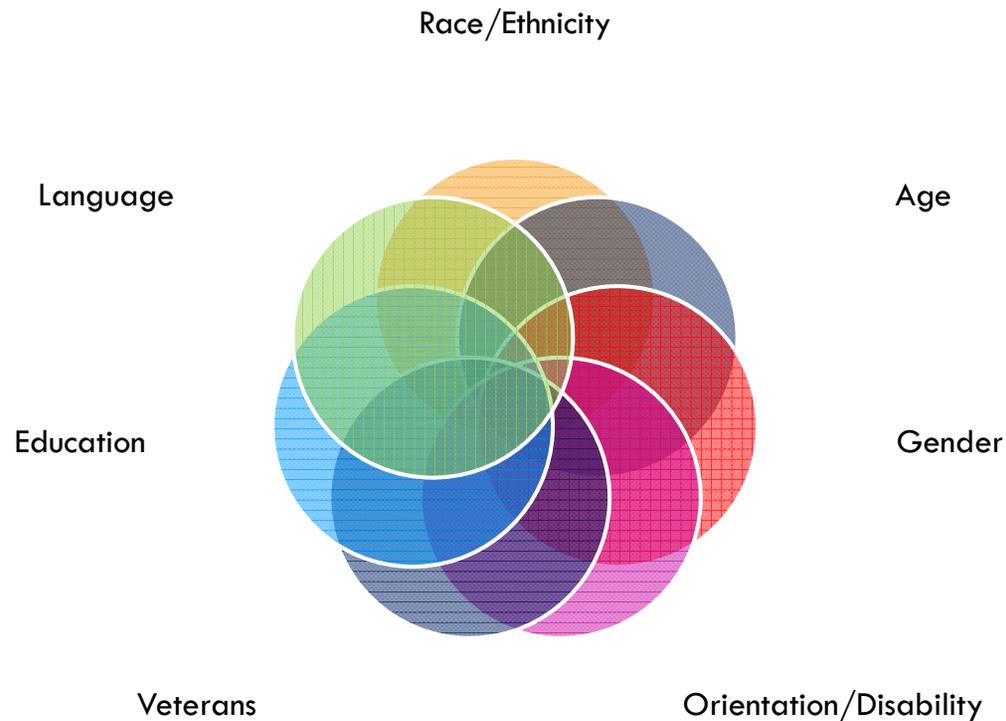


Source: <http://www.diversityinc.com/>



Why Diversity & Inclusion?

The talent pool is becoming more diverse and so are the people we serve



Why Diversity & Inclusion?

- ❑ People of color who represented 25% of the U.S. population, continued to experience significant health disparities, including shorter life expectancy and higher rates of Diabetes, Cancer, heart disease, stroke, substance abuse, infant mortality, and low birth weight (<http://report.nih.gov/NIHfactsheets>).
- ❑ Poor childhood health behaviors develop the risk for future chronic disease as adults, the growing diversity of the general population that calls for cultural and linguistic responsiveness to health care needs with sharpened attention to the disparate health and academic outcomes correlated with poverty among minority youth (NIHCM, 2011).

Definition of Diversity

- Diversity: the condition of having or being composed of differing elements: variety; especially: the inclusion of different types of people (as people of different races or cultures) in a group or organization

Source: <http://www.merriamwebster.com/dictionary/diversity>

Definition for Inclusion

- Inclusion: different groups or individuals having different backgrounds like origin, age, race and ethnicity, religion, gender, sexual orientation and identity and other are culturally and socially accepted and welcomed, equally treated, etc.

Source: [http://en.wikipedia.org/wiki/Inclusion_\(value_and_practice\)](http://en.wikipedia.org/wiki/Inclusion_(value_and_practice))

Definition of Diversity & Inclusion

- Diversity and Inclusion *together* creates an accepting and welcoming work environment.

It must be put into action and made a priority.

What is Diversity & Inclusion?

- Diversity and inclusion is about change management, cultural competence, collaboration and innovation.

Being accepting is one thing, being welcoming is another, but *together* you can cultivate an accepting and welcoming work environment.

Leadership Required

- Diversity and inclusion is a leadership expectation: a value-added model to diversity and inclusion strategies requires an intentional implementation from top leadership for the culture to truly be one of inclusion and acceptance.

The culture of an organization is *reflective* of the leadership.

What are the benefits?

- Diversity inclusion improves outcomes
- Diversity inclusion produces cost efficiencies
- Diversity inclusion is a good business strategy
- Diversity inclusion produces best ideas
- Diversity inclusion gives an organization a competitive advantage

If you can measure the benefits of what diversity and inclusion brings to the organization, you'll see that change and promote it.

Build a Diversity-&-Inclusion Program

**PCN advances recruitment and retention practices
using culture and collaboration.**

Recruitment & Retention Strategies

PCN advances recruitment and retention practices using culture and collaboration.

- ▣ Employee organizational core competencies
- ▣ Diversity and inclusion is a executive leadership and board expectation
- ▣ Collaborate and partner with external diverse orgs and community groups
- ▣ Conduct Annual Employee Engagement Survey

Recruitment & Retention Strategies

PCN advances recruitment and retention practices using culture and collaboration.

- ▣ Cultural Competency Organizational Assessment & Plan
- ▣ Diverse and collaborative hiring teams
- ▣ Diversity and cultural competency training
- ▣ Cultural competency core to our vision, mission and principles
- ▣ External diversity and inclusion council

Recruitment & Retention Strategies

PCN advances recruitment and retention practices using culture and collaboration.

- ▣ Celebrate diversity thru sponsorships and org-wide initiatives
- ▣ Multidisciplinary care coordination teams
- ▣ Strengths, Needs & Culture Assessment
- ▣ Leadership opportunities internally and externally
- ▣ Supplier diversity



ASU School of Social Work

Multicultural Collaborative for Community Health



A scholarship initiative supporting ASU social work students
ssw.asu.edu/collaboration



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Getting Better All the Time™



Valle del Sol
INSPIRING POSITIVE CHANGE



NATIVE AMERICAN CONNECTIONS



PEOPLE *of*
COLOR
NETWORK



The Hospitalist Company

**The Affordable Care Act:
Where Do We Go From Here?
Saturday, August 11, 2012
7:30 am - Noon**

**A Forum Presented by People of Color Network
Sponsored by IPC-The Hospitalist Company**

Phoenix Airport Marriott

Public Service Campaign

A community conversation on mental health.

Focus on...

- Early identification
- Connecting people with supports
- Advocating for resources & policies

Watch all shows @
[youtube.com/PeopleofColorNetwork](https://www.youtube.com/PeopleofColorNetwork)



SEEING THE NEED
FINDING THE SOLUTION

12 KPNX
Sunday's 4:30

aztv7
CABLE 13
Sunday's 12:00

A promotional graphic for the TV show "Seeing the Need: Finding the Solution". It features a man in a black jacket and glasses smiling. The text includes the show title, station information for KPNX (channel 12) and aztv7 (channel 13), and broadcast times on Sundays at 4:30 and 12:00.





COMMUNITY PARTNERS

2013 Campaign: A Community Conversation on Mental Health

**DONELLA CLAUSCHEE
SPIRIT AWARD**

*Celebrating & honoring the
life of Donella Clauschee*



5 Best Practices to Consider

1. Expecting leaders to be visible role models, offering personal support
2. Linking compensation to diversity management and holding direct reports accountable.
3. Having diversity councils with rotational positions and active CEO involvement.
4. Establishing cross-cultural mentoring programs with senior-management participation.
5. Using resource groups for recruitment and understanding the marketplace.

Source: <http://www.diversityinc.com/>

