

Presented By:  
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# **CREATING POSITIVE PARTNERSHIPS BETWEEN FAMILIES AND RURAL PROVIDERS THROUGH CULTURALLY RESPONSIVE COMMUNICATION AND COLLABORATION**





**Lisa Richard**

## **Rural Outreach Specialist**

- Regional Network Coordinator at VCU
- Lives in Southwest Virginia
- Two children with disabilities
- Board member of the Virginia Rural Health Association
- BS Healthcare Administration
- MS Digital Sociology - 2023







## Why are positive **partnerships** between rural families and **providers** so important?

- Build Trust
- Patients make informed decisions
- Communication is vital to building a person's health care literacy







## Rurality IS a culture

“Culture includes, but is not limited to, languages, values, beliefs, customs, practices, rituals, communication, roles, relationships and expected behaviors”

(Gilbert, Goode, and Dunne 2007)

# How do we...



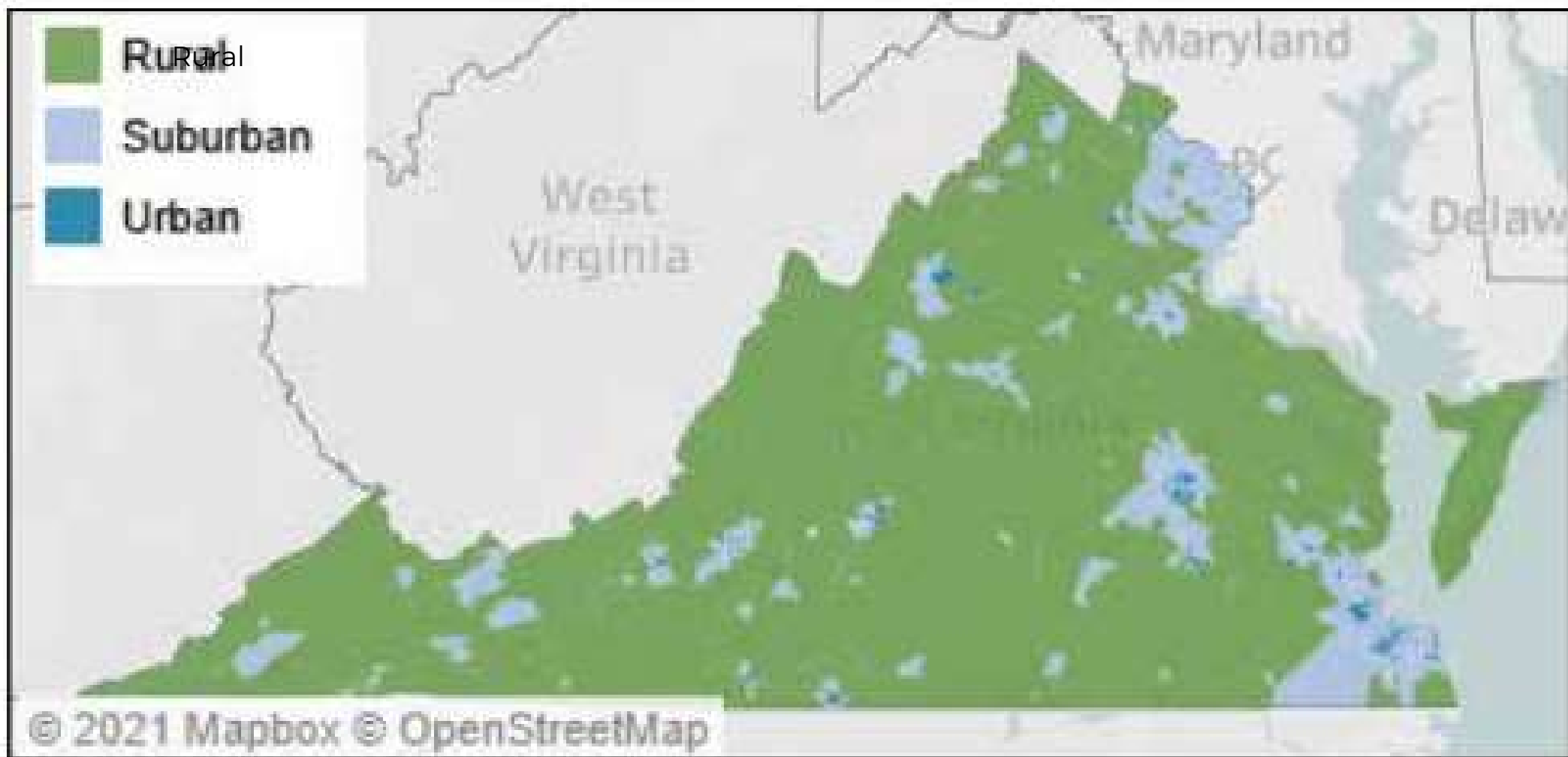
**Build collaboration**



**Create trust**



**Honor rural culture**



US Department of Housing and Urban Development (2021)



## **Rural Transportation barriers to Healthcare**

- Rural residents spent more time in travel for care, compared to their urban counterparts
- Residents with lower household incomes traveled longer times to receive medical/dental care.
- A higher proportion of rural than urban residents identified travel as a financial burden
- Rural residents were shown to depend more on personal automobiles for travel, have reduced access to public transportation, and have more limited transit options compared to urban residents.



# Barriers



01

Lack of understanding

02

Bias

03

Transportation challenges

04

Lack of trust

# Barriers



**05**

Special education or health literacy

**06**

Misinformation

**07**

Socioeconomic differences

**08**

Political differences

## Examples of Challenges



Erika, Family Navigator



Catherine, Family Navigator



# Strategies

01

Cultural broker

02

Building trust

03

Storytelling

04

Active listening





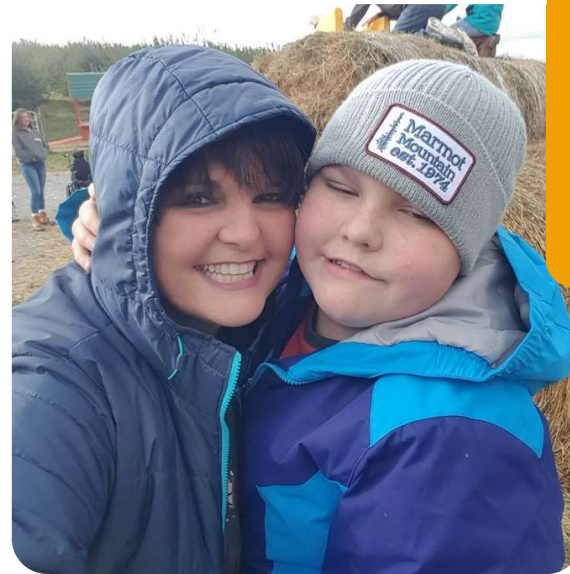
**Regan**

# Strategies

## Building trust

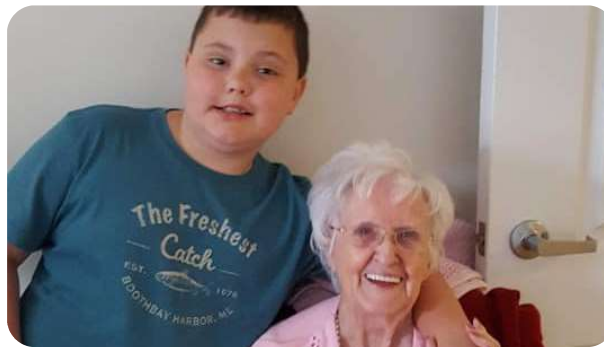
- Lives in Southwest Virginia
- Has a son with Autism
- Knowledgeable to resources
- Helps to bridge the gap between parents and providers





# Regan

Building Trust





## Story telling



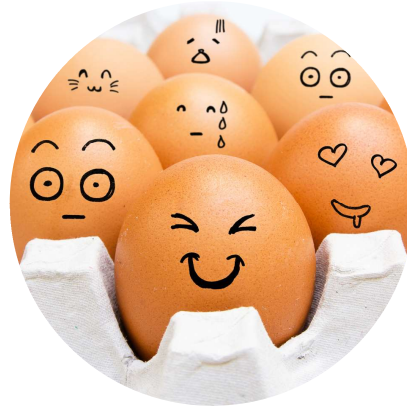
The Story of Sonia

Plain language

# Story telling



**Keep it personal**



**Family Culture**



**Stay focused and  
keep it brief**

## Conversation Starters



**01**

What do you need that you don't have?

**02**

Tell me what you don't understand about your child's medical condition.

**03**

Tell me about your family or who lives at home with you.



# Strategies

## Active listening

**Pay attention**

**Reflective listening**

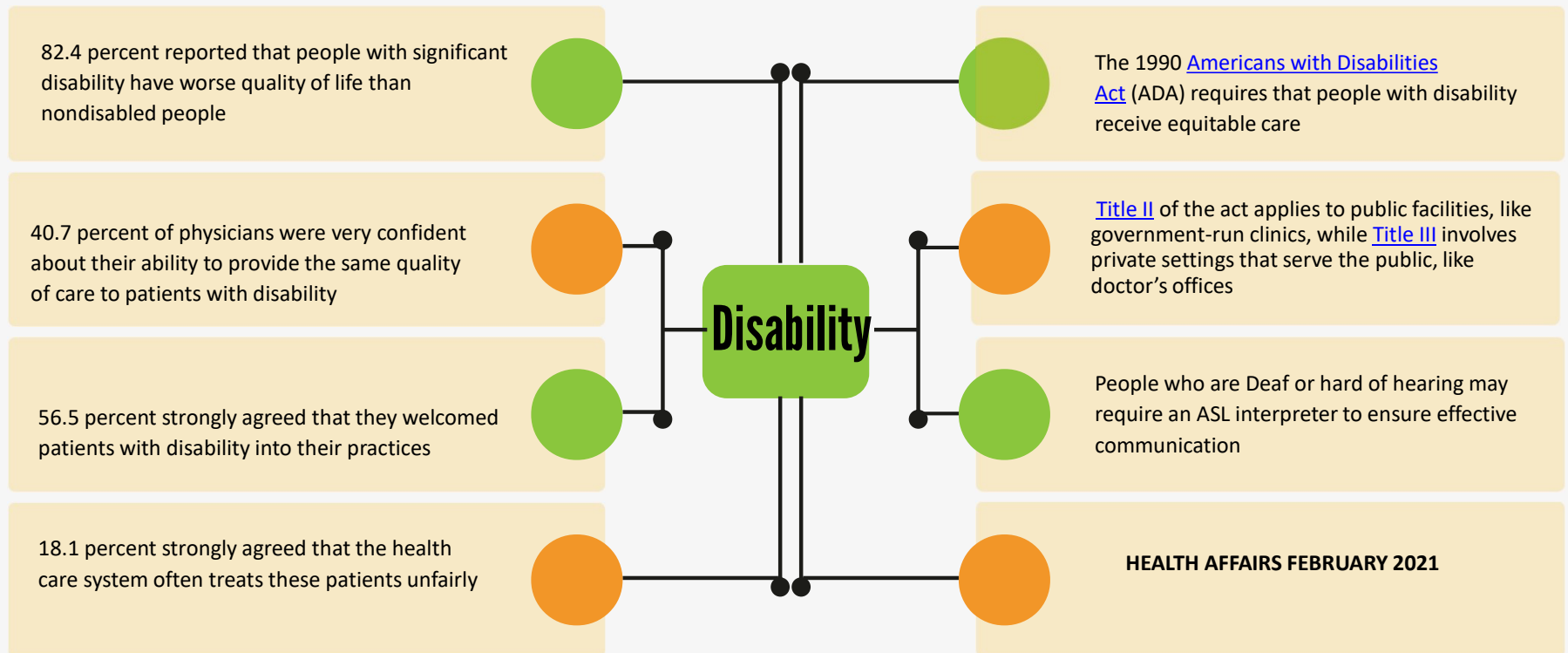
**Clarification**

**Empathy**

**Common ground**



# Physician's Perceptions of People with Disability and Their Health Care.



## **Self-Assessment**

- I use clear communication when talking to patients.
- I effectively use interpreters when there is a communication barrier.
- I prepare my office for accessibility for all my patients.
- I value communication with my patients from diverse cultures.
- I follow up with my patients to ensure the appointment was successful.

Working for Inclusive and Transformative Healthcare



# Connect with us

## Center for Family Involvement Contact Information



877-567-1122



<https://centerforfamilyinvolvementblog.org/>



[cfihelpline@vcu.edu](mailto:cfihelpline@vcu.edu)



700 East Franklin Street  
Richmond VA 23284



# Resources

**Find your state's Rural Health Association**

<https://www.ruralhealth.us/>

**Virginia Rural Health Association**

<https://vrha.org/>

**Find a Remote Area Medical clinic near you**

<https://www.ramusa.org/>

**Plain Language information**

<https://www.plainlanguage.gov/>

<https://centerforplainlanguage.org/>





# Thank You

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