



Presented By:
Lisa Richard



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

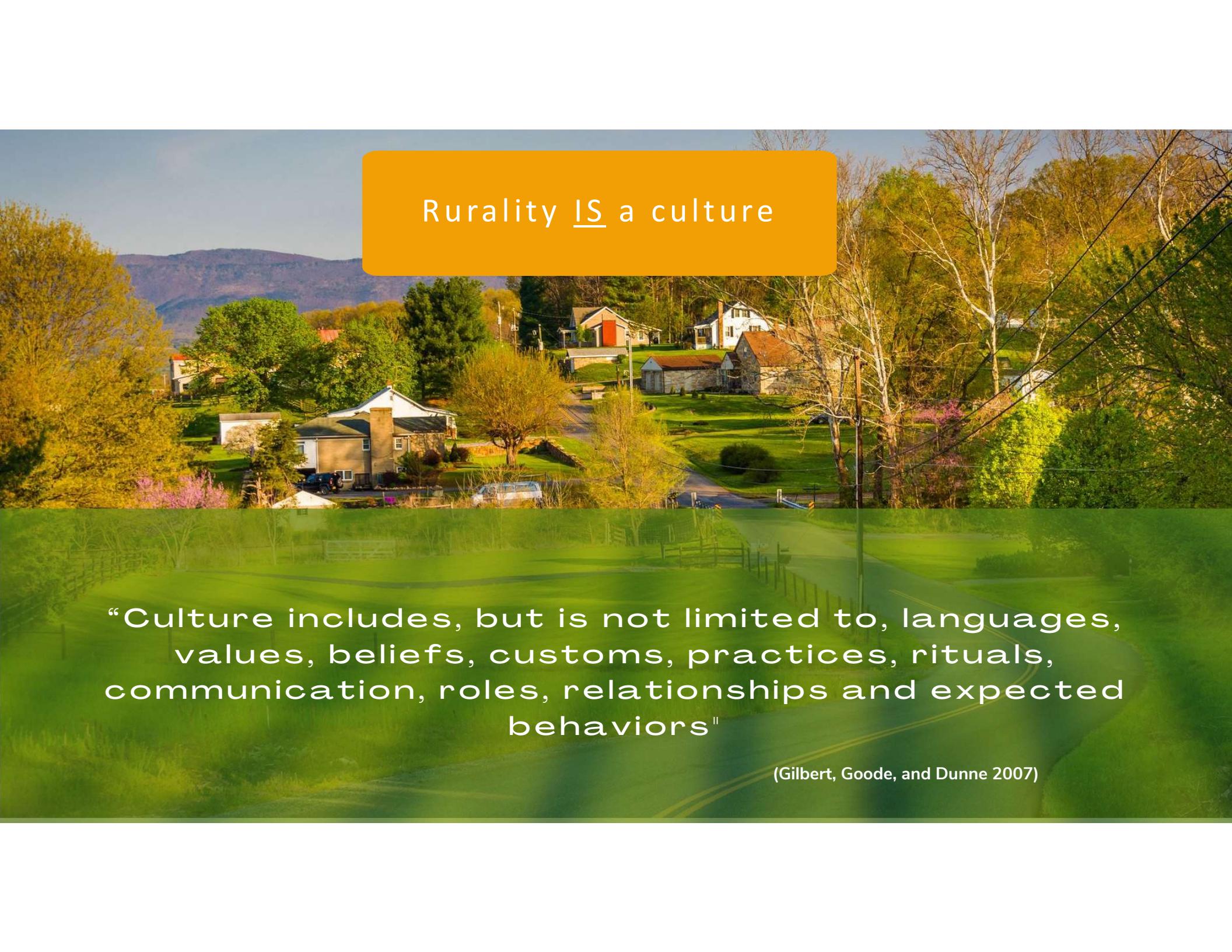




Why are positive **partnerships** between rural families and **providers** so important?

- 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

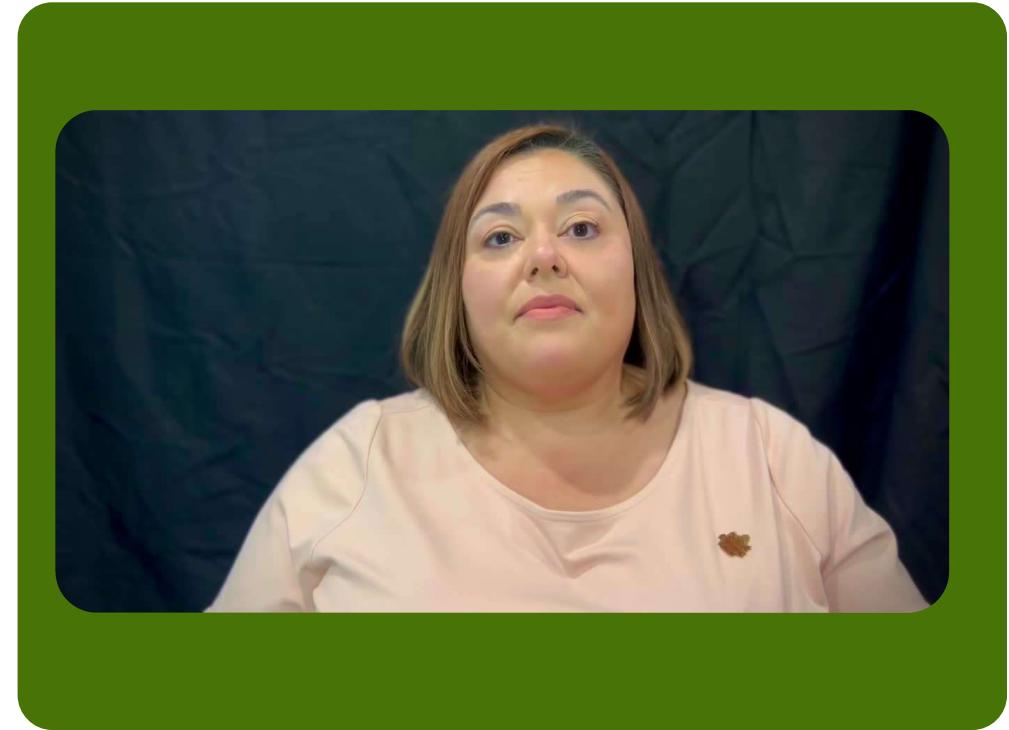
08

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

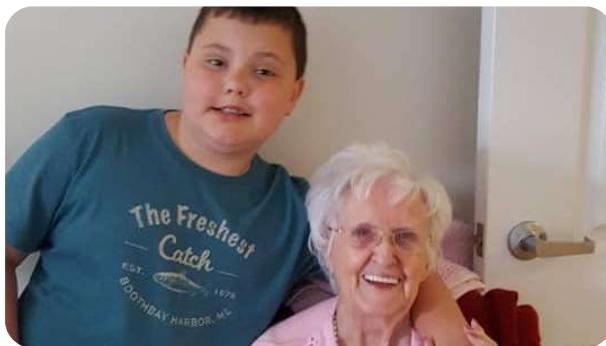
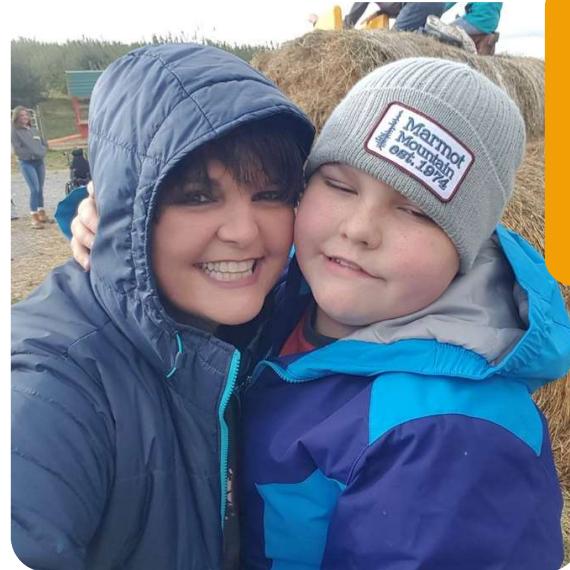
Building trust

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

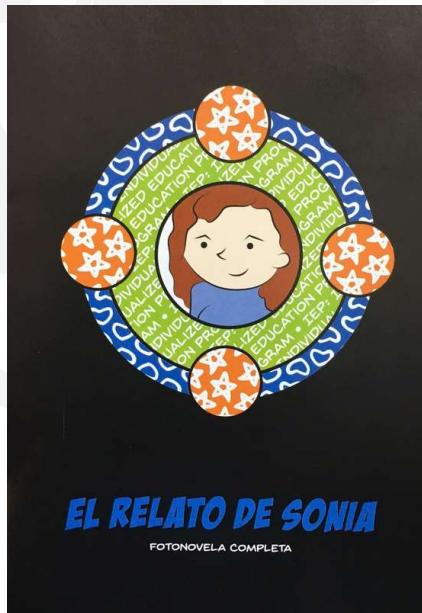


Regan

Building Trust



Story telling



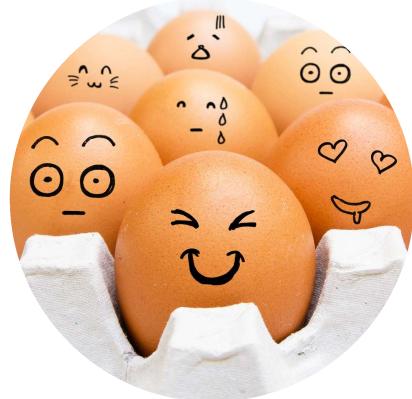
The Story of Sonia

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

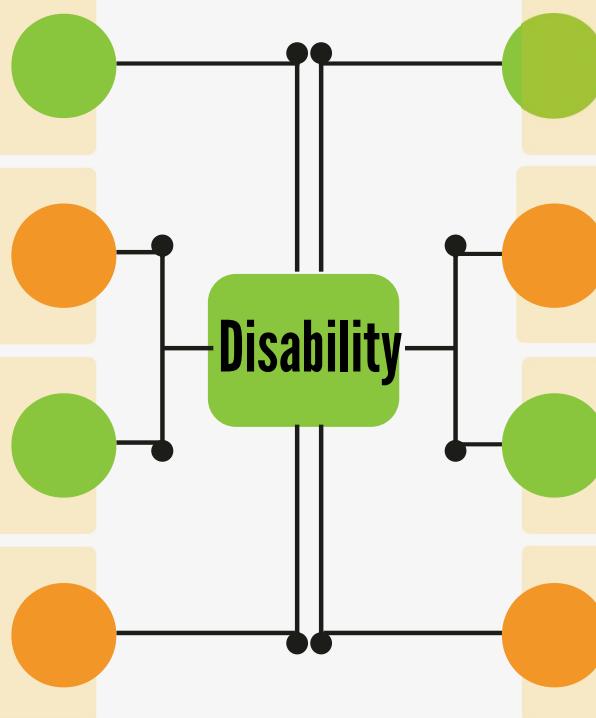
Clarification

Empathy

Common ground

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

82.4 percent reported that people with significant disability have worse quality of life than nondisabled people



The 1990 [Americans with Disabilities Act](#) (ADA) requires that people with disability receive equitable care

40.7 percent of physicians were very confident about their ability to provide the same quality of care to patients with disability

[Title II](#) of the act applies to public facilities, like government-run clinics, while [Title III](#) involves private settings that serve the public, like doctor's offices

56.5 percent strongly agreed that they welcomed patients with disability into their practices

People who are Deaf or hard of hearing may require an ASL interpreter to ensure effective communication

18.1 percent strongly agreed that the health care system often treats these patients unfairly

HEALTH AFFAIRS FEBRUARY 2021



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



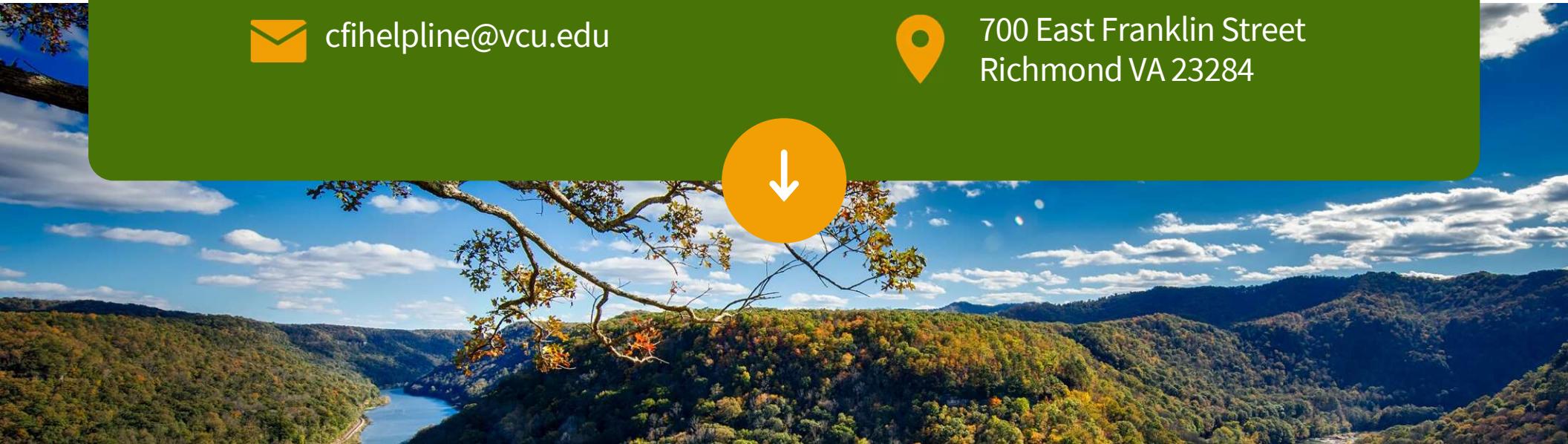
<https://centerforfamilyinvolvementblog.org/>



cfihelpline@vcu.edu



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/>

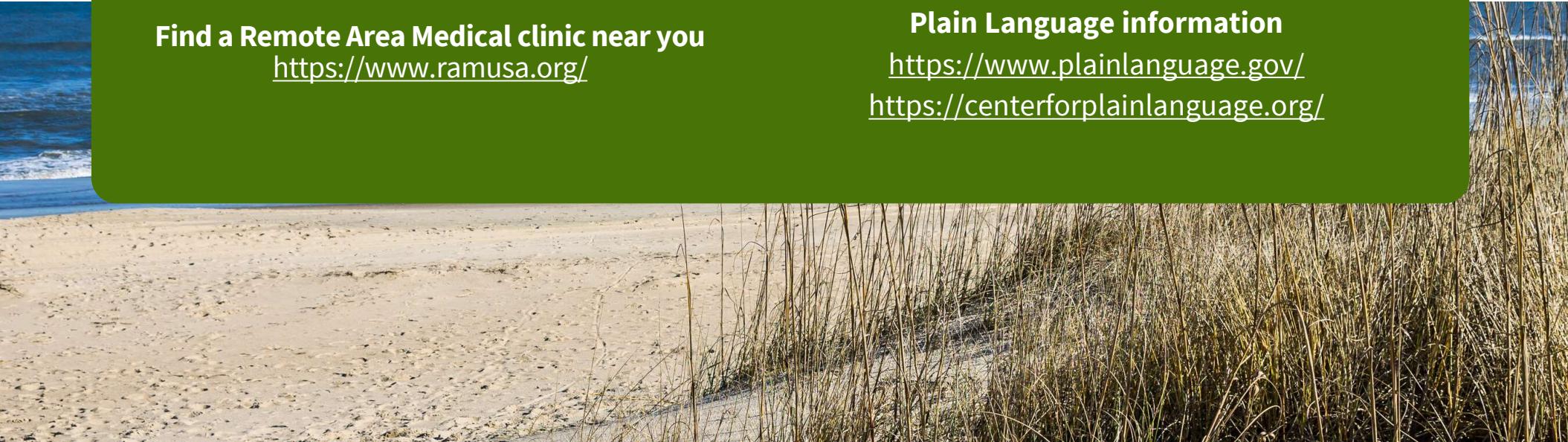
Find a Remote Area Medical clinic near you

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

Plain Language information

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

<https://centerforplainlanguage.org/>





Thank You

Lisa Richard
lrichard3@vcu.edu
[@TheRuralPearl](https://twitter.com/TheRuralPearl)

