

COMMUNITY HEALTH NEEDS ASSESSMENT
PROGRAM DESCRIPTION:

Cultural Competency



Parkland

Care. Compassion. Community.

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COMMUNITY HEALTH NEEDS ASSESSMENT PROGRAM DESCRIPTION

Cultural Competency

A. PROBLEM STATEMENT

The lack of a clear strategy to address Social Impact and Community Context within the health system was identified as a barrier to healthcare

The ever-increasing diversity of Dallas County requires greater resources devoted to cultural competency including the establishment of best practices

B. STRATEGY

Deploy a Cultural Competency (CC) Program in accordance to Culturally Linguistically Appropriate Services (CLAS) standards and relevant to the socio and cultural norms of Dallas County population and the trauma-genic nature of Dallas County communities

C. METRICS

Percentage of employees who participated in the organizational assessment



A. STAFFING

#	FTE Description	Scope of Service
1	SVP and Associate Chief Talent Officer	Senior Office of Talent Management operations leader, including strategic management and integration leader for all Talent Management services. Lead/Business Owner for the Cultural Competency Survey including: development and launch of the survey for internal and external stakeholders; assessment of Parkland's cultural competency survey data/output; assess Best Practices specific to Collecting Race, Ethnicity, Age and Language (REAL) data; collection and evaluation of Sexual Orientation and Gender Identification data; assess and deliver trauma-informed care training.
2	SVP Talent Management Development	Sets direction for corporate learning and development solutions, investments and resourcing, including formal workforce development programs designed to grow the talent pipeline from within the community and expand career growth pathways from unskilled services into healthcare roles.
3	Director of Workforce Development	Evaluates the pipeline need, directs the development and implementation of workforce development strategies that support the mission and objectives of Parkland. Leads, grows and manages academic partnerships that benefit the community and talent pipeline. Serves as a Parkland representative with partnering education and community based programs. Measures and reports on programs investments, benefits, participation and plans.
4	Workforce Development Program Staff	Program managers, workforce development staff (4): Responsible for execution and monitoring of key programs including apprenticeships, high school partnerships, interns and student placement. Career navigators (2): Provide customized support to Parkland employees seeking guidance for career growth and/or access to workforce development programs. Education specialist (1): Designs methods for measuring the impact of workforce development programs. Workforce development coordinators (1.5): Coordinates student rotations and monitors agreements with academic institutions, Parkland sponsors, observers and legal.
5	Diversity & Inclusion Program Manager	Develops cultural awareness programming. Manages Employee Resource Groups. Serves as lead cultural competency data analyst, system education and training expert, program development coordination.
6	Director of Cultural Competency	Senior leader of the Diversity and Inclusion department. Lead developer of the Cultural Competency Plan, strategic programming, curriculum/education and training, program and adaptation evaluation and development of three-year (2024) system re-survey/reassessment.
Total FTEs		

B. BUDGET

\$50,000 allocated in FY20 for Cultural Competency Assessment (COA360).
As the program expands the budget will be adjusted accordingly.

**C. INTERVENTION DEPLOYMENT**

Goal: Percentage of employees who participated in the organizational assessment 70% employees						
	Intervention	Time of Services	Scope of Service	Staff	Outputs	Internal Capacity Impact
1	Deploy a Cultural Competency (CC) Program in accordance to Culturally Linguistically Appropriate Services (CLAS) standards and relevant to the socio and cultural norms of the Dallas County population and the trauma-genic nature of Dallas County communities	October 2020	Assess Parkland's current CC state (upon completion of the COA360) Adopt a CC plan based on assessment Establish policies to: Collect Race, Ethnicity, Age and Language data Collect Sexual Orientation and Gender Identification data Determine current patient literacy level Deliver trauma-informed care training	CC Plan # of CC Trainings developed # of best practices established # of staff trained on REAL data collection policy # of staff trained on SOGI data collection policy COA360 Assessment Findings Organizational Chart reflecting CC structure	Patients are flagged in Epic via a reporting workbench list based on patient ZIP Code.	Survey participation 2020: 8,339
2	Increase diversity of Parkland workforce (particularly from CHNA target ZIP Codes: 75210, 75211, 75215, 75216, 75217 and 75241)	Target hiring staff within the CHNA ZIP Codes Increase guidance and career support resources for Parkland employees in entry-level jobs Optimize healthcare internships for high school and college students who live in target CHNA ZIP Codes Secure and expand educational partnerships; build new programs that promote entry to healthcare jobs	eMCAP team visits the patient in the hospital to introduce themselves and the program.	Talent Acquisition team Workforce Development Career Navigators Program managers Intern/Apprentice/ ISD/ Student programs Workforce Development Education Specialist – measurement & reporting Director of Workforce Development	Increase in hires from key ZIP Codes Increase employee engagement and mobility into mid-level positions, earning potential Apprenticeship program curriculum and reporting tool	1,191 (10%) of employees will represent the CHNA target ZIP Codes 238 employees from internships 7 CHW's hired covering the following High SNI score ZIP Codes: 75223, 75215, 75216, 75228, 75220, 75243, 75238, 75241, 75237
3	Trauma-Informed Care		Assess Parkland's current state of trauma awareness Create a trauma plan based on assessment Implement training and practice in the organization and the community	Parkland Behavioral Health Team OTM	# of training sessions completed # of community trainings	TBD

**D. PARTNERSHIPS**

	CBO Name	ZIP Codes	Scope of Service	Population	Services for Parkland Patients	MOU Status
1	DISD Schools: Pinkston	75212	The P-Tech program in partnership with local Independent School Districts prepare students for a career in healthcare. Students will acquire a Patient Care Technician certification before graduating from high school		N/A	Initiating Process
2	DISD Schools: Pinkston, Madison, Roosevelt, Sunset Molina, Adamson, Skyline South Oak	75212, 75215, 75203, 75208, 75211, 75227 and 75216	The grant-funded Learning & Experience Apprenticeship Program (LEAP) is designed to provide both an educational and employment opportunity for recent Dallas County high school graduates who have an interest in pursuing a career in the healthcare arena.		N/A	Pending
3	DISD	75241	The P-Tech program in partnership with local Independent School Districts prepare students for a career in healthcare. Students will acquire a Patient Care Technician certification before graduating from high school.		N/A	Pending
4	Dallas College	Dallas County	DOL Grant – The grant-funded Department of Labor Apprenticeship Program provides Dallas County residents an opportunity to advance in their career while participating in development opportunities to include work-based learning strategies, hands-on experience, peer mentors and career coaches at Parkland		N/A	Active
5	Dallas County Health and Human Services	Dallas County	Cultural Competency Assessment will be given to DCHHS staff	Dallas County population	N/A	N/A