



**Charles Drew University
of Medicine and Science**

Department of Research and IDDK

In Collaboration with



presents

**The Black Barbershop Health
Outreach Program Cultural
Competency Course**

Friday, February 26, 2010
Annenberg Community Beach House
415 Pacific Coast Hwy
Santa Monica, CA 90402

**Registration must be received by
Friday, February 19, 2010.**

**Charles Drew University
Of Medicine and Science**

Department of Research

**The Black Barbershop Health
Outreach Program Cultural
Competency Course**

Objectives

Upon completion of this program, participants will be able to:

1. Define and give examples of health care disparities
2. Describe demographic changes and their implications for health disparities
3. Identify how culturally competent care may help reduce health disparities
4. Explain how cultural beliefs can shape clinical encounters and use of health services
5. Describe how patient-centered care can help identify and negotiate health belief
6. Demonstrate effective techniques for working with interpreters

Registration must be received by:

Friday, November 20, 2009

For further information, contact:

Stanley Frencher, MD
Telephone: (310) 794-2904
Email: SFrencher@mednet.ucla.edu

Symposium Mission

Upon completion of this program, participants will be able to better understand the cultural differences in delivering quality health care services in diverse populations.

c/o Stanley K. Frencher, Jr., MD
UCLAR WJS Clinical Scholars Program
911 Broxton Avenue, RM 301
Los Angeles, CA 90024

Agenda & Symposium Faculty

4:30-5:15 PM	Course Registration
4:45-5:30 PM	Dinner Reception
5:30-5:45 PM	Welcome: Host will outline CME program for evening. Bill J. Releford, DPM
5:45-7:00PM	Remarks and Introductions Stanley K. Frencher, MD, MPH Introduction to Cultural Competency: Why Do Health Care Providers Need it? Richard Allen Williams, MD Understanding Cultural Influences (Faculty Presenter, TBD) The Role of Culture in Communication (Faculty Presenter, TBD)
7:00-7:15PM	Break
7:15-8:00PM	— Workshops — Case-based Workshops: Managing Cross-Cultural Conflict (faculty moderated, sample cases) <ul style="list-style-type: none">• Chronic Disease Management in Minority Populations Arlee Brown, MD, PhD• Exploring Issues of Cultural Trust Among Hispanic Patient Populations Arthur Gomez, MD• Cross-Cultural Communication: Practical Solutions to Overcoming Language Barriers Désirée Lie, MD, MSEd• Preferences for Communicating To Family, Death and Dying (Faculty Presenter, TBD)
8:00-8:15PM	Question & Answers
8:15-8:30PM	Closing Remarks

Symposium Co-Chairs

Bill J. Releford, DPM

Symposium Co-Chair

Associate Professor

Charles Drew University/ Research

Founder, Black Barbershop Health Outreach Program

Stanley K. Frencher, MD, MPH

Symposium Co-Chair

RWJ/ Rand Scholar, U.C.L.A. Fellow

Director, Black Barbershop Health Outreach Program:

Prostate Education Project: “PEP Talk”

Continuing Medical Education

Charles Drew University of Medicine and Science is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. Charles Drew University of Medicine and Science designates this continuing medical education activity for a maximum of 2 *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Directions and Parking Information:

Take all freeways to the I-10 Freeway

From the north Take the **I-405 S**/San Diego Freeway southbound. Take the **I-10 E Santa Monica exit**, merge onto the **I-10 W**/Santa Monica Freeway until it ends and becomes **CA-1 N**/Pacific Coast Highway. Continue on for 1.6 miles past the California Incline stop light. The distance is 0.4 miles from the CA Incline stop light to the Beach House Way stop light; to the left is the parking lot for the Annenberg Community Beach House.

From the east Take the **I-10 W**/Santa Monica Freeway westbound until it ends and becomes **CA-1 N**/Pacific Coast Highway. Continue on for 1.6 miles past the California Incline stop light. The distance is 0.4 miles from the CA Incline stop light to the Beach House Way stop light; to the left is the parking lot for the Annenberg Community Beach House.

From the south Take the **I-405 N**/San Diego Freeway northwest bound. Take **Exit 53A**/National Blvd. Continue toward **I-10 W**/Santa Monica Freeway and merge onto I-10 W until it ends and becomes **CA-1 N**/Pacific Coast Highway. Continue on for 1.6 miles past the California Incline stop light. The distance is 0.4 miles from the CA Incline stop light to the Beach House Way stop light; to the left is the parking lot for the Annenberg Community Beach House.

Faculty Disclosure

As a sponsor accredited by the ACCME, Charles Drew University of Medicine and Science must insure balance, independence, objectivity, and scientific rigor in all its individually sponsored or jointly sponsored educational activities. All faculty participating in CME activity are expected to disclose to the activity audience all significant financial interests or other relationships (1) with manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services and (2) with any commercial supporters of the activity. (Significant financial interests or other relationships can include such things as grants or research support, employee, consultant, major stock holder, member of

speakers’ bureau, etc.). The intent of this disclosure is not to prevent a speaker with a significant financial or other relationship from making a presentation, but rather to provide listeners with information on which they can make their own judgments. It remains for the audience to determine whether the speaker’s interests or relationships may influence the presentation with regard to exposition or conclusion. The Policy on identification of products and for discussing unlabeled uses of products is described as follows. Generic and trade names: Presentations must give a balanced view of therapeutic options. Faculty use of generic names will contribute to this impartiality. If trade names are used those of several companies should be used rather than only that of a single supporting company. Unlabeled/investigational uses of products: When an unlabeled use of a commercial product or an investigational use not yet approved for any purpose is discussed during an educational activity, the accredited provider shall require the speaker to disclose that the product is not labeled for the use under discussion or that the product is still investigational.

Registration

Please complete and return this form no later than **Friday, February 19, 2010.**

Name

Degree

Organization

Address

City

State Zip

Daytime Telephone

Target Audience

Health care providers from the surrounding community including primary care clinics and state hospitals, physicians from community health clinics, all faculty members from the various departments at Charles Drew University, postgraduate physicians, specialty care health professionals, and allied health professionals at Martin Luther King, Jr. Multi-Service Ambulatory Care Center.

This form can be returned to:
c/o Stanley K. Frencher, Jr., MD
UCLAR WJS Clinical Scholars Program
911 Broxton Avenue, RM 301
Los Angeles, CA 90024
Fax: (310) 794-3288
E-mail: SFrencher@mednet.ucla.edu



CHARLES DREW UNIVERSITY OF MEDICINE AND SCIENCE

DEPARTMENT OF RESEARCH

*Pioneering in
Health and Education*

In collaboration with



Presents

The Black Barbershop Health Outreach Program Cultural Competency Course

Friday, February 26, 2010

4:30pm – 8:30pm

*Annenberg Beach Community House
415 Pacific Coast Hwy, Santa Monica, CA 90402*

WHO SHOULD ATTEND?

Health care providers from the surrounding community including primary care clinics and state hospitals, physicians from community health clinics, all faculty members from the various departments at Charles Drew University, postgraduate physicians, specialty care health professionals, and allied health professionals at Martin Luther King, Jr. Multi-Service Ambulatory Care Center.

HOW MUCH DOES IT COST?

There is **no fee** to register for this program.

HOW DO I REGISTER?

Simply complete the attached RSVP form and application by **Friday, February 19, 2010** and return as indicated.

FOR MORE INFORMATION:

Contact Stanley Frencher at
(310) 794-2904 Office
(310) 794-3288 Fax

Objectives

Upon completion of this program, participants should be able to:

1. Define and give examples of health care disparities
2. Describe demographic changes and their implications for health disparities
3. Identify how culturally competent care may help reduce health disparities
4. Explain how cultural beliefs can shape clinical encounters and use of health services
5. Describe how patient-centered care can help identify and negotiate health belief
6. Demonstrate effective techniques for working with interpreters

CME Accreditation – PENDING

Charles Drew University of Medicine and Science is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians.

Charles Drew University of Medicine and Science designates this educational activity for a maximum of 2.0 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only those credits that he/she actually spent in the activity.

Acknowledgement

We wish to thank Novo Nordisk for supporting this program by providing unrestricted educational grants.