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Avoiding Stigmatizing Language in Service Delivery

Nevada Office of Minority Health and Equity
(Director's Office)

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Helping people. It's who we are and what we do.



Agenda

- CDC's Health Equity Guiding Principles for Inclusive Communication
- Analyzing Principles
- Questions/Comments/Recommendations





Health Equity Guiding Principles for Inclusive Communication

- Developed by CDC during pandemic
- Guiding Principles
 - Health Equity Lens
 - Language Access Planning
 - Person-first language
 - Using preferred terms for select population groups
 - Develop inclusive health communication products





Health Equity Lens





Language Access Plan





Person-First Language

- CLAS
- Implicit Bias
- Maternal-Child Health Example

<https://thinkculturalhealth.hhs.gov/clas/clas-tracking-map>





Using preferred terms for select population groups

- There isn't always an agreement on which terms to use
- Be mindful of intersectionality
- Maternal-Child Health Example





Health Communication Products

- Federal level example
- State level example
- Other resources





Cultural Humility

- Cultural Competency versus Cultural Humility
- “While competence suggests mastery, humility refers to an intrapersonal and interpersonal approach that cultivates person-centered care” (Lekas, Pahl, Lewis 2020).





Cultural Humility cont.

- Principles of cultural humility
 1. Lifelong commitment to self-evaluation and self-critique
 2. Fix power imbalances
 3. Develop partnerships with people and groups who advocate for others
- Cultural competency and humility are essential to providing the highest quality of services to Nevadans.





Resources Used

- CDC's Health Equity Guiding Principles for Inclusive Communication

<https://www.cdc.gov/healthcommunication/HealthEquityGuidingPrinciples.pdf>

- National CLAS Standards in Health and Health Care

<https://thinkculturalhealth.hhs.gov/assets/pdfs/EnhancedNationalCLASStandards.pdf>

- Tracking CLAS

<https://thinkculturalhealth.hhs.gov/clas/clas-tracking-map>

- Cultural Humility Vs. Cultural Competency: Providers Need Both

<https://healthcity.bmc.org/policy-and-industry/cultural-humility-vs-cultural-competence-providers-need-both>

- Kimberle Crenshaw's Interview on Intersectionality

<https://www.law.columbia.edu/news/archive/kimberle-crenshaw-intersectionality-more-two-decades-later>





Questions?





CONTACT INFORMATION

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