Real Talk: Strategies for Connecting with People from Different Cultures

**Presenters:**
- Carol Tsang, A3M
- Ron Jacob, MD, SAMAR
- Yvonne Ybarra, NMDP/Be The Match
- Alejandra Mejia, NMDP/Be The Match
- Lensa Idossa, MPH, NMDP/Be The Match
- Karianta McCaw, MBA, NMDP/Be The Match
Disclosures

The following faculty and planning committee staff have no financial disclosures:

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Learning objectives

At the conclusion of this session, attendees will be able to:

• Illustrate communication gaps with diverse populations
• Demonstrate strategies to build rapport with diverse populations
• Apply best practices to engage stakeholders from diverse backgrounds in the mission of Be The Match
The Changing Face of the United States: 1965 - 2065

The Changing Face of United States

Foreign born individuals = nearly 14% of population

More than 350 languages spoken in U.S. homes

Largest source of new immigrants? **Asia** instead of Latin America

Source:

Sources:
https://www.atlassian.com/diversity/survey
With 1 billion people crossing international borders each year, there is no where in the world from which we are remote and no one from whom we are disconnected.
What kind of Asian are you?
WHAT IS COMMUNICATION?
Communication is…

The process by which people interactively create, sustain, and manage meaning.

Source: Applying Communication Theory for Professional Life: A Practical Introduction, 2012
Communication is…

the very means by which we produce our personal **relationships** and professional experiences

“How we plan, control, manage, persuade, understand, lead, love, and so on.”

*Source: Applying Communication Theory for Professional Life: A Practical Introduction, 2012*
Factors that Influence Communication

- Attitudes, beliefs, values, and biases
- Personality
- Perception
- Expectations
- Background and lived experience
- Power and status
- Degree of familiarity
- Distance or space
- Self awareness
If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my language.
- Cicero
PANEL DISCUSSION
## Panelists

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PANEL DISCUSSION
Key Takeaways

Be Genuine

Be self-aware

Be Flexible
“Diversity and *inclusion* are about giving *value* to every human being, no matter our differences.”
Additional Questions?

Contact

• Lensa Idossa lidossa@nmdp.org
• Kari McCaw kmccaw@nmdp.org
Evaluation Reminder

Please complete the Council Meeting 2017 evaluation in order to receive continuing education credits and to provide suggestions for future topics.

We appreciate your feedback!