

Intended Audience

The conference is designed for health care professionals, educators, community health care leaders and advocates, residents, students and interested others.

Learning Objectives

- Upon completion of this conference, participants should be able to:
- Cite changes and trends in demographic/epidemiological differences in access to care, service utilization, and health outcomes in various racial and ethnic groups in the United States;
 - Define the concept of cultural competence, and identify the characteristics of a culturally competent health care organization;
 - Describe the stages of the cultural competence continuum in relation to programs, agencies, and systems;
 - Recognize the rationale and motivations for culturally responsive health care, in light of the needs and interests of different stakeholders;
 - Discuss multicultural outreach, marketing, and advocacy strategies that can be used in targeting and tailoring health care services, products, and programs for diverse populations;
 - Describe a number of collaborative partnerships and model programs that emphasize community strengths and address existing racial and ethnic disparities in health care.

Registration Fee

The registration fee is \$55 for health care professionals and educators; \$35 for community-based organizations; \$25 for residents and full-time students. The fee includes tuition, continental breakfast, refreshment breaks, lunch, handout materials, and parking. Minimum and maximum enrollments have been established. **Early registration is advised.**

How To Register

By Phone: Phone registration may be made using MasterCard, Visa or American Express and calling 1-800-227-4852 or 973-972-4267.
By Fax: Fax a copy of the completed registration form with your credit card number to 973-972-7128. **By Mail:** Complete and return the registration form, along with a check made payable to: UMDNJ-Continuing Education, P.O. Box 573, Newark, New Jersey 07101-0573.

Conference Location

New Jersey Hospital Association
 760 Alexander Road, Princeton, New Jersey
 (609) 275-4140

A confirmation letter and directions will be sent to you upon receipt of your registration.

Princeton Area Hotels

Please make your reservations early to ensure availability of rooms.
 AmeriSuites: 609-720-0200
 Hyatt Regency: 609-987-1234
 Marriott: 609-452-7900

**Justice and Equity in Health Care:
 Eliminating Racial and Ethnic Disparities
 Friday, April 14, 2000**

7:45 a.m. Registration/Continental Breakfast/Exhibits

8:30 **Welcoming Remarks**
 Isabel Miranda, Esq.
 Chair, Board of Trustees
 University of Medicine and Dentistry of New Jersey

Stuart D. Cook MD
 President
 University of Medicine and Dentistry of New Jersey

Harold L. Paz, MD
 Dean
 UMDNJ-Robert Wood Johnson Medical School

8:50 **Introduction**
 Robert C. Like, MD, MS, Conference Chair, Associate Professor and Director, Center for Healthy Families and Cultural Diversity
 Department of Family Medicine
 UMDNJ- Robert Wood Johnson Medical School

9:00 **Eliminating Racial and Ethnic Disparities in Health**
 Denise V. Rodgers, MD
 Associate Dean of Community Health
 UMDNJ-Robert Wood Johnson Medical School

Maria L. Soto-Greene, MD
 Associate Dean for Special Programs
 UMDNJ-New Jersey Medical School

9:40 **Conceptual Framework for Achieving Cultural Competencies**
 Tawara Goode, MA
 Project Director for the National Center for Cultural Competence
 Georgetown University, Child Development Center
 Washington, D.C.

10:30 **Refreshment Break and Exhibits**

10:45 **Human Dynamics of Racism Interactive/Lifelike Simulation**
 Joyce St. George, MA
 Co-founder and Co-director of PactTraining Group
 New Kingston, New York

11:45 **Strategies in Addressing Cultural Competency in Eliminating Racial & Ethnic Disparities in Health Care The New Jersey State Perspective**
 Christine Grant, JD, MBA, Commissioner
 New Jersey Department of Health and Senior Services

12:00 p.m. **International Lunch Multicultural Outreach, Marketing, and Advocacy in Health Care: The Role of Strategic Partnerships**
 Keynote Speaker: Sheila L. Thorne, MA
 President and COO, Minority Health Communications Inc.
 Marketing Services Group, Jersey City, New Jersey

The following workshops will address the areas of collaborative partnerships, education/training, access to care, service utilization, outcomes and other health care delivery systems issues.

1:30 to 3:00 p.m.

1. Cultural Competence Initiative
Michael J. Scotti, Jr., MD, The Medical Education Group of the American Medical Association
 It is now clear that physicians and others providing care to patients must pay as much attention to their cultural competency as they do to cognitive and technical competence. Absent such competence, patients receive lesser quality of care while generating higher global costs. In an increasingly competitive environment, the lack of cultural competence may result in the loss of market share.

2. Covering Kids: New Jersey Health Access Initiative for Low-Income Uninsured Children
Firoozeh Vali, PhD, Health Research and Education Trust of New Jersey
 This project operates through a coalition of government departments and a broad group of over 33 state and community-based organizations, health plans, industry and academia that provide care to children or advocate for them. It is designed to complement the state's existing plans to enroll every eligible child in New Jersey in a health insurance program. Five community pilots (urban-based, rural-based, hospital-based, ethnicity-based, and church-based) are formed to develop and conduct innovative outreach strategies in the communities they serve and support statewide plans to assess barriers and simplify the application and enrollment process.

3. A Diversity Approach to Organ and Tissue Donation
Thomas Cannon, The Sharing Network
 This workshop will review medical conditions which lead to transplantation. The disparity in consent rates among various racial and ethnic groups as well as the logistics concerning who gets the organ or tissue will be discussed.

4. Collaborative Partnerships for Preventing Youth and Gang Violence
Mariam Merced, MA, Robert Wood Johnson University Hospital
 This workshop will address the need to develop effective private/public community partnerships in order to create innovative approaches to inner-city youth and gang violence issues.

3:15 to 4:45 p.m.

5. Workforce Competencies for the 21st Century: Preparing Health Professionals for Cultural Competence in Organized Health Care Systems
Hector Flores, MD and Jeffrey Ring, PhD, White Memorial Medical Center
 The practice environment for health professionals is constantly changing, and the increasing ethnic diversity of the U.S. population presents unique challenges for existing and emerging health care delivery systems. This environment is shaped by policy concerns, such as the proper allocation of limited health care resources, how to regain the public trust, and how to address the needs of rapidly growing vulnerable populations including the uninsured. This workshop will review a training curriculum for health care professionals that emphasizes the awareness, knowledge, and skills necessary to respond to these issues, and will describe how cultural competence represents a competitive advantage in the landscape of "managed competition" in California.

6. Providing Free Access to Health Care for the Uninsured and Undocumented Populations throughout Middlesex County, NJ Operation Lifeline, USA
Alan Goldsmith, PhD, The Jewish Renaissance Foundation
 Operation Lifeline, USA, is an innovative healthcare program designed to deliver a broad range of free medical and dental services to an underserved and undocumented population in a culturally competent environment. Operation Lifeline, USA, offers a simple, non-bureaucratic way for outreach to and collaborative partnerships with communities, government, clergies and health professionals.

7. Building a Community Coalition with Asian Indian Americans to Eliminate Health Disparities in Diabetes and Cardiovascular Diseases
Dorothy Caputo, MA, RNC, CDE, UMDNJ-Center for Continuing Education
Sunil Parikh, MB, BS New Jersey Commission for the Blind and Visually Impaired
 A needs assessment, based on personal interviews, preliminary pilot data, and a review of the literature suggest that Gujarati Indians (a subculture of Asian American Indians) have health disparities in the area of diabetes. New Jersey has the third largest population of Asian American Indians in the U.S. The burden of diabetes and cardiovascular disease in peoples of the Indian subcontinent is among the highest in the world for both men and women. This population is designated as "at risk" in Healthy People 2010. The University of Medicine and Dentistry of New Jersey (UMDNJ) is outreaching to the community to build a coalition to eliminate the health disparities in diabetes and cardiovascular diseases.

8. Improvement of Maternal and Infant Mortality Rates: A Rebirthing Center Reflects on its History and Lessons
Jennifer Dohrne, CNM, MS, CNP, Columbia University, Graduate Program in Nurse Midwifery
 This workshop will present an historical overview of the twelve-year struggle to build and maintain a free-standing birthing center in an underserved community of the South Bronx. Attention will be given to assessment of the cultural needs of the diverse community of women served by the center, and integrating this knowledge into a vibrant protocol. Plans for the development of a women's center based on collaborative work between midwives and physicians pose new challenges for future thought.

There will be a post-conference reception from 4:45 to 5:45 p.m.

**JUSTICE AND EQUITY IN HEALTH CARE:
 Eliminating Racial and Ethic Disparities**
 Friday, April 14, 2000

Please Print

First Name _____ M.I. _____

Last Name _____

S.S. # _____

Phone #

(day) _____ (evening) _____

(fax) _____ (E-mail) _____

Degree _____ Specialty _____

Affiliation _____

Mailing Address _____

City _____ State _____ Zip Code _____

Registration Fees:

\$55 Health Care Professionals and Educators

\$35 Community-Based Organizations

\$25 Residents and Full-time Students

Workshop Preference

1st Choice 1:30: 1. 2. 3. 4.

2nd Choice 1:30: 1. 2. 3. 4.

1st Choice 3:15: 5. 6. 7. 8.

2nd Choice 3:15: 5. 6. 7. 8.

Attending Post-Conference Reception

Yes No

Method of Payment

Check enclosed for \$ _____ payable to
 UMDNJ - Continuing Education

MasterCard Visa American Express

Card # _____

Expiration Date _____ Amount \$ _____

Card Holder Signature _____

Return by Mail: UMDNJ - Continuing Education
 P.O. Box 573, Newark, New Jersey 07101-0573

Return by Fax: Fax completed form with your credit card number to (973) 972-7128

By Phone: Call us at (973) 972-4267 (outside 973 area code call 1-800-227-4852)

Please use one form per person; photocopies are acceptable.

As a service, UMDNJ may provide an attendee list of this meeting to each participant. I do not wish to be included in this listing .

If you are physically challenged or have other needs and wish to discuss provisions which may make your learning environment more effective, please contact Linda Adamec, at (732) 235-7430.

PLANNING COMMITTEE

Conference Chair

Robert C. Like, MD, MS

Associate Professor of Family Medicine and Director, Center for Healthy Families and Cultural Diversity, Department of Family Medicine, RWJMS

Members

Catherine Bolder

Associate Vice President of Affirmative Action, UMDNJ

Thomas Cannon

Community Development Specialist
The Sharing Network

Martin A. Finkel, DO

Associate Professor of Pediatrics and Medical Director
Center for Children's Support, SOM

Betty Hosford, RN, MA, CNM

Associate Professor of Nurse Midwifery, SHRP

Shelley Jacobs Mintz, MSW

Project Director, International Women's Day Celebration
YWCA of the USA

Debra Johnson, Esq.

Legal Management, Urban & Community
Development, UMDNJ

Jo Ann Kairys, MPH

Program Coordinator, Center for
Healthy Families and Cultural Diversity
Department of Family Medicine, RWJMS

Parvin Khanlou, PhD, CHES

Research Scientist, Office of Assistant Commissioner
Division of AIDS Prevention and Control, NJDHSS

Mariam Merced, MA

Director Community Health Promotion
Program, RWJUH

Laurie Nsiah-Jefferson, MPH

Research Scientist, Division of Family
Health Services, NJDHSS

Patricia Reid, BS

Program Development Specialist
Center for Continuing Education, RWJMS

Bara S. Rosenheck

President of BR Consultants

Maria L. Soto-Greene, MD

Associate Dean for Special Programs, NJMS

Transcultural Committee

St. Peter's University Hospital

Lucille Wallington, MPH

Program Director
New Jersey Primary Care Association

Geoffrey Young, PhD

Assistant Dean for Student Affairs, RWJMS

New Jersey Department of Health and Senior Services (NJDHSS)

UMDNJ-New Jersey Medical School (NJMS)

UMDNJ-Robert Wood Johnson Medical School (RWJMS)

UMDNJ-School of Health Related Professions (SHRP)

UMDNJ-School of Osteopathic Medicine (SOM)

Accreditation

The University of Medicine and Dentistry of New Jersey-Center for Continuing Education in the Health Professions is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians

The UMDNJ-Center for Continuing Education in the Health Professions designates this educational activity for up to 6.5 hours in category I credit toward the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Social Workers

According to the regulatory criteria established by the New Jersey Board of Social Work Examiners, and by our compliance with that criteria, UMDNJ-Center for Continuing Education offers this program for a maximum of 6.5 Continuing Education Hours (CEHs) toward meeting the continuing education requirements for the current year's renewal of your New Jersey social work license/certification.

Nurses

UMDNJ - Center for Continuing Education in the Health Professions is an approved provider of continuing education by the New Jersey State Nurses Association, Activity Number PI73-4/2001 NJSNA is accredited by the ANCC Commission on Accreditation of the American Nurses Association. This activity is approved for 7.5 Contact Hours.

Nurse Midwives and Physician Assistants

ACNM and AAPA accept category I CME approval from organizations accredited by the ACCME to grant category I hours toward the Physician's Recognition Award.

Disclosure

The "Disclosure Policy" of UMDNJ requires that faculty participating in a CME activity disclose to the audience any relationship with a pharmaceutical or equipment company that might pose a potential, apparent, or real conflict-of-interest with regard to their contribution to the program.

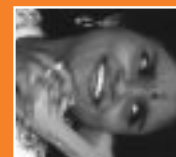
Additional Information

Please contact Linda Adamec, UMDNJ - Center for Continuing Education, 732-235-7430.

Cancellation Policy

Refunds, less a \$15.00 processing fee, will be granted if cancellation notice is received at least two working days prior to the start of the program. Refunds cannot be given for "no shows" or cancellations received once the activity has started.

UMDNJ reserves the right to modify the program content, program faculty and program activities, and reserves the right to cancel this program, if necessary.



Conference Goals:
 1) share information about existing racial and ethnic disparities in health care, and successful strategies and programs for addressing this challenge; 2) encourage collaborations, partnerships, and the development of organizations and systems committed to culturally competent health care; and, 3) initiate action planning toward justice and equity in health care.
Morning Session: mix of lectures, dramatization, and small group discussions.
Afternoon Workshops: Highlight examples of collaborative partnerships and model programs that emphasize community strengths and assets, and address existing racial and ethnic disparities in health care.

The 2nd Annual UMDNJ Conference on Culturally Competent Care
Justice and Equity in Health Care: Eliminating Racial and Ethnic Disparities

UMDNJ-Robert Wood Johnson Medical School
 Center For Continuing Education
 97 Paterson Street, Room 124
 New Brunswick, NJ 08903

Friday, April 14, 2000



University of Medicine and Dentistry of New Jersey (UMDNJ)
 President's Office
 UMDNJ-Robert Wood Johnson Medical School
 Department of Family Medicine
 Center for Healthy Families and Cultural Diversity
 The Medical Education Group of the American Medical Association
 New Jersey Hospital Association
 New Jersey Department of Health and Senior Services
 New Jersey Primary Care Association - New Jersey State
 Office of Rural Health

The 2nd Annual UMDNJ Conference on Culturally Competent Care

Justice and Equity in Health Care: Eliminating Racial and Ethnic Disparities

**Friday, April 14, 2000
 8:30 am - 5:45 pm**

At the
New Jersey Hospital Association
 Princeton, New Jersey

*Join us for a valuable, timely and **interactive** conference. The goals of the conference will be achieved through lecture, drama-based educational techniques, group discussions and workshops.*