

**Intended Audience**

Health care professionals, educators, hospitals, ambulatory care practices, community-based organizations, managed care organizations, pharmaceutical and health care industry, state and local government, residents, students and interested others.

**Learning Objectives**

- Identify selected barriers to health care experienced by individuals from diverse racial and ethnic populations and the strategies used for accessing needed services;
- Cite historical and contemporary examples of medical racism and its role in contributing to existing racial and ethnic health disparities;
- Describe a culturally competent model of health care delivery and health professions education;
- Apply a framework for integrating participatory methods, cultural competency measures, and quality improvement strategies for improving the health outcomes of diverse populations;
- Describe examples of collaborative partnerships and model programs that are addressing racial and ethnic disparities in access to care, service utilization, and health outcomes.

**Registration Fee**

The registration fee is \$95 for health care professionals and educators; \$75 for others. The fee includes tuition, continental breakfast, refreshment breaks, lunch, and handout materials. 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 / Hotel Accommodations**

Princeton Marriott Forrestal Village  
201 Village Boulevard  
Princeton, New Jersey  
(609) 452-7900

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

**Alternate Area Hotels**

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

**7:30 a.m.**

**8:30 a.m.**

**8:50 a.m.**

**9:00 a.m.**

**9:30 a.m.**

**10:30 a.m.**

**10:45 a.m.**

**11:45 a.m.**

**12:00 noon**

**1:30 p.m.**

**2:45 p.m.**

**3:00 p.m.**

**5:00 p.m.**

**5:30 p.m.**

**Registration/Continental Breakfast/Exhibits**

**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

**Introduction**

Robert C. Like, MD, MS\* Conference Chair, Associate Professor and Director, Center for Healthy Families and Cultural Diversity

**Keynote Presentation-Eliminating Health Disparities: Where We've Been, Where We Are, Where We're Going**

Denice Cora-Bramble, MD  
Senior Medical Advisor to the Director  
Bureau of Primary Health Care / HRSA  
Bethesda, MD

**Panel Presentation - Racial and Ethnic Health Disparities: Three Personal Stories**

**Refreshment Break and Exhibits**

**Challenging Cultural Disregard and Racism: A Special Kind of Journey**

Beverly Coleman-Miller, MD  
Visiting Scholar  
Harvard School of Public Health  
Boston, MA, Editorial Director, *Minority Health Today*  
Melanie Tervalon, MD, MPH  
Private Practice Pediatrician / Faculty Member  
UCSF School of Medicine, San Francisco, CA  
Jeffrey M. Ring, PhD  
Director of Behavioral Sciences  
White Memorial Medical Center, Los Angeles, CA

**Group Discussion/Questions and Answers**

**Luncheon/Exhibits**

**Luncheon Presentation: Cultural Competence in the Delivery of Healthcare Services: Organizational, Clinical, Workforce and Community Considerations**  
Josepha Campinha-Bacote, PhD, RN, CNS, CS, CTN, FAAN  
President, Transcultural C.A.R.E. Associates  
Cincinnati, OH

**Participatory Quality Improvement (PQI)<sup>®</sup>: Integrating Cultural and Linguistic Competence and Health Care Quality**

Beatrix Roemheld-Hamm, MD, PhD\*  
Associate Professor of Family Medicine and Psychiatry  
Jo Ann Kairys, MPH\*  
Executive Director  
Center for Healthy Families and Cultural Diversity  
Christine Stroebel, MPH\*  
Program Development Analyst  
Center for Healthy Families and Cultural Diversity

**Refreshment Break**

**Workshops: Model Partnerships/Programs for Specific Health and Illness Conditions**

**Closing Remarks: The Journey Continues**

Denise V. Rodgers, MD  
Associate Dean for Community Health  
UMDNJ-Robert Wood Johnson Medical School

**Adjourn**

\*UMDNJ-Robert Wood Johnson Medical School, Department of Family Medicine

**The following workshops will address model partnerships/programs for specific health and illness conditions. The workshops are held concurrently from 3 to 5 p.m.**

- Special Initiatives in Diabetes with our Emerging Majorities**  
Louis F. Amorosa, MD and Arthur Krosnick, MD - UMDNJ-Robert Wood Johnson Medical School;  
Monica Safford, MD and Javier Torrens, MD - UMDNJ-New Jersey Medical School;  
Dorothy Caputo, MA, RN, CDE - UMDNJ-Center for Continuing Education;  
K.M.Venkat Narayan, MD, MPH, MBA - Centers for Disease Control and Prevention; and  
Sunil H. Parikh, MB, BS - New Jersey Commission for the Blind and Visually Impaired

This workshop will provide an overview of special initiatives to decrease the burden of diabetes in emerging majorities. Populations encompassed are: American Asian Indians, Native Americans, Hispanic Americans, and African Americans. These initiatives are local and national at various points of development, across socio-economic strata. Community coalitions, managed care organizations, federally qualified health centers, and evidence-based population medicine, provide the basis for these initiatives across the continuum of diabetes care.

- Culturally Sensitive Communication in the Dental Care Setting**

Hillary Broder, PhD, MEd; Randall Wilk, DDS, PhD, MD; R. Michael Sanders, DMD, EdM;  
Arnold Rosenheck, DMD – UMDNJ-New Jersey Dental School

Effective communication is critically important in all aspects of dental care delivery. From effective initial patient interviews to the delivery of potential life-threatening diagnoses, an awareness of the cultural issues for each individual patient can affect the patient's interpretation of their circumstance, their willingness to pursue recommended therapies, and, ultimately, even whether they live or die. This workshop will explore the basic concepts and need for culturally sensitive communication and present actual patient cases for discussion.

- Ending the TB Plague: How Understanding Culture Can Help**

Debra J. Kantor, PhD - UMDNJ-New Jersey Medical School National Tuberculosis Center

This workshop will use several tuberculosis (TB) case studies to illustrate the different worldviews of the culture of the patient, culture of the health care provider, and the culture of medicine. The gap between these cultural systems create many opportunities for miscommunication. These differences include understanding of the TB diagnosis, how TB should be managed, and the social costs of having a disease that is often stigmatized. Models of how to identify and address these cultural barriers will be discussed.

- University-Community Partnership: Community Based Strategies to Eliminate Racial and Ethnic Health Disparities**

Martha Chavis, MA - Camden AHEC; Shelley Cohen, MA - Garden AHEC; Cindy Robillard, MA - Shore AHEC

For over twenty years, the Area Health Education Center (AHEC) program has bridged UMDNJ and South Jersey's low income and minority populations to improve health, emphasizing community involvement. Workshop participants will learn strategies to prepare health care professionals to provide services to culturally diverse populations, drawing from successful AHEC projects in such areas as nutrition and primary care.

- Infant Mortality: Factors Contributing to Racial Disparity**

Yvonne Wesley, RN, PhD - Northern NJ Maternal/Children Health Consortium

This workshop will discuss birth outcome data relative to low birth weight (LBW) and infant mortality. The presentation will include a description of racial disparity within Black and White LBW and infant mortality rates. Participants have an opportunity to critique the literature presented that explains racial disparities in birth outcomes. The session will also include highlights from the literature that identify psycho-social factors related to birth outcome data. The workshop will conclude with an overview of a stress reduction intervention for pregnant Black women.

- Addressing Racial and Ethnic Disparities in Heart Health, Cancer and HIV/AIDS through Culturally Tailored Behavioral Interventions in Non-Traditional Settings**

Ruth C. Browne, ScD and Stacey Wright, MPH - Arthur Ashe Institute for Urban Health (AAIUH)

This workshop will focus on how trusted members of communities including ministers, nurses in congregations, salon stylists, barbers and tattoo/piercing artists can facilitate dialogue about heart health, cancer and HIV/AIDS, and affect the health behaviors of individuals in faith communities and personal care establishments. Presenters will describe several case studies based on the successes of the AAUIH in using beauty salons, barbershops, body piercing salons/tattoo parlors and churches as educational campuses to conduct health education and behavioral health interventions. This workshop will teach participants how to address cultural issues in health through a proven effective, culturally tailored, community health empowerment model that has reached over 10,000 individuals and families.

- Partners in Health: An Academic Medical Center and a State Health Department Focus on Provider Education to Close the Gap in Breast Cancer**

Barry L. Richardson, PhD, Joyce A. Battle, MD, Iman Mohamed, MD - Medical College of Ohio; Olga Alvarez-Ott, MS, MA-Ohio Department of Health

This workshop will examine the efficacy of using a CD-ROM as the medium of a CME course in cultural competence. The workshop will present the challenges and rewards of mobilizing the resources of two different institutions toward a common goal-better breast cancer care. The cultures of each institution will be examined as an important consideration in such an endeavor. The status of breast cancer care will be examined as an important consideration in such an endeavor. The status of breast cancer care will be reviewed and the project's anticipated impact on health care will be discussed.

**3<sup>rd</sup> Annual Conference on Culturally Competent Care**  
June 14, 2001

**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:**

\$95 Health Care Professionals and Educators

\$75 Others

**Workshop Preference**

1st Choice    1.     2.     3.     4.     5.     6.     7.

2nd Choice    1.     2.     3.     4.     5.     6.     7.

**Method of Payment**

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

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**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

**Patrick Dwyer**

Assistant Director  
Center for Continuing Education, RWJMS

**Betty Hosford, RN, MA, CNM**

Associate Professor of Nurse Midwifery, SHRP

**Debra Johnson, Esq.**

Legal Management, Urban & Community Development, UMDNJ

**Jo Ann Kairys, MPH**

Executive Director  
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

**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

**Christine Stroebel, MPH**

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

**Ellen Strong, RN, MPH**

Transcultural Committee  
Saint Peter's University Hospital

**Sheila L. Thorne, MA**

President and COO  
Minority Health Communications Inc.  
Marketing Services Group

New Jersey Department of Health and Senior Services (NJDHSS)  
UMDNJ-Robert Wood Johnson Medical School (RWJMS)  
UMDNJ-School of Health Related Professions (SHRP)

**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.

**Dentists**

The UMDNJ-New Jersey Dental School is an approved course sponsor by the New Jersey State Board of Dentistry. This course has been submitted for 6.5 credit hours (approval pending), provided the course is completed as designed. UMDNJ is an ADA CERP Recognized Provider. UMDNJ is also an Academy of General Dentistry (AGD) approved National Sponsor.

**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 PI 73-4/2001. 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.

**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.

**Acknowledgments**

We greatly appreciate major educational grants from the UMDNJ President's Office, Government and Public Affairs, and The Robert Wood Johnson Foundation. Additional benefactors include Region II - Office of Minority Health, US Department of Health and Human Services, The New Jersey Primary Care Association, Inc., and Eli Lilly.

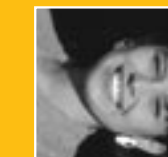
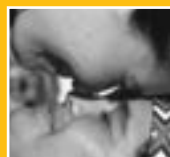
**Additional Information**

Please contact Lissa Lieberum, UMDNJ - Center for Continuing Education, 732-235-7430.

**Cancellation Policy**

A refund, less a \$15 processing fee, will be granted if cancellation notice is received up to the day of the activity. 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.



**Workshops**  
Highlight examples of model partnerships/ programs for specific health and illness conditions

**Format**  
Keynote presentations, lectures, personal stories, interactive discussion, workshops and exhibits

**Goals:**  
• Increase understanding of the root causes of racial and ethnic health disparities;  
• Share information about the strategies that can be used to improve the quality of care provided to culturally diverse populations;  
• Encourage collaborations, partnerships, and action planning designed to eliminate racial and ethnic health disparities

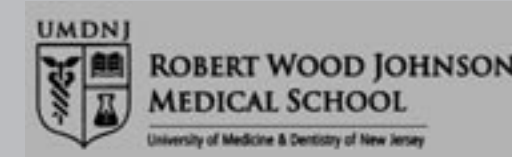
**“Improving the Health of our Emerging Majority Populations: A Personal and Collective Responsibility”**

**The 3rd Annual UMDNJ/RWJMS Conference on Culturally Competent Care**



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

Thursday June 14, 2001



University of Medicine and Dentistry of New Jersey (UMDNJ)  
President's Office and Government and Public Affairs  
UMDNJ-Robert Wood Johnson Medical School (RWJMS)  
Department of Family Medicine  
Center for Healthy Families and Cultural Diversity  
The Robert Wood Johnson Foundation  
Region II - Office of Minority Health, US Department of Health and Human Services  
The Medical Education Group of the American Medical Association  
New Jersey Department of Health and Senior Services  
New Jersey Primary Care Association - New Jersey State Office of Rural Health



**The 3rd Annual UMDNJ/RWJMS Conference on Culturally Competent Care**

**“Improving the Health of our Emerging Majority Populations: A Personal and Collective Responsibility”**

**Thursday, June 14, 2001**

Princeton Marriott  
Forrestal Village  
Princeton, New Jersey