

The Dignity & Respect Campaign:
An Initiative to Build an Inclusive Workplace
that Delivers Patient-centered, Culturally Competent Care

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Dignity & Respect

Cultural Awareness

Healthy Communities

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Dignity & Respect

Inclusion begins with a core belief that
everyone deserves
dignity and respect.

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Dignity & Respect Journey

Goal #1
UPMC has embraced a culture of dignity and respect.

D&R Index ↑

Employee Engagement ↑

AWARENESS
IMAGINE INCLUSION
Promoting dignity and respect.
- Road shows and focus groups

ENGAGEMENT EXPERIENCE INCLUSION
Treating others with dignity and respect.
- 30 Tips and 7 Competencies
- Orientation and Training
- D&R Index

SHARED OWNERSHIP CHAMPION INCLUSION
Role modeling dignity and respect.
- Performance evaluations
- Clinical practices

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30 Tips of Dignity & Respect
Awareness – Promoting dignity and respect

Tip 1 Remember the person's name.	Tip 2 Be open. Be vulnerable. Be willing to be vulnerable.	Tip 3 Be flexible. Be willing to change your mind.	Tip 4 Join the team. Be a team player.	Tip 5 Be a relationship builder. Connect with others.	Tip 6 Be culturally competent. Learn about other cultures.	Tip 7 Be a relationship builder. Connect with others.	Tip 8 Be a relationship builder. Connect with others.	Tip 9 Be a relationship builder. Connect with others.	Tip 10 Be a relationship builder. Connect with others.	Tip 11 Be a relationship builder. Connect with others.	Tip 12 Be a relationship builder. Connect with others.	Tip 13 Be a relationship builder. Connect with others.	Tip 14 Be a relationship builder. Connect with others.	Tip 15 Be a relationship builder. Connect with others.	Tip 16 Be a relationship builder. Connect with others.	Tip 17 Be a relationship builder. Connect with others.	Tip 18 Be a relationship builder. Connect with others.	Tip 19 Be a relationship builder. Connect with others.	Tip 20 Be a relationship builder. Connect with others.	Tip 21 Be a relationship builder. Connect with others.	Tip 22 Be a relationship builder. Connect with others.	Tip 23 Be a relationship builder. Connect with others.	Tip 24 Be a relationship builder. Connect with others.	Tip 25 Be a relationship builder. Connect with others.	Tip 26 Be a relationship builder. Connect with others.	Tip 27 Be a relationship builder. Connect with others.	Tip 28 Be a relationship builder. Connect with others.	Tip 29 Be a relationship builder. Connect with others.	Tip 30 Be a relationship builder. Connect with others.
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[Link to 30 Tips of Dignity and Respect video](#)

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7 Competencies Dignity & Respect
Engagement – Treating others with dignity and respect

- 1. Managing your behavior**
Sweat the small stuff. Smile. Be Considerate. Say hello. Say thank you.
- 2. Innovation & Collaboration**
Reinvent the wheel. Be open. Be flexible. Join the team. Be a relationship builder.
- 3. Building Cultural Awareness**
Treat others the way they want to be treated. Be culturally competent. Break the ice. Demonstrate mutual respect. Ask.
- 4. Managing Conflict**
Find common ground. Communicate respectfully. Practice patience. Seek understanding. Share your point of view. Get someone else's point of view.
- 5. Modeling inclusive behaviors**
Lead the way. Do the right thing. Be considerate. Remember, we all make mistakes.
- 6. Community Leadership**
Get involved. Become a mentor. Take a healthy step. Lend a hand.
- 7. Be a champion of dignity and respect**

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Dignity & Respect

Shared Ownership – Role modeling dignity and respect

“Serving as champions in the community, in the workplace, and in providing patient care, our physicians and staff believe that at the core of champions you will find the fundamentals of dignity and respect.” — **Marshall Webster MD**, Executive Vice President, UPMC, President, Physician Services Division

“At UPMC, our success rests on the everyday excellence of our people. Each member of our teams plays an important role in bringing UPMC’s mission to life, helping make UPMC the leading health system and academic medical center in the city and the region, and among the best in the nation. Our commitment to collegial work and treating one another and our patients with dignity and respect underpins everything we do. That foundation supports the skill and commitment our teams bring to caring for our patients, teaching the next generation of providers, developing new models of treatment and care, and supporting our community.” — **Liz Concordia**, Executive Vice President, UPMC President, Hospital and Community Services Division

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Dignity & Respect Index

Inclusion begins with a core belief that everyone deserves dignity and respect.

SAMPLE

Dignity & Respect Campaign

UPMC 2012 D&R Index: 81.5%

The people I work with treat me with dignity and respect -----	91%
My supervisor treats me with dignity and respect -----	85%
Sr. management treats people with dignity and respect -----	75%
Our employees have embraced a culture of dignity and respect ---	75%

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Dignity & Respect

Inclusion begins with a core belief that everyone deserves dignity and respect.

Dignity & Respect Campaign

Our UPMC Partners:

- Hospital and Community Services
- International & Commercial Services
- Insurance Services Division
- Physician Services Division
- Corporate Services Division

Our National Partners:

- Communities
- Organizations
- Sports
- Youth Programs

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From Dignity & Respect to Cultural Awareness

Dignity & Respect Tip 11 – Treat others the way *they* want to be treated

Dignity & Respect



CHRIS



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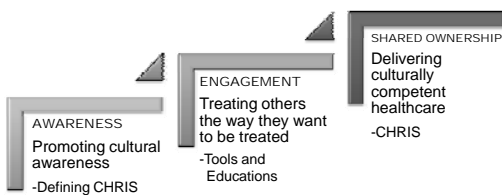
From Dignity & Respect to Cultural Awareness

Goal #2:

UPMC provides culturally competent healthcare.

Employee Knowledge & Skills ↑

Patient & Member Satisfaction ↑

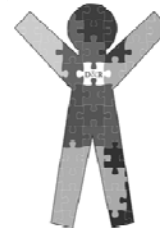


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From Dignity & Respect to Cultural Awareness

Awareness – Promoting Cultural Awareness

CHRIS

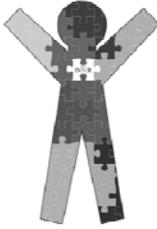


Dignity & Respect

- Personality, health, and family history
- Ethnicity, race, and national origin
- Gender and sexual orientation
- Culture, religion, and spirituality
- Intellectual, physical, and sensory abilities
- Language, education, and literacy
- Generation and age
- Occupation and income
- Geography, housing, and environment

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From Dignity & Respect to Cultural Awareness
 Engagement – Treating others the way *they* want to be treated



- Tools and Education:**
- 7 Competencies of Dignity & Respect
 - CultureVision™
 - Build Cultural Awareness Web Module/Workshop
 - Cultural Competency Awareness Series (Podcasts available Jan 13)
 - Effective Communication for Patients and Visitors who are Deaf, Blind, or Hard of Hearing
 - Global Care Services
 - Interfaith Pocket Guide for Staff
 - Interpreter and Translation Services
 - ManageABILITY

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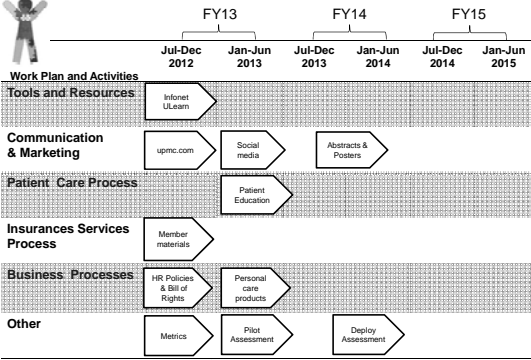
From Dignity & Respect to Cultural Awareness
 Shared Ownership – Delivering Culturally Competent Healthcare



Reflect CHRIS
Commitment to culturally competent
Healthcare and improving
Retention of diverse employees by
Integrating dignity and respect into
System wide practices

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From Dignity & Respect to Cultural Awareness



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From Dignity & Respect to Cultural Awareness

Dignity & Respect Tip 11 – Treat others the way *they* want to be treated

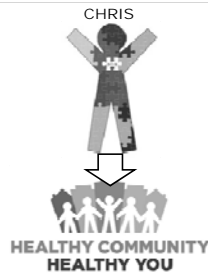


- Our Partners:**
- Center for Inclusion
 - Center for Nursing Excellence
 - Center for Quality Improvement and Innovation
 - Center for LGBT Health Research at Pitt
 - Disabilities Resource Center & Council
 - Institute on Aging
 - Pastoral Care Offices
 - Physician Inclusion Council of UPMC and Pitt

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From Cultural Awareness to Healthy Communities

Dignity & Respect Tip 28 – Take a Healthy Step

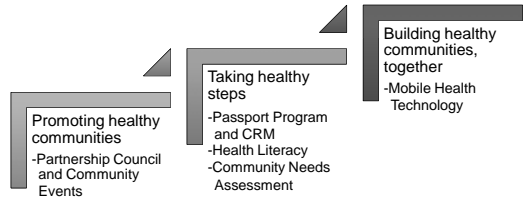
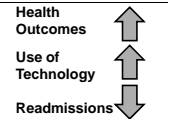


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From Cultural Awareness to Healthy Communities

Goal #3:

UPMC makes a difference in the diverse communities we serve.



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From Cultural Awareness to Healthy Communities

Dignity & Respect Tip 28 – Take a Healthy Step



Our UPMC Partners

- Community Partnership Council
- Community Health Needs Assessment Team
- Executive and Employee Partnership Councils
- Information Technology
- Insurance Services Division
- Hospital and Community Services
- Nursing Partnership Council

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From Bolt-on to Built-in

4C STRATEGY

4C GOALS



CUSTOMER: UPMC is nationally recognized for providing culturally competent healthcare.

COMMUNITY: UPMC makes a difference in the diverse communities we serve.

CULTURE: UPMC has embraced a culture of dignity and respect

COMPANY: UPMC has a diverse workforce.

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INCLUSION INITIATIVES

Integrated Inclusion

Community Social Responsibility

Dignity & Respect

Dignity & Respect Campaign

Founding Sponsor UPMC



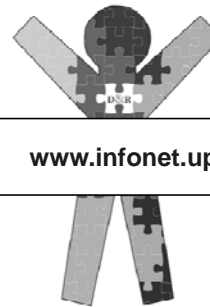
Talent Scout
Strategic Partnerships
Next Generation Leaders

Workforce Development

Workforce Readiness and Retention
K-12 Healthcare Programs



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- upmc.com/culturalcompetency
- upmc.com/dignityandrespect
- upmc.com/healthycommunities
- dignityandrespect.org

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