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

Candi Castleberry-Singleton
Chief Inclusion and Diversity Officer, UPMC

The Dignity & Respect Campaign:

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

Dignity & Respect Journey

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

D&R Index
Employee Engagement

AWARENESS

- Road shows and focus groups

IMAGINE

- 30 Tips and 7 Competencies
- Orientation and Training
- D&R Index

INCLUSION

- Performance evaluations
- Clinical practices

Engagement – Treating others with dignity and respect

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

7. Be a champion of dignity and respect

30 Tips of Dignity & Respect

1. Managing your behavior
Sweat the small stuff. Smile. Be Considerate. Say hello. Say thank you.

2. Innovation & Collaboration

3. Building Cultural Awareness
Treat others the way they want to be treated. Be culturally competent. Break the ice.

Demonstrate mutual respect. Ask.

7 Competencies Dignity & Respect

1. Managing conflict
Find common ground. Communicate respectfully. Practice patience. Seek understanding. Share your point of view. Get someone else’s point of view.

2. Innovation & collaboration

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 your behavior
Sweat the small stuff. Smile. Be considerate. Say hello. Say thank you.

5. Modeling inclusive behaviors
Lead the way. Do the right thing. Be considerate. Remember, we all make mistakes.

6. Community leadership

7. Be a champion of dignity and respect
**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 **

**From Dignity & Respect to Cultural Awareness**

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

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**Dignity & Respect Index**

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

**SAMPLE**

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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**From Dignity & Respect to Cultural Awareness**

**Goal #2:**

UPMC provides culturally competent healthcare.

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**From Dignity & Respect to Cultural Awareness**

**Awareness – Promoting Cultural Awareness**

- 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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**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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**Our National Partners:**

- Culture, religion, and spirituality
- Gender and sexual orientation
- Generation and age
- Occupation and income
- Geography, housing, and environment
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

Engagement – Treating others the way they want to be treated

Critical to culturally competent healthcare

Tools and Resources

Communication & Marketing

FY13 FY14 FY15

Work Plan and Activities

July- Dec 2013

Jan- Jun 2014

Jan- Jun 2015

Tools and Resources

Communications

Marketing Materials

Patient Care Process

Inpatient Services

Outpatient Services

Insurance Services

Process

Billing

Claims

Business Processes

HR Policies & Bill of Rights

Other

Member Materials

Pilot Assessment

Patient Care Process

Insurances Services

Process

Business Processes

Other

Member Materials

Pilot Assessment

Patient Care Process

Insurances Services

Process

Business Processes

Other

Member Materials

Pilot Assessment

From Dignity & Respect to Cultural Awareness

From Dignity & Respect to Cultural Awareness

From Cultural Awareness to Healthy Communities

From Cultural Awareness to Healthy Communities

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

From Dignity & Respect to Cultural Awareness

From Dignity & Respect to Cultural Awareness

From Dignity & Respect to Cultural Awareness

From Dignity & Respect to Cultural Awareness

Goal #3:
UPMC makes a difference in the diverse communities we serve.

Health Outcomes

Use of Technology

Readmissions

Building healthy communities, together

Promoting healthy communities
- Partnership Council and Community Events

Taking healthy steps
- Passport Program and CRM
- Health Literacy
- Community Needs Assessment

Healthy Community

UPMC makes a difference in the diverse communities we serve.

Promoting healthy communities
- Partnership Council and Community Events

Taking healthy steps
- Passport Program and CRM
- Health Literacy
- Community Needs Assessment

Healthy You

UPMC makes a difference in the diverse communities we serve.

Promoting healthy communities
- Partnership Council and Community Events

Taking healthy steps
- Passport Program and CRM
- Health Literacy
- Community Needs Assessment

UPMC CENTER FOR INCLUSION

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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

**From Bolt-on to Built-in**

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<th>4C GOALS</th>
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<td>COMMUNITY: UPMC makes a difference in the diverse communities we serve.</td>
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<td>CULTURE: UPMC has embraced a culture of dignity and respect</td>
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<td>COMPANY: UPMC has a diverse workforce.</td>
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**INCLUSION INITIATIVES**

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**www.infonet.upmc.com/inclusion**

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