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## Why I am on this Mission

John scheduled a critical appointment with a local urologist and was diagnosed with prostate cancer. Despite the doctor's insistence, John refused to return for treatments. Over the next few years, his symptoms worsened forcing him to seek help at Duke University Hospital. Unfortunately, it was too late for John. His cancer had metastasized, and he experienced a slow, painful death. When asked if anything could have prompted her John to complete early treatment, his wife emphatically stated, "Oh yes, if only the urologist had not been so authoritative and bossy, I believe he would have returned for treatment."

## PROGRAM LEARNING OBJECTIVES

### Improving COVID-19 Vaccine Confidence in Rural Communities

- Understand reasons for distrust in your specific rural community
- Analyze cultural values of specific rural communities in order to help build trust
- Discuss specific approaches to apply in your community to Improve Vaccine Confidence

### Building Trust and Mutual Respect in Rural Communities

- Identify Unique characteristics and issues in rural communities
- Discover historical reasons for distrust in your specific rural community
- Analyze culturally informed methods to build trust between provider and client

### Improving Healthcare Disparities in Rural Populations

- Identify health and healthcare disparities in specific rural populations
- Analyze patient-provider communication issues as a factor in poor health disparities
- Consider specific targeted approaches to improving patient-provider communication, thus improving health disparities

### Roots: Understanding and Connecting with Your Appalachian Neighbors

- Describe the history of the Appalachian region and reasons for distrust
- Explore cultural values and beliefs that are common to many rural Appalachian people
- Consider through a cultural lens strategy to improve interaction and communication with rural Appalachians

### Best Practices for Providing Culturally Competent Treatment for Substance Use Disorders in Appalachia

- Identify Substance Use Disorders and treatment options in rural Appalachia
- Discuss importance of culturally sensitive patient-provider interactions
- Evaluate specific cultural approaches within treatment programs

### "I'm Not Crazy:" Strategies for Eliminating Stigma & Improving Behavioral Health Care in Appalachia

- Discuss barriers to improve Behavioral Health Care in Appalachia
- Discover effects of stigma on behavioral health in Appalachia
- Analyze culturally congruent best practices to improve Behavioral Healthcare in Appalachia

### Recognize & Overcome Implicit Bias

- Identify origin of Implicit Bias
- Consider effects of Implicit Bias
- Evaluate Strategies to decrease implicit bias

### Lost in Translation: How to Improve Healthcare Outcomes Through A Cultural Lens

- Describe difference in cultural competence, cultural humility, cultural awareness, and cultural sensitivity
- Examine results of utilizing cultural approaches to improve healthcare outcomes
- Analyze strategies to improve culturally congruent healthcare



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