

ACTION COUNCIL COMMUNICATOR

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From the Desk of the President — James Starnes



James Starnes, President

In this new decade of a new millennium the Action Council marches on. The Cross Cultural Conference and other trainings continue to be valuable resources. Culturally competent service delivery is critical even when training revenue evaporates. State healthcare systems and others reap the benefits from the hard work of the Action Council. Critical training is

provided by this non-profit organization with a strong sense of commitment and despite it's declining resources. The dedication and sacrifice of the Action Council Board and members is a direct service to state agencies and others who have invisible training dollars.

The 2011 Cross Cultural Conference was a success, and planning for the 34th annual conference is underway. On behalf of the Board I thank attendees to all Action Council trainings for your participation and for completing evaluations. Board member Ernest Shaw LISW does an excellent job summarizing the

data and providing a report to the Board. Please be assured that your input is used in planning future trainings.

Strengthening & Empowering The 21st Century Woman is the theme for our 2011 women's conference. The conference will be held on May 14th at Columbia College. There is an adult and a youth tract.

Our Education Committee is also planning the Fall Retreat which will be held in Aiken, SC, August 20-21.

Workshops will focus on children and family issues

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The Conference Participants Have Their Say

The 33rd Annual Cross Cultural Mental Health and Human Services Conference was held from February 27th – March 2nd 2011 in Myrtle Beach, SC. The theme for this year's conference was *Empowering Children and Families to Succeed*. The conference's mission was to provide information, education and practice skills based on outcomes of outreach studies, social policies and models for best practices.

A series of workshops provided a format for the discussion of research outcomes, public policy issues, and practical skills. The conference was designed to equip participants with the awareness, knowledge and skills to more effectively serve consumers

and their families. The conference sought to expose participants to current theory and practice as they relate to the provision of mental health and other human services to diverse populations.

Participants were given the opportunity to rate each presentation as excellent, good, fair or poor. Numerical values ranging from 4 to 1 assigned to the ratings. A review of those evaluations revealed that the Educational Value of Overall Conference was 3.81 out of a possible 4.0.

The conference began on Sunday evening with the Grace Brooks Palmer Convocation at Mt. Olive AME Church with Dr. Covia Stanley presiding. The featured speaker was Mr.



Ernest Shaw, LMSW, Editor

Clente Fleming, President and CEO of South Carolina Community Bank.

A. Baron Holmes, IV Ph.D of *South Carolina Kids Count* presented the opening session on Monday morning titled *Empowering Children and Families to Succeed*. In a plenary session that followed Dr. Holmes joined Gary Melton, Ph.D Professor and Director, Institute on Family and

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impacted by declining resources. Training for the licensed professional counselor and social work exams will be available. The retreat will end with a social gathering and a general membership meeting.

The Bi-annual Educational Cruise is Scheduled to sail from Charleston on October 21st. This will be a five night cruise to Key West, Freeport, and Nassau. The theme for the training is Human Sexuality featuring Action Council Vice President Carol Apt PhD, Sex Therapist, SC State University 2011 Outstanding Professor, and host of a radio talk show focusing on issues of sexual health. Action Council Board members will provide three additional trainings for a total of eight continuing education units.

Board member Shirley Furtick LISW-AP/CP, an expert on the mentally ill in jails, is spearheading the planning for our Forensics Forum to be held in November. As in all of our trainings conferees will receive information which will enable them to provide a higher quality of culturally competent services, and information to enhance personal life experiences. The unique workshops and interactive summaries provide excellent opportunities for sharing ideas and concepts. The plenary sessions are always rich with information and new ideas.

I encourage all who attend Action Council events to immerse yourselves in the entire experience. Learn something about anyone you do not know. As I am known to say we are all cousins in the Action Council. Let's grow and strengthen the family. Those we are privileged to serve will be the benefactors.

2011 Women's Leadership Conference

Strengthening & Empowering The



presented by
THE ACTION COUNCIL
*for Cross Cultural Mental Health
and Human Services*

May 14, 2011

Columbia College

Columbia, South Carolina

Neighborhood Life, Clemson University, Lt. John Harrelson of the Horry County Police Department and Mr. Clente' Fleming in a thought provoking debate. "Enjoyed the panel: Very informative," one participant noted.

"Hospitality, Ubuntu, and Respect," was described as excellent ...

Dr. Gary Melton's presentation at the President's Luncheon covered the topic "Hospitality, Ubuntu, and Respect," was described as excellent while a second person noted, "The presenter was well prepared; however, a researcher is not the best luncheon speaker."

Dr. Edwin Ayers, a Licensed Professional Counselor, spoke on the topic, *Post-Traumatic Stress Disorder* and his offering was described as an, "excellent workshop-Very much enjoyed discussion and presentation..." Mr. Lester E. Spratley, MSW, a social worker and Assistant Director of the SC Department of Social Services presented *Kinship Care is a Family Affair*. and one reviewer termed his work. "Outstanding session, Very well presented." Patricia Stone-Motes, Ph.D., Research Professor, Institute on Family and Neighborhood Life at Clemson University expounded on the topic "Bullying" while her colleague, Robin Kimbrough-Melton, JD spoke about "A Developing Partnership to Support Children and Families Affected by Incarceration"

Their presentations were assessed, "excellent." Mr. Willie Bethune, MSW, LISW CP/AP and Action Council Board member hosted the panel that wrapped up the day's offerings in the *Interactive Summaries*. One participant noted, "I want to thank the panel for providing information from other workshops."

On Tuesday morning Joyce Houck, LMSW, Program Coordinator, Division of Staff Development and Training at SC Department of Social Services and Robert Caesar, Ph.D., Director, Options and Directions Residential Treatment Facilities, William S. Hall Psychiatric Institute presented "*The Psychosocial Assessment Process: A Clinician's Tool for Empowering Families*" and their work was termed "excellent."

Dr. William "Bill" Cummings, the minister of music of Charlotte's Friendship Missionary Baptist Church, spoke of

Empowering Children With Blended Worship. Some participants in another session, in an adjourning venue complained about the joyous sounds coming from Dr. Cummings' presentation. However, one person attending the session described it as "fantastic and inspiring," while another said "This was very special and timely."

"This was one of the best thus far. Ask him to come back next year"

Tolulope O. Filani, Ph.D., Chairperson of the Department of Visual and Performing Arts at South Carolina State University spoke of *The Role of Creative Arts Therapy In Addictions Recovery*. "This was one of the best thus far. Ask him to come back next year," one person wrote. Tonya C. Hucks-Bradshaw, Ph.D. who is also from South Carolina State University spoke about *Caring for Those Who Care: Issues In Care Giving*. One attendee responded to her presentation with "Excellent job presenting material-Very knowledgeable." Jo Ann Reaves, MS, LPC-S, a Board Certified Clinical Psychotherapist, spoke on the topic, *Cognitive Behavioral Therapy*, and one evaluator wrote, "Enjoyed the practical approach."

The highlight of Tuesday's series of educational events was the *Otis A Corbitt Awards Luncheon*. Louise Johnson, MS, the Director of Children Services at the SC Department of Mental Health was the featured speaker and one person characterized her presentation as, "exceptional with much needed information."

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Cornell Ruff, RN and Patricia Hicks, Nurse Managers at Columbia Area Mental Health Center spoke about Substance Abuse and the Violent Offender: The Role of the Psychiatric Nurse and their workshop was described as, "Very good."

Carol Apt, Ph.D, Sociology Professor at South Carolina State University and Vice President of the Action Council spoke on *Workplace Violence: Profile of Perpetrators* Her



Social Class and Communication in the Doctor - Patient Encounter

Dr. Carol Apt, Professor of Sociology, SCSU



This is a portion of Dr. Apt's article entitled, "The Effects of Cultural Competence, Social Class and Ethnicity on the Doctor-Patient Relationship". It was printed in *The Journal of the South Carolina Medical Association*, Vol. 105, No. 4, August 2009, pgs. 128-130.

The term cultural competence refers to the ability to understand basic elements of others' cultures. Physicians who have at least a working knowledge of the attitudes, behaviors, and traditions of their patients are far more likely to provide the kind of care that meets not only the physical needs of their patients, but their emotional needs, as well. The culture in which one is raised is a crucial determinant of how an individual views the world, and his or her place in it (1). Culture does not just concern differences in dress, religious beliefs, attitudes, or whether one eats bread, tortillas or chapatti with dinner. Culture largely determines how people think, feel, and behave in regard to the vital issues of life, such as; when does life begin and when does it end? Is blood a sacred, life-giving substance, or is it merely one body fluid among many? Does disease result from the behaviors of individuals, or is it a form of divine intervention?

For the health care provider, cultural competence is associated with a host of desirable outcomes. Culturally sensitive care has been shown to increase patient satisfaction with the quality of care received, as well as with the provider(s) of that care, which can often lead to greater compliance with medical advice (2). The importance of understanding cultures is so important that both the American Psychiatric Association and the American Academy of Family Physicians have endorsed the addition of material on cultural competence to medical education.

Attitudes and behaviors are determined by a variety of factors, and one of the most important of these is social class. In this society as well as in others, social class is highly correlated with rates of morbidity, mortality, and life expectancy. When a patient and physician come from closely-related social classes, the risk of miscommunication is reduced. Their styles of communication, which can include tone and volume of speech, vocabulary, facial expressions and body language, are likely to

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be similar, thereby making it more likely that the doctor and the patient will understand each other.

As the values of assertiveness and self-reliance are traditionally middle class values, middle class patients are more likely to see themselves as active participants in their care, and to come to their medical appointments prepared to ask questions. Such patients are less likely to be intimidated by doctors, hospitals, or technology. Most middle class patients have the kinds of jobs with health benefits, as well as sick leave, so they are more likely to have their prescriptions filled and to come back for follow-up visits. If patient and provider are of similar social class backgrounds, the physician can assume a basic familiarity with some of the patient's values and behaviors.

When the doctor and the patient come from widely divergent social circumstances, the possibility of miscommunication is intensified. Without an understanding of the patient's social class background, employment, religious beliefs, living arrangements, dietary habits, or lifestyle, the doctor may prescribe a medication that the patient can't afford or may suggest lifestyle changes that are unrealistic. The physician might dispense medical advice using terminology or expressions that the patient doesn't understand, or he/she might schedule procedures on days that conflict with the practice of a patient's religion.

Any of these faux-pas can reduce a patient's compliance with medical advice, and can increase his/her dissatisfaction with the care provided as well as with the provider. When compliance is compromised and dissatisfaction results, patients might not go back for follow-up care, thereby jeopardizing the chances that their conditions will improve.

Today, the practice of medicine entails more than the acquisition of knowledge and skills; it also includes a basic understanding of cultures.

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- Cockerham, WC, *Medical Sociology*, (10th ed.), Upper Saddle River, New Jersey, Pearson Education, Inc., 2007.



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presentation elicited "Very detailed: great information. Enjoyed."

Mark Binkley, JD, General Council, and Shirley Furtick, MSW, LISW AP/CP, Program Director of the SC Department of Mental Health and Action Council board members spoke on the topic, *Legal and Ethical Issues in the Treatment of Children and Their Families*. Their effort was described as an "Excellent presentation." and attendees gave this presentation a perfect 4.0 score.



**attendees gave this
presentation a perfect
4.0 score**

Former Action Council Board member, Dr. Stephen McLeod-Bryant of the Medical University of South Carolina spoke on the topic, *Evidence Based Programs*. "Presenter excellent in knowledge and skill," was the way one person described his discourse.

Clyde D. Holiday, LMSW, of the South Carolina Department of Corrections and a minister at Turkey Branch Missionary Baptist Church spoke on the topic, *Incarcerated Women and Their Children: Helping the Casualties of War on Drugs*. Attendees gave this presentation an almost perfect 3.98 score. "Excellent presenter. Very well prepared" wrote one person.

Loraine Tracy, RN, BSN and Elaine Leonard, RN, BSN, MHA spoke of *Managing Behavioral Health Crisis in Local Emergency Rooms and Inpatient Psychiatric Hospitals*, and their presentation was described in the same glowing terms.

As a social worker, a thirty-two year veteran of the SC Department of Mental Health and the SC Department of Corrections, a member of the Action Council Board of Directors and Editor of this newsletter; I had the privilege of speaking on the topic *When Boys Commit Grown-up Crimes: Implications for the Criminal Justice System and Behavioral Health Professional*. One person described the title of my presentation as "deceptive" when compared to what was presented. However, another person noted, "Excellent presentation. Great pictorial data. Thanks for sharing."

Again Mr. Bethune and the panel concluded the day's events with the *Interactive Summaries* and the summaries were described as "good."

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The final day of the conference featured Colonel Avis Buchanan, RN, MSN, Battalion Commander, 3297th US Army Hospital, Charlotte, NC and Major Shirley Brown, RN, BSN, MPA, Clinical Medicine Flight Commander at the 14th Medical Group, Columbus AFB, Mississippi and their analysis of, *The Psychological Effects of War On Military Families*. Their work was described as "Very interesting and informative."

Terence Wells, M.Ed, LPC and Gerald Gore, MSW, LPC presented *How Do We Help Frustrated Parents Cope*. Someone wrote simply, "Please have back next year." Camille Pea, MA of *Bottles and Book Bags* spoke on a topic of the same name. One attendee responded with, "Outstanding Presentation and information."

Susie Williams-Manning, M.A., NCAC II, Adolescent Grant Project Manager, Alcohol and Other Drug Abuse Services meticulously presented *Using a Screening Tool To Identify At Risk Youth*. She was described as an "Extremely Knowledgeable speaker."

The speaker for the Closing Brunch was Joy Jay, Executive Director, Mental Health America, SC. She spoke of, *Mental Illness: Perspectives of a Guardian Ad Litem*. One person described her as "the most enlightening speaker."

Attendees were asked to name any speakers from the concurrent education sessions they considered outstanding: Dr. Cummings, Dr. Filani, Dr. Apt, Louise Johnson, Dr. McLeod-Bryant and Clente' Fleming were named. Dr. Cummings was suggested as an ideal Convocation speaker.

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enlightening speaker"**

Suggested keynote speakers for next year included, Louise Johnson, Maya Angelou, Oprah, Dr. Bill Cummings, Michelle Obama, Gary Melton, Dr. McGill, Avis Buchanan and Dr. Filani.

Only thirteen individuals indicated whether or not their personal goals and objectives met were during the conference. However, all thirteen answered in the affirmative. Fifteen respondents answered the question of whether or not they planed to attend the conference next year. Thirteen said yes. One said maybe and one said that he or she would not attend if the conference is held at the

Who We Are

The Action Council for Cross-Cultural Mental Health and Human Services, Inc. (ACCMHS) is a voluntary organization dedicated to enhancing the involvement of minority citizens in the management, delivery and utilization of mental health and human services. The Council represents public and private business/industry and organization representatives, professionals, and volunteers who have an interest in cross-cultural issues.

The Council exists for the purpose of understanding diverse cultures, enhancing cultural relations and providing a forum for multi-cultural issues and management/personnel concerns. This includes educational training, resource management and networking toward providing service delivery and cultural awareness.

Why You Should Belong

Statewide and regional support is needed to make the Council's goals a reality. By your membership and interest, you join in enhancing the participation of professionals from diverse cultures in mental health and human services.

JOIN US

MEMBERSHIP FEES

DUES	MEMBERSHIP TYPE
15.00	Senior Citizen
15.00	Student
20.00	Individual
50.00	Organizational
35.00	Family (2 or more)
5.00	Consumer
20.00	Board Member

*(continued from page 6— **Conference Participants' Say***

Landmark Hotel. Fifteen individuals indicated whether they were Action Council members and fourteen were.

The annual conference presented by the Action Council for Mental Health and Human Services is a time-honored tradition for many professionals. While the conference does feature nationally known experts in a variety of fields, workshops conducted by our board members, human services professionals along with religious leaders also contribute greatly to our educational effort and the whole conference experience.

A significant number of professionals use contact hours earned at the conference to satisfy their yearly requirements for licensure purposes. We believe that we play a major role in providing relevant educational opportunities to attendees while providing presenters with opportunities to present research findings and accounts of best

practice models to professionals with direct care responsibilities.

Finally, it is crucial that we ask attendees of our conference to rate the effectiveness of our offerings and to suggest ways that we might improve our conference. The Educational Value of the Overall Conference was 3.81 on a 4.0 scale.

We greatly appreciate hearing from the people who support our conference by attending each year and we look forward to your attendance at our Cross Cultural Conference next year. We also invite you to attend the upcoming Women's Leadership Conference and The Action Council Board Retreat and the Educational Cruise.



**ACTION COUNCIL FOR MENTAL HEALTH AND
HUMAN SERVICES**

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