

**Healthy Louisiana  
Health Education Advisory Committee Meeting  
Minutes Summary – First Quarter: March 2019**

**Health plan contact:** Kim Chope  
**Subject:** Member Services

**Agenda topics**

- Health plan updates
- Cultural sensitivity

**Introductions**

Kathy Victorian, Medicaid Territory Marketing Manager, lead the meeting because Peter Lambousy, Director of Medicaid Plan Marketing for Healthy Blue, was presenting for a rebid meeting. Two Healthy Blue members attended: Alice Blackburn and Abigail Johnson.

**Healthy Blue member updates**

Current total membership is 272,695.

**Health plan updates**

- January 2020 contract renewal RFP will be released on February 25, 2019
- Deadline for receipt of proposal response is April 29, 2019
- The state's notice of intent to award is July 8, 2019

**Cultural sensitivity**

Robert Blue, the tribal liaison and OCDD liaison for behavioral health, presented on cultural sensitivity. He began by noting Healthy Blue offers one to three hours of free training on cultural competency. He spoke about:

- **Thinking outside of the box**
  - We aren't taught how to be out the box, we're programmed by ads and commercials. For example, we are programmed to buy toothpaste because we have been programmed to brush our teeth.
- **Being a free thinker**
  - Nobody likes the idea of being told what to think.
  - Why do we choose a particular picture from all of the possibilities available?
  - Are we free thinkers or have we been programmed, trained and influenced to think a certain way?
  - We think we're free thinkers, but we're not.
  - We get ideas from people around us. We even think about how others will think about us when we pick out what clothes to wear.

Robert used the word "surfer" as an example. He asked everyone what image they see when they think of a surfer and why. Everyone answered: blonde hair, blue eyes, special shorts, young and physically fit. Water was the first thing that came to mind.

He noted the Cambridge Dictionary defines a surfer as a person who rides on a wave on a special board. The surfer could have also been a female and elderly. Robert argued society has programmed us to see white mail, blonde hair. He said to be cultural sensitive, we have to:

- Find out why people do what they do. We can't take others behavior personal.
- Always think there can be a different image from the one we're programmed to have.
- Communicate.
- Judge things by what's here now, not by the way things used to be.

Robert also so spoke about cultural lense, using an iceberg as an analogy of culture. Cultural lens is the filter that we view others through, both known and unknown. When situations are ambiguous, we fill in the blanks with information moderated by our cultural filters.

He used the iceberg analogy of culture, noting the things we can see when we look at a person include clothes, hair, eyes, height, skin color, size, age and gender. What we can't see is someone's education, trustworthiness, committment, loyalty, compassion, helpfulness, faith, sensitivity. Robert said we have three choices. We can:

- Think someone is having a bad day.
- Think someone is a mean person.
- Think someone is prejudiced.

Robert noted sometimes our third option becomes our first option. We tend to put people in the box from what we see first.

### **Take Away**

- You only see 10% of a person when we first see them. 90% is under the water, and that's what we don't know about a person.
- We have been programmed. We put a story to what we see.
- Most times these stories are only a fraction of what we see.