

## The Cultural Engagement Playbook™: A Multimodal Training Approach ID: 5439

Lead Innovator: Abdesalam Soudi, PhD

Humanities at Work in the Community, Health and Tech Industries

The wide-ranging effects of the COVID-19 pandemic have shone a light on inequities embedded in our society, especially with regards to race- and ethnicity-based discrimination and institutionalized racism. As institutions of higher education strive to adapt to new and unpredictable conditions, the opportunity surfaces to re-imagine college communities and inclusive classrooms and workspaces. Physical distancing reinforces the isolation created by stratified interests, political views, origins, major, and school and is exacerbated by technologies that are purportedly designed to bring people closer together. It is more crucial now than ever that educational institutions and other organizations create space for conversations to discover deeper connections. This approach helps create a safe, healthy, and inclusive environment for everyone. This requires purposeful engagement that differs from traditional learning models when working remotely, in-person, or both.

### Description

The Cultural Engagement Playbook™ utilizes existing technology infrastructure to provide flexibility to meet the needs of in-person and virtual settings during these unprecedented times. Anchored in cultural competency models, this self-awareness and disclosure playbook uses exercises inspired by in-person practices such as a culture box, role plays, and other protocols that prompt trainees to reflect and engage in a cultural self-examination of their personal journey. To adapt to a virtual setting, groups of people are randomly selected for virtual breakout rooms with the goal of forming new and deeper connections.

### Benefits

- Helps balance focus on technology with social aspects
- Enables trainees (in person, virtual, or both) to engage in a cultural self-examination of their personal journey and attitudes that will influence their understanding of the population they serve
- Encourages empathy for others and improves the understanding and importance of diversity and personal journeys.
- Allows everyone to feel that their cultural symbols or values are not left behind at home but rather have space in class or workplace
- Promotes a greater sense of community among trainees in both in-person or virtual environments.

### Goals

- Broadens trainees' understanding of others' lived experiences
- Enables the development of a community despite the inability to safely meet
- Cultivates productive outcomes in difficult conversations
- Instills a culture of empathy and empowerment



*Years of experience with this approach and helping others implement it have allowed us to witness the power and impact of this approach to frame group interactions over time and strengthen connections between them. Inserting this approach in a learning or work environment is challenging but is the benefit this playbook and the accompanying training provides.*

### Stage of Development

Has been used successfully in Pitt classes, as well as at the University of Pittsburgh School of Law, the University of Pittsburgh School of Medicine, Vanderbilt University, and Penfield High School in New York.

### Relevant Publications

Soudi, Abdesalam & South-Paul, Jeannette. (2017). [An interdisciplinary approach to cultural competence education in an academic health center](#). *European Journal for Person Centered Healthcare*. 5. 516. 10.5750/ejpc.v5i4.1403.

### In the Press

[First Person: What's in Your Culture Box?](#) *Pitt Chronicle*, 2016

Documentary:

[Living and Working Together: The Meaning and Value of Diversity](#) (2017), Abdesalam Soudi, © University of Pittsburgh, ISAN 0000-005-ED5E-0000-B-0000-0000-4



### Abdesalam Soudi, PhD

Dr. Soudi is a sociolinguist interested in the interplay between language and society and the way people use language in different social settings. Dr. Soudi is a full-time faculty member in the department of Linguistics in the Dietrich School, and a Faculty Fellow with the University of Pittsburgh Honors College. He is the founder and director of the Linguistic Internship Program, through which he works with over ten industry partners and has placed many interns in full-time jobs. Dr. Soudi has been co-directing a Master's level course on cultural competence offered through the Institute for Clinical Research Education for 15 years. His research interests include conversation analysis, human-computer interface, sociolinguistics, Doctor-patient interaction, electronic health records, cross-cultural communication, Arabic linguistics, statement analysis, diversity, and linguistic and cultural competency.

Dr. Soudi is the Primary investigator for a Pitt seed-funded project on Humanities at Work in the Community, Health and Tech Industries. He heads a Humanities in Health (HinH) Initiative and led the publication of a special collection on Humanities in Health at Pitt. Additionally, he has chaired four national cross-disciplinary conferences on Humanities in Health and Humanities at Work at Pitt.

Dr. Soudi won the inaugural Diversity in the Curriculum Award in 2017 for his success in creating a diverse and inclusive learning environment; in 2018, he won the first-ever Pitt seed grant award for a proposal to build an engagement platform for connecting linguistics to the tech industry and communities. In 2019, he was recognized as an "Honorary Employee" by M\*Modal and gave the keynote speech at their ClosedLoop Conference.

Dr. Soudi has published his research in several journals and magazines. He co-edited a volume called Diversity Across the Disciplines in 2020 and has produced a documentary on the meaning and value of diversity. Dr. Soudi serves on the board of directors for the Pittsburgh Pastoral Institute. He is a member of the Dietrich School Faculty Diversity Committee, an ad hoc Chair of the Moroccan Cultural Committee, and a Fellow with the European Society for Person Centered Healthcare. He has also served as a Mentor for refugees and immigrants with the Allegheny County Department of Human services. With a passion for discovering new findings and sharing knowledge, he has made a significant impact in his field and in the community as a whole



### Shelome Gooden, PhD

As the first person to hold the title of Assistant Vice Chancellor for Research for the Humanities, Arts, Social Sciences, and Related Fields, at the University of Pittsburgh, Dr. Gooden works with leadership throughout the University to evolve new collaborations and research synergies as well as developing institutional-level funding for research in target areas.

Dr. Gooden is a linguist and she specializes in research on Caribbean Creoles and other Afro-American varieties. Her peer-reviewed publications include journal articles, edited volumes, special issues of top Linguistics journals, high profile conference proceedings, and invited articles in prestigious handbooks. Issues of sociocultural and linguistic diversity, language & identity and multi/interdisciplinarity are recurrent themes in her research, teaching and service to the University and wider Pittsburgh Community. For the past 7 years she has collaborated with a diverse group of faculty colleagues in Humanities in Health Initiative to coordinate a variety of programs and conferences as well as publish related works. As Chair of Linguistics (2012-2018), strengthen programs, diversify the faculty and enrich the curricula. She has

served on the Dietrich school's Diversity and the Provost's Faculty Mentorship committees. Dr. Gooden has also served in leadership positions in professional organizations in her field, such as The Society for Pidgin & Creole Linguistics.

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## Jeannette South-Paul, MD

Dr. Jeannette E. South-Paul was the Andrew W. Mathieson UPMC Professor and Chair of the Department of Family Medicine at the University of Pittsburgh School of Medicine from 2001 – 2020 retiring in 2020. Prior to joining the faculty at the University of Pittsburgh School of Medicine and UPMC, she served as a Medical Corps officer in the U.S. Army, retiring in 2001 while serving as Chair of Family Medicine at the Uniformed Services University of the Health Sciences and previously as Vice President for Minority Affairs at the same institution.

Dr. South-Paul was responsible for the educational, research and clinical activities of the undergraduate and graduate medical education, faculty practice, and community arms of 3 family medicine residencies and seven ambulatory clinical sites in Allegheny County (Pittsburgh), Pennsylvania. She was also responsible for the academic missions of 5 additional UPMC Family Medicine residencies in Blair, Mercer, Lycoming, and Lancaster counties, Pennsylvania. She is a practicing family physician, as well as an academician with specific interests in the areas of cultural competence, maternity care, and health disparities in the community – to include developing the first federally-qualified health center within UPMC in 2002.

Dr. South-Paul has served in leadership positions in the Society of Teachers of Family Medicine (STFM), the American Academy of Family Physicians (AAFP), the Association of American Medical Colleges (AAMC), and the Association of Departments of Family Medicine (ADFM) to include serving as President of the Uniformed Services of American Family Physicians (USAFP) and the STFM.

Dr. South-Paul earned her B.S. degree from the University of Pennsylvania, her M.D. at the University of Pittsburgh School of Medicine and was elected to the Institute of Medicine (now National Academy of Medicine) in 2011. In 2012, Dr. South-Paul received the Dr. Wangari Maathai Humanitarian Award from Workforce Development Global Alliance (WDGA), a Pittsburgh-based organization that helps disadvantaged youth in the United States and Africa.

In 2013, Dr. South-Paul received the University of Pittsburgh 225th Anniversary Chancellor's Medallion. In 2015, Dr. South-Paul was elected into the Gold Humanism Honor Society through the Arnold P. Gold Foundation. Also, in 2015 Dr. South-Paul received the Chapel of Four Chaplains' Legion of Honor Award. She received the Allegheny County Medical Society David Dietrich Humanitarian Award in February, 2018.