

**Job Aid**

# Models for Promoting Culturally Competent Patient-Provider Communication

## CRASH Model

The CRASH memory aid is used to represent the values that help create a framework for providing culturally competent health care. CRASH stands for:

**C—Consider culture:** Recognize the importance of your patients' cultural values and beliefs and the role they play in the patient-provider interaction.

**R—Respect:** Show respect for your patients by not stereotyping and by using appropriate verbal and nonverbal communication.

**A—Assess and affirm:** Assess your patients' health beliefs, health knowledge and health literacy, health-seeking behaviors, and health-relevant relationships. Affirm and recognize positive values in other cultures—recognize that your patients are the world's experts on their own experience and be willing to affirm that experience.

**S—Sensitivity and self-awareness:** Be sensitive to specific issues within each culture that might cause offense or lead to a breakdown in communication. Be aware of the biases you possess in terms of your own cultural norms and values, and be aware that you—not necessarily the patient—may be creating the cultural gulf.

**H—Humility:** Recognize that developing cultural competency is a life-long process and we all need to be humble learners throughout the course of our lives.



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The content for this material was excerpted from Rust, G.—*CRASH: Cultural Competency Skills for Diabetes Care*. Available at: <http://www.onlinece.net/courses.asp?course=262&action=view>

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