

A DIVERSITY AND CULTURAL PROFICIENCY ASSESSMENT TOOL FOR LEADERS

Are You As Diverse As The Community You Serve

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| ■ Do you monitor at least every three (3) years the demographics of your community to track change in gender, race and ethnic diversity? | YES | NO | ■ Do you compare the results among diverse groups in your community and act on the information? | YES | NO |
| ■ Do you actively use this data for strategic and outreach planning? | YES | NO | ■ Are the individuals who represent your hospital in the community reflective of the diversity of the community and your organization? | YES | NO |
| ■ Has your community relations team identified community organizations, schools, churches, businesses and publications that communities of color for outreach and/or educational purposes? | YES | NO | ■ When your organization partners with other organizations or sponsors community events, do you have a strategy in place to be certain you work with organizations that relate to the diversity of your community? | YES | NO |
| ■ Has a team from your organization met with community leaders to gauge their perceptions of your organization and seek their advice on how you can better serve them and the community? | YES | NO | ■ As a purchaser of goods and services in the community, does your organization have a strategy to ensure that businesses in the minority community have an opportunity to serve you or be served? | YES | NO |
| ■ Has a team or leader from your organization met with community leaders to gauge their perceptions of your organization and seek their advice on how you can better serve them and the community? | YES | NO | ■ Are your public communications, community reports, advertisements, education materials, Web sites, etc. accessible to and reflective of the communities of color you serve? | YES | NO |