Conference Overview and Target Audience
This educational activity is designed for all health care professionals and community organization staff. Its objective is to enhance interpersonal interactions within our health care system and ensure that services are delivered to the community in a culturally humane manner.

Objectives
Following the conference, the participant should be able to:

- Identify and define implicit bias, microaggressions and other racial microaggressions.
- Identify multiple approaches to achieve community transformation in order to achieve health equity.
- Discuss what IRB professionals and other research administrators should know when reviewing human subject research projects.
- Discuss the need to integrate cultural diversity, health literacy and language to improve the health communication process.
- Describe psychological perspectives on how thinking and behavior can become biased against marginalized people in professional situations.
- Create awareness of the data evolution happening in cultural analytics and how it helps to promote equity in data.

Keynote Speaker
JOYCE M. RICHEY, PH.D.
Associate Professor of Clinical Physiology and Neuroscience
Associate Dean for Diversity and Inclusion (Education)
Chief Diversity Officer

Featured Speakers

VERONICA T. MALLET, M.D., M.M.M.
President and CEO, MMC Ventures Inc.
Executive Director, Center for Women’s Health Research
Meharry Medical College School of Medicine
Professor, Department Obstetrics and Gynecology

MARIA DAVILA, M.D., CCRC, CIP
Assistant Director
IRB, Emory University

MARGARITA ECHEVERRI, MSC, PH.D.,
Associate Professor, Division of Clinical and Administrative Sciences, Xavier University of Louisiana, College of Pharmacy

ERIC ALEXANDER HURLEY, Ph.D.
Professor
Departments of Psychological Science and Africana Studies
Pomona College

THEO EDMONDS, J.D., M.H.A., M.F.A.
Associate Dean for Transdisciplinary Research & Innovation
College of Arts & Media
University of Colorado Denver

Closing Plenary Speaker
Accreditation:
The Texas Tech University Health Sciences Center El Paso Paul L. Foster School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Credit Designation:
The Texas Tech University Health Sciences Center El Paso Paul L. Foster School of Medicine designates this live activity for a maximum of 7 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Ethics Credit
This activity provides 4 continuing medical education (CME) credit hours toward the annual requirement of the Texas Medical Board for Continuing Medical Education credit in medical ethics or professional responsibility.

CHES Accreditation and Credit
This program is sponsored by Texas Tech University Health Sciences Center El Paso, a designated provider of continuing education contact hours (CECHs) in health education by the National Commission for Health Education Credentialing, Inc., and is designated for Certified Health Education Specialists (CHESs) and/or Master Certified Health Education Specialists (MCHESs). Participants are eligible to receive up to 7 total Category I CECHs.

Planning Committee

MAYRA MORALES, M.B.A.
Senior Director
Office of Diversity, Inclusion, and Global Health
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

JESSICA A. CALDERÓN-MORA, Dr.P.H.
Research Instructor, Department of Molecular and Translational Medicine
Instructor, Department of Family and Community Medicine
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

FATIMA GUTIERREZ, M.D.
Assistant Professor
Department of Pediatrics
Paul L. Foster School of Medicine
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

JENNIFER MOLOKWU, M.D., M.P.H.
Vice Chair, Research, Department of Family and Community Medicine
Director, Cancer Prevention and Control
Department of Molecular and Translational Medicine
Associate Professor, Center of Emphasis in Cancer
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

CYNTHIA N. PERRY, PH.D.
Assistant Academic Dean for Admissions
Assistant Professor
Molecular Medicine, Molecular Pathology and Biomedical Sciences
Joint Admissions Medical Program (JAMP) Course Director
Department of Medical Education
Paul L. Foster School of Medicine
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

ERIKA SILVAS
Program Coordinator
Office of Continuing Medical Education
Paul L. Foster School of Medicine
Texas Tech University Health Sciences Center El Paso
El Paso, Texas

Approval Statement:
Texas Tech University Health Sciences Center El Paso is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation.
Friday, Aug. 13, 2021
137 Rick Francis St. Medical Sciences Building II (MSBII)

7:30 – 7:50 a.m. Breakfast and Registration MSBII - 1A103B and 1A103D

7:50 – 8 a.m. Welcome and Opening Remarks, Housekeeping Announcements
Richard Lange, M.D., M.B.A. President
J. Manuel de la Rosa, M.D., M.Sc. Vice President
TTUHSC El Paso

8 – 9 a.m. (Virtual) Keynote Speaker
DEI Strategies for Successfully Navigating the Landscape in Health Care
Joyce M. Richey, Ph.D., University of Southern California

9 – 9:15 a.m. Break MSBII - 1A103B and 1A103D

BEST PRACTICES FOR ACHIEVING EXCELLENCE IN DIVERSITY AND INCLUSION CONCURRENT SESSIONS

9:15 – 10:15 a.m. The Meharry Health Equity Multiple Determinants of Health plan to finally move toward health equity: It’s time to stop counting outcome differences and eliminate some of them
Veronica T. Mallett, M.D., M.M.M., Meharry Medical College School of Medicine

10:30 – 11:30 a.m. Addressing Health Literacy in the Provision of Health Care: What You Need to Know and What You Can Do About It
Margarita Echeverri, Ph.D., M.Sc. Xavier University of Louisiana

11:30 a.m. – 12:30 p.m. Networking Lunch MSBII - 1A105A and 1A105B

12:30 – 1:30 p.m. Flash-Talk Presentations MSBII - 1A103A and 1A103C

1:30 – 1:45 a.m. Break MSBII - 1A103B and 1A103D

1:45 – 2:45 p.m. Closing Plenary Presentation
Cultural Well-being: An Emergent Lens for Health Communication and Innovation
Theo Edmonds, J.D., M.H.A., M.F.A.
Denver College

2:45 – 3 p.m. Closing Remarks
Blake Busey, D.O., FAAFP Assistant Professor, Family Medicine Chair, Council on Diversity and Inclusion
# Registration Form

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## Payment Options

- **If paying with a credit card, please call** 915-215-4880.
- **If paying with a check, please mail to:**
  TTUHSC El Paso
  Office of Continuing Medical Education
  MSC 21005
  5001 El Paso Drive
  El Paso, TX 79905

Make payable to: TTUHSC El Paso CME.

If you have any questions regarding this conference, please email Erika Silvas at erika.silvas@ttuhsc.edu or call 915-215-4880. Texas Tech University Health Sciences Center El Paso reserves the right to cancel this conference or make speaker substitutions in the event of unforeseen or extenuating circumstances.

In an effort to conserve resources, no printed materials will be available. Prior to the conference, you will receive an email with a link to conference materials for downloading or printing. Conference dress is business professional and attendees are encouraged to bring a sweater or jacket for comfort during the meeting. Persons with disabilities who need auxiliary aids or services must submit a written request to Erika at the email address listed above, so that appropriate arrangements can be made.

The registration fee for the 10th Annual Cultural Competence Conference includes breakfast, lunch and snacks. You may submit your registration form by one of the following methods:
- Fax: 915-215-6479
- Email: cmeinfo@ttuhsc.edu
- Mail: TTUHSC El Paso
  Office of Continuing Medical Education
  MSC 21005
  5001 El Paso Drive
  El Paso, TX 79905

The deadline to register is Aug. 9. Any cancellations must be made in writing and received by Aug. 6. A $20 processing fee will be charged. No refunds will be made after Aug. 6.