

COVID-19 AND Implicit Bias: Minimizing the Impact of Hidden Biases

A part of the Rural Health Equity Series

Implicit biases that derive from cultural stereotypes affect our unconscious thinking and decision-making in ways that perpetuate health inequities. This interactive, two-hour workshop explores biases amplified by the COVID-19 pandemic and best practices to positively improve the patient care experience. Participants will gain a clear understanding of implicit bias/unconscious bias and learn practical skills needed to mitigate biases and successfully create more inclusive healthcare environments.

Objectives:

Upon completion of this program, the participant should be able to:

1. Know the definition of implicit bias/unconscious bias and why it matters in healthcare.
2. Clarify unconscious biases related to environment (rural communities), race, age, insurance status and education and how the COVID-19 pandemic amplified those biases.
3. Develop tools to mitigate biases and feel empowered to create and support more inclusive healthcare environments.



Date:

Monday, March 11, 2024

Time:

9:00am – 11:00am

Target Audience:

APRNs,
Counselors/Therapists,
Nurses, Social Workers, and
other healthcare providers

Price:

Free



Register at: bit.ly/RuralHE

Credit

AHEC: This program is approved for 0.2 CEU's (2.0 clock hour) by Pee Dee AHEC and meets SC AHEC Best Practice Standards.

Counselors and Therapists: This program is approved for 2.0 hour of continuing education credit. The South Carolina AHEC system is recognized as a permanent sponsor of continuing education by the South Carolina Board of Examiners of Licensure of Professional Counselors, Marriage and Family Therapists, and Psycho-Educational Specialists. {Provider number is #65}

Nursing: Pee Dee Area Health Education Center is approved as a provider of nursing continuing professional development by South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This nursing continuing education awards 2.0 contact hour upon successful completion.

Social Workers: Pee Dee AHEC, as part of the SC AHEC System, is an approved provider of CE for social workers. This social work program is approved for 2.0 hour of non-social work credit.

Successful completion of the program requires attendance for 90 percent of the program and a completed online evaluation by the participant within 10 calendar days of the program date. A certificate of completion will not be made available to you if the evaluation is not completed within this timeframe. No partial credit available.



Instructor

Atiya Kai Stokes-Brown, PhD.
Professor of Political Science
Coastal Carolina University

Dr. Stokes-Brown is Professor of Political Science at Coastal Carolina University (CCU). A dynamic leader with 20 years of experience working in higher education, Dr. Stokes-Brown has worked collaboratively in numerous capacities across college communities, demonstrating strong academic and administrative leadership, and a deep passion for liberal arts education. Most recently, she provided campus-wide leadership regarding the importance of diversity, equity, inclusion and belonging to the educational mission of

CCU, serving as Vice President for Diversity, Equity and Inclusion. In this role, she was responsible for advancing strategies and policies that advance diversity, equity, inclusion and belonging as key parts of the institution's strategic plan. She led the Division of Diversity, Equity and Inclusion and ran the division's administrative and faculty/staff facing office, the Office of Diversity and Inclusion (ODI). She also provided administrative supervision for the office of Intercultural and Inclusion Student Services and the office of Accessibility and Disability Services. Prior to working at CCU, Dr. Stokes-Brown served as a tenured full professor in the Department of Political Science at Bucknell University and held several administrative positions including Interim Associate Provost for Diversity, Faculty Fellow in the Office of the Associate Provost for Diversity, and Assistant Dean of the College of Arts & Sciences. Dr. Stokes-Brown received her Ph.D. in Political Science from the University of Maryland, College Park and her master's in Political Science from Temple University. She graduated Phi Beta Kappa with bachelor degrees in Politics and Dance from Randolph-Macon Woman's College (currently known as Randolph College). Dr. Stokes-Brown is also a graduate of several competitive leadership programs including the Penn State Center for the Study of Higher Education Academic Leadership Academy; the National Association of Diversity Officers in Higher Education (NADOHE) Standards of Professional Practice Institute, and Higher Education Resource Services (HERS) Bryn Mawr Summer Institute.

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Register at www.scahec.net/learn