



Culturally Responsive Practice for Contact Tracers eLearning



Hermes Creative Awards 2021
Web Element | 117. Web Based
Training

Submitted by CWDS, a program of
the Academy for Professional
Excellence

Created for the County of San Diego
Health & Human Services Agency



We create experiences that transform the heart, mind and practice.

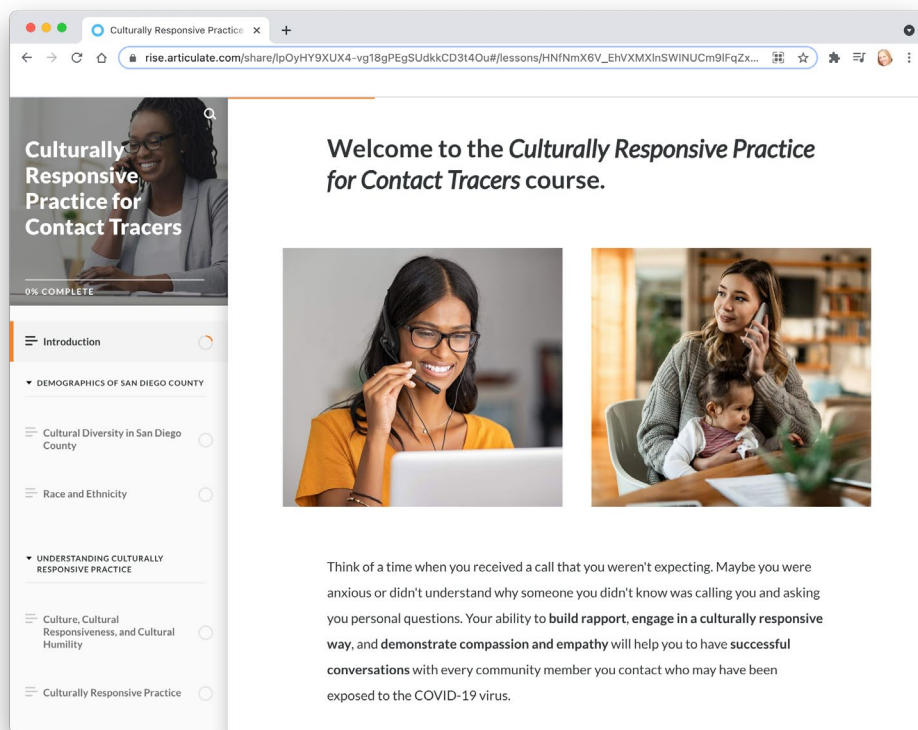


Project Overview

In May 2020, the County of San Diego Health & Human Services Agency (HSSA) hired over 500 additional contact tracers as an important part of responding to the COVID-19 pandemic.

Due to the cultural diversity of the population in San Diego county, HSSA needed to implement a web-based training program quickly to train contact tracers on culturally responsive practice that focused on at-risk populations, including residents in senior living facilities and low-income communities.

The eLearning course objective was to provide contact tracers with the foundational knowledge they needed to build rapport, engage in a culturally responsive way, and demonstrate compassion and empathy to have successful conversations with every community member they contacted who may have been exposed to the COVID-19 virus.



The screenshot shows a web browser window displaying an eLearning course. The browser address bar shows the URL: rise.articulate.com/share/lpOyHY9XUX4-vg18gPEgSUdkkCD314Ou#/lessons/HNfNmX6V_EhVXMXInSWINUCm9lFqZx...

The course title is "Culturally Responsive Practice for Contact Tracers". The progress bar indicates "0% COMPLETE".

The course navigation menu includes:

- Introduction
- DEMOGRAPHICS OF SAN DIEGO COUNTY
 - Cultural Diversity in San Diego County
 - Race and Ethnicity
- UNDERSTANDING CULTURALLY RESPONSIVE PRACTICE
 - Culture, Cultural Responsiveness, and Cultural Humility
 - Culturally Responsive Practice

The main content area features a welcome message: "Welcome to the *Culturally Responsive Practice for Contact Tracers* course."

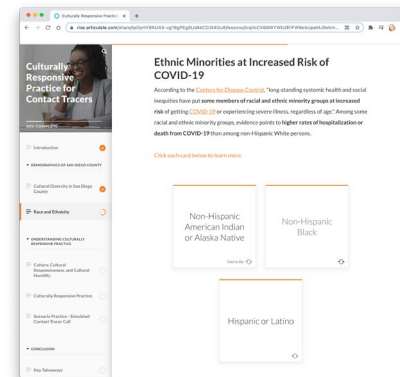
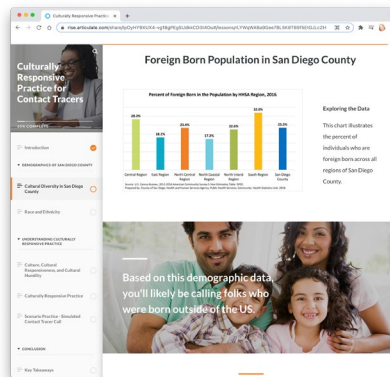
Below the welcome message are two images: a woman wearing glasses and a headset talking on a phone while looking at a laptop, and a woman sitting at a desk with a child, also talking on a phone.

The text below the images reads: "Think of a time when you received a call that you weren't expecting. Maybe you were anxious or didn't understand why someone you didn't know was calling you and asking you personal questions. Your ability to **build rapport, engage in a culturally responsive way, and demonstrate compassion and empathy** will help you to have **successful conversations** with every community member you contact who may have been exposed to the COVID-19 virus."

Instructional Design

The eLearning course was designed to:

- **Present foundational knowledge** for contact tracers to increase their understanding of culturally responsive practice and key demographic data for San Diego County.
- **Provide interactive content** to keep learners engaged with the material.
- **Include checks on learning** in each topic to increase transfer of learning to the job.
- **Provide an opportunity for skill application** where learners apply their knowledge in a simulated contact tracer phone call.



True or False? Susanna is a person who lives in a different country or place, other than San Diego. Choose the best answer. (Check all that apply.)

True

False

Scenario Practice - Simulated Contact Tracer Call

Preparing for Your Call

Read through the case scenario to learn about the community member you will be having a conversation with so that you know the right time to be prepared to someone who tested positive for COVID-19.

[Next Step](#)

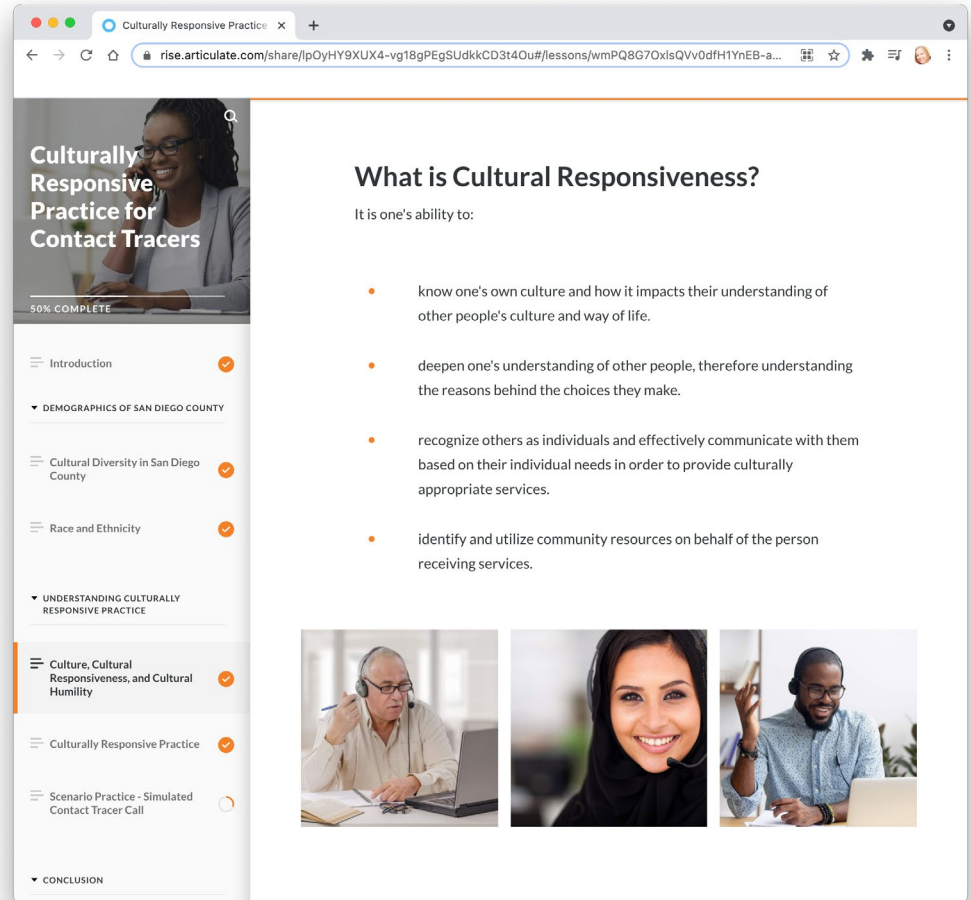
Now that you know a bit more about Susanna, let's

Project Challenges

The demographics of the contact tracers being hired ranged from folks who might be 18 and applying for their first job to people coming out of retirement. There was no educational requirement to apply for the job, and their education ranged from some high school to people with advanced degrees. Once screened, they received training on COVID-19 and how to use the technical systems.

The ideal contact tracer would have social work skills so that they can build rapport very quickly and gather information in a very short amount of time.

To meet the needs of the contact tracer demographics, we designed the eLearning course as a learning journey that was inviting and used conversational language so that we could model what was expected of them.



The screenshot shows a web browser displaying an eLearning course page. The browser's address bar shows the URL: rise.articulate.com/share/lpOyHY9XUX4-vg18gPEgSUdkkCD3t40u#/lessons/wmPQ8G7OxIsQVv0dfH1YnEB-a...

The page features a header image of a woman wearing a headset, with the text "Culturally Responsive Practice for Contact Tracers" and a progress indicator "50% COMPLETE".

The main content area is titled "What is Cultural Responsiveness?" and includes the following text: "It is one's ability to:"

- know one's own culture and how it impacts their understanding of other people's culture and way of life.
- deepen one's understanding of other people, therefore understanding the reasons behind the choices they make.
- recognize others as individuals and effectively communicate with them based on their individual needs in order to provide culturally appropriate services.
- identify and utilize community resources on behalf of the person receiving services.

Below the text are three images: a man wearing a headset and glasses working on a laptop, a woman wearing a black hijab and headset smiling, and a man wearing a headset and glasses working on a laptop.

The left sidebar contains a navigation menu with the following items:

- Introduction (checked)
- DEMOGRAPHICS OF SAN DIEGO COUNTY
 - Cultural Diversity in San Diego County (checked)
 - Race and Ethnicity (checked)
- UNDERSTANDING CULTURALLY RESPONSIVE PRACTICE
 - Culture, Cultural Responsiveness, and Cultural Humility (checked)
 - Culturally Responsive Practice (checked)
 - Scenario Practice - Simulated Contact Tracer Call (unchecked)
- CONCLUSION

Assessment & Implementation

Final Quiz

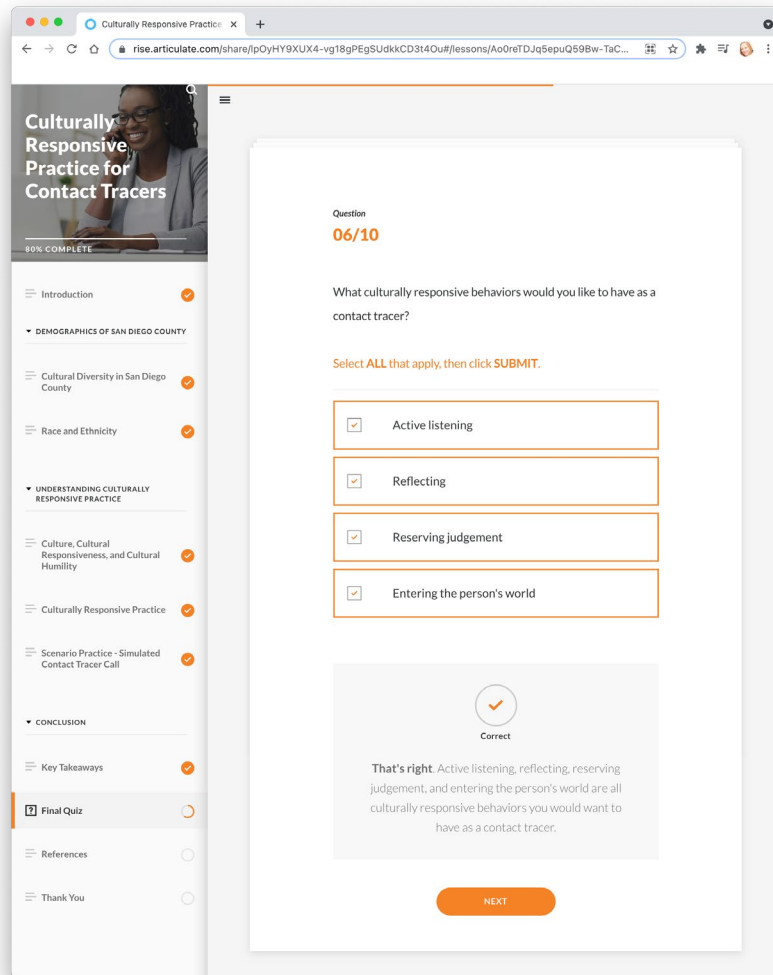
The eLearning course includes an interactive 10-question quiz to reinforce the knowledge and skills gained in the course and to help contact tracers apply what they learned.

Learning Management System Deployment

The eLearning course was deployed on the County of San Diego's Learning Management System (LMS) to track learner attendance and provide certificates of completion.

Review Link

Here is the [Review Link](#) where you can view the eLearning course without needing LMS credentials.



The screenshot displays a web browser window with the URL rise.articulate.com/share/tpOyHY9XUX4-vg18gPEgSUdtkCD3t4Du#/lessons/Ao0reFDJqSepuQ59Bw-TaC.... The page title is "Culturally Responsive Practice for Contact Tracers". A progress indicator shows "80% COMPLETE".

The left sidebar contains a table of contents:

- Introduction ✓
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 - Culture, Cultural Responsiveness, and Cultural Humility ✓
 - Culturally Responsive Practice ✓
 - Scenario Practice - Simulated Contact Tracer Call ✓
- CONCLUSION
 - Key Takeaways ✓
 - Final Quiz ○
- References ○
- Thank You ○

The main content area shows a question: "What culturally responsive behaviors would you like to have as a contact tracer?". Below the question, it says "Select ALL that apply, then click SUBMIT." There are four checkboxes, all of which are checked:

- Active listening
- Reflecting
- Reserving judgement
- Entering the person's world

Below the options, a feedback box displays a green checkmark and the word "Correct". The text reads: "That's right! Active listening, reflecting, reserving judgement, and entering the person's world are all culturally responsive behaviors you would want to have as a contact tracer." A "NEXT" button is located at the bottom of the feedback box.

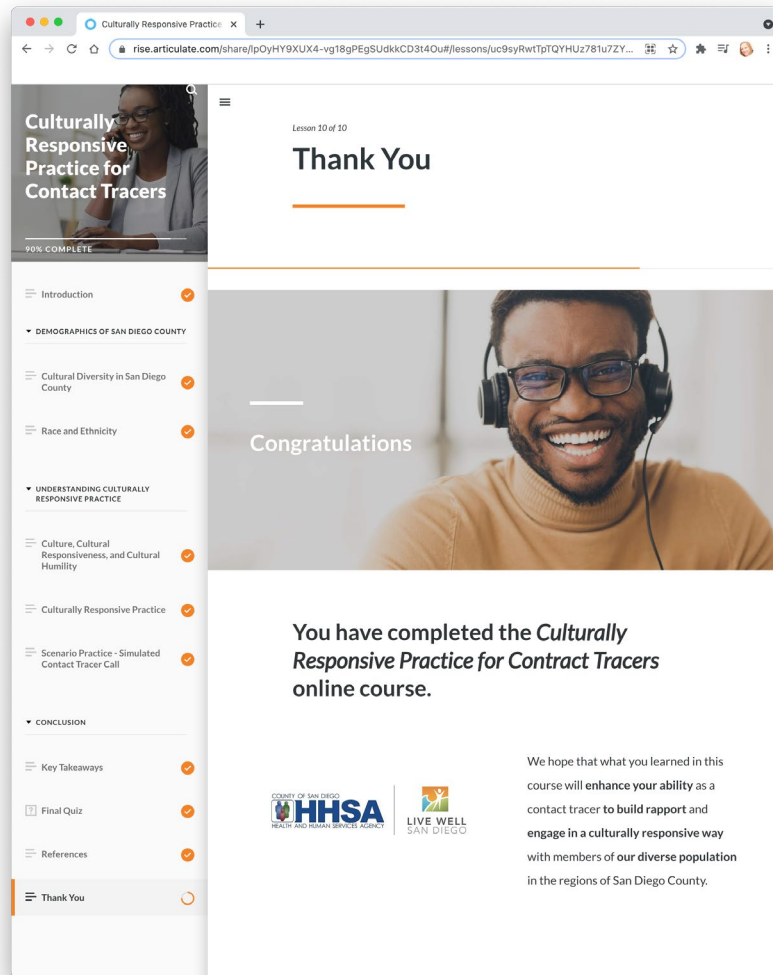
Project Successes

Rapid Development Process

To respond to the urgency of the COVID-19 pandemic, the County of San Diego HSSA needed to roll out the web-based training on their LMS within a month of hiring 500+ contact tracers and getting them onboarded. We were able to meet that goal by completing the project 30 days from receipt of the vetted curriculum.

Responsive design, Interactive Components, Compelling Content

The responsive design and interactive elements of this course enable users to learn on a variety of platforms and mobile devices. The content is tailored to meet the goal of teaching Culturally Responsive Practice in relation to contact tracing to a wide variety of learners in an efficient and engaging way.



The screenshot shows a web browser window with the URL rise.articulate.com/share/tpOyHY9XUX4-vg18gPEgSUdKkCD3t4Ou#lessons/uc9syRwtTptQYHUz781u7ZY.... The page title is "Culturally Responsive Practice for Contact Tracers" and it indicates "Lesson 10 of 10" is complete. The main heading is "Thank You" with a sub-heading "Congratulations". Below this is a large image of a smiling man wearing a headset. The text reads: "You have completed the *Culturally Responsive Practice for Contract Tracers* online course." At the bottom, there are logos for the County of San Diego HSSA (Health and Human Services Agency) and "Live Well San Diego". A closing message states: "We hope that what you learned in this course will enhance your ability as a contact tracer to build rapport and engage in a culturally responsive way with members of our diverse population in the regions of San Diego County."

Culturally Responsive Practice for Contact Tracers

Lesson 10 of 10

Thank You

90% COMPLETE

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 - Thank You

Congratulations

You have completed the *Culturally Responsive Practice for Contract Tracers* online course.

County of San Diego HSSA | LIVE WELL SAN DIEGO

We hope that what you learned in this course will enhance your ability as a contact tracer to build rapport and engage in a culturally responsive way with members of our diverse population in the regions of San Diego County.



Inquire. Inspire. Impact.



CWDS is a program of the Academy for Professional Excellence. The Academy is a project of San Diego State School of Social Work. Serving over 20,000 health and human services professionals annually, the Academy's mission is to provide exceptional workforce development and learning experiences for the transformation of individuals, organizations and communities.



We create experiences that transform the heart, mind and practice.

Thank You



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We envision a world where the quality of life for individuals, organizations, and communities is transformed to a healthier place.