

# Trust or Trustworthiness: Which Comes First?

## Session #2

April 28, 2021

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# Zoom Etiquette:

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- All participants muted upon entry
- Cameras on (if possible)
- Engage in chat
- Raise hand if you would like to unmute



# When the Presentation Concludes:

- Close the browser, and an evaluation will automatically open for you to complete.
- We very much appreciate receiving feedback from all participants.



# Acknowledgement

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# Presenters

# What is Trust?

Firm belief in the character, strength, or truth of someone or something

A person or thing in which confidence is placed



# Review from Session #1

- There are both historical and current drivers of mistrust, therefore the mistrust people experiencing homeless and other marginalized populations may have is justified
- It may be better to say, “building vaccine confidence” vs. “vaccine hesitancy”. Hesitancy puts the ownness of the individual, instead of systems or organizations that may impede access.
- Trust is earned - “Trust me” – Why?

# Modeling Instead of Messaging

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# What is Trustworthiness?

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- The Merriam-Webster Dictionary defines trustworthiness as being worthy of confidence and being dependable. It can also be described as being reliable, responsible, safe, secure, and steady.
- **Trustworthiness** is one of the most **important** qualities in life. It is the quality on which all relationships are built. We are designed to be in relationship with others. Being able to TRUST each other is necessary for any progress to be made.

# Principles of Trustworthiness

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Honesty

Integrity

Reliability

Humility  
[cultural]

Transparency

Adapted from: Jennifer Atkins, Author

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# Discussion

# Poll Question

I hope to use what I've learned in this presentation to:

- Champion policy/procedure changes in my organization
- Share information to colleagues and/or other staff in my organization on trustworthiness
- Inform the implementation of staff training on trustworthiness
- Improve community outreach efforts/Build trusting connections to community
- Honor the principles of trustworthiness so patients will have more trust in me

# Final Word

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Beyond the COVID-19 discussion

Being a trustworthy organization in healthcare is good business. Creating, restoring and maintaining a high-trust culture that is open, honest and committed to excellence is necessary for the future of any health center.

# Resources

- Trustworthiness before trust- Covid-19 trials and the Black community
- How can we become more trustworthy? Doctors and community members working to counter vaccine hesitancy in Black and Latino Americans
- To improve leadership skills, trust and be trustworthy
- Want to know if someone is trustworthy, look for these 15 signs.
- Practices for cultivating trustworthy leadership in your organization

# Bios of Presenters

## **Bakari Burns**

Bakari F. Burns is the President and Chief Executive Officer of Health Care Center for the Homeless, Inc. (HCCH), a non-profit organization that provides primary medical, dental and vision care as well as outpatient behavioral health counseling at Orange Blossom Family Health.

Under Burns' leadership, Health Care Center for the Homeless, Inc., *dba* Orange Blossom Family Health, has experienced significant growth, caring for over 19,000 patients annually and increasing the health center's footprint throughout Orange, Osceola and Seminole Counties. Burns also took on two major capital projects which resulted in expansion of main health center site as well as the construction of a new 12,000 square foot health center.

Bakari is an Orlando native with a distinguished career in non-profit healthcare work. Burns is a member of the Mt. Pleasant Missionary Baptist Church and enjoys spending time with his two daughters, Addison and Adira. In December 2019, Burns was elected to serve as City Commissioner of District 6, Orlando, FL. He is currently serving in the second year of his first term.

# Bios of Presenters

## **Tanya DeHoyos**

Tanya DeHoyos serves as Chief People Officer for the National Health Foundation where they work to support communities achieve their highest level of health. Tanya has been an HR professional for more than 20 years with her expertise focused in creating mindful culture processes and building inclusive spaces.

## **Rachel Murphy**

Rachel Murphy is a family nurse practitioner and the medical lead for the homeless outreach program at First Nations Community HealthSource, a FQHC, Urban Indian Clinic, and HCH site in Albuquerque, New Mexico. Rachel has been working with people experiencing homelessness in Albuquerque since 2008 and with First Nations since 2016. Rachel has spent the past year collaborating with the state, city, and community partners to ensure unsheltered individuals have had access to education, testing, and safe shelter for quarantining. She is now heading up her clinic's efforts to provide vaccines for the unsheltered community.

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