



University at Buffalo

Clinical and Translational
Science Institute



SHANNON BRYANT, LMHC
Chief Diversity and Inclusion
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HEALTH INEQUITIES WORKSHOP SERIES

The Importance of Building Trust

This workshop focuses on building authentic, effective communication with the aim of improving healthcare services in communities of color. Authentic, effective communication means sharing critical information, exchanging ideas in non-hierarchical ways, and engaging in the patient give-and-take necessary to generate mutual understanding. Effective communication occurs when the practitioner and patient understand and discuss all vital information and then act together based on a shared understanding. Authentic communication goes beyond the spoken word – including body language, tonality, and mood – and serves to facilitate discourse, dialogue, discussion, and ultimately--- understanding.

Trust is the animating force in this intercultural communication process. The breakdown of trust severely weakens the communication cycle. This workshop explores the process of building trust and cultural bridges between practitioners and people of color.

DATE: Thursday, March 30, 2023

TIME: 3:00 – 4:30 PM

PLATFORM: Online via Zoom

REGISTER NOW: <https://bit.ly/3JIYA03>

For more information, contact kameronj@buffalo.edu.

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