

Orange County

In~Home Supportive Services



Public Authority



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PARTNERSHIP FOR SUCCESSFUL PROVIDERS *Training*



UNDERSTANDING OTHER CULTURES

Working hand in hand with the community to serve IHSS Consumers so they may remain safe and independent in their own home.

Overview



- Objective
- What is Culture?
- Cultural Competence
- Demographics
 - Ethnicity of Orange County IHSS Recipients
 - Language of Active Providers
 - Projected Population
- DVD
- Are You Culturally Competent?
- How Can We Develop an Understanding of Other Cultures
- Diversity
 - Communication
 - Beliefs & Traditions
- What Should Providers Remember
- Resources

Objective



To gain an understanding of other cultures
in an effort to provide care with
consideration of the individual's beliefs,
traditions, and values.

What is Culture

“Integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.”



Administration on Aging and Substance Abuse and
Mental Health Services Administration

Cultural Competence



Cultural Competence

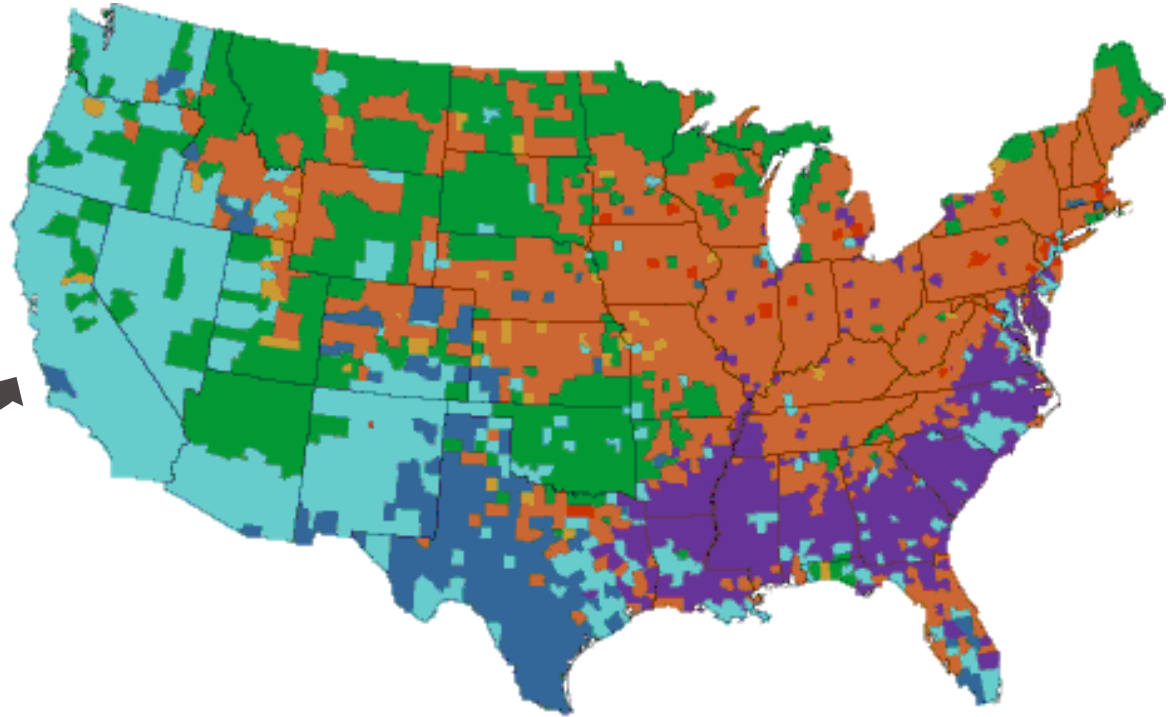
“The capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and their communities.”

U.S. Department of Health & Human Services
The Office of Minority Health

The ability of a Provider to effectively assist Consumers in a manner that honors the Consumer’s cultural beliefs, values and customs, rather than trying to impose his/her beliefs, values and customs on the Consumer.

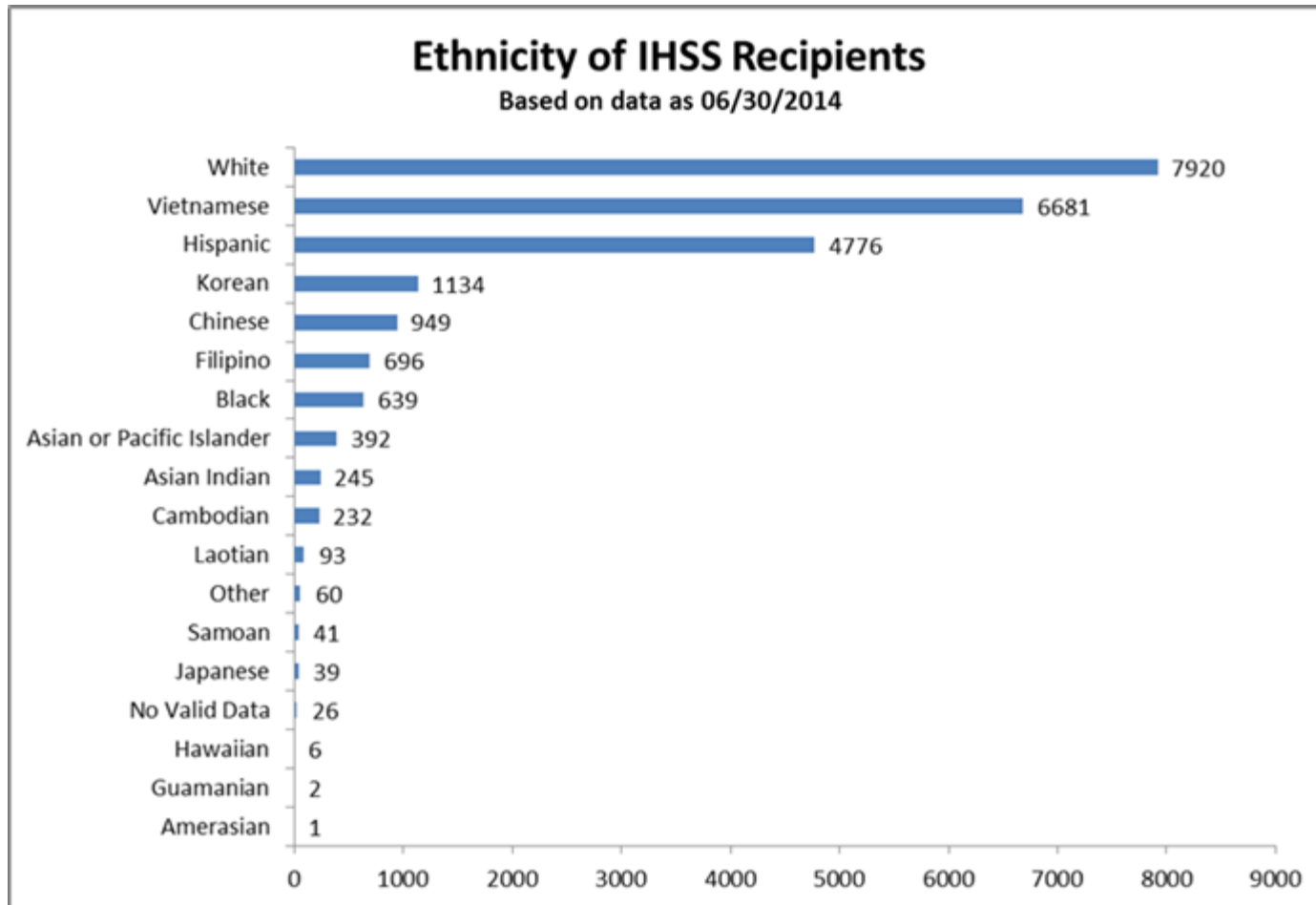
Demographics

California is one of the states with the largest population of ethnic diversity.

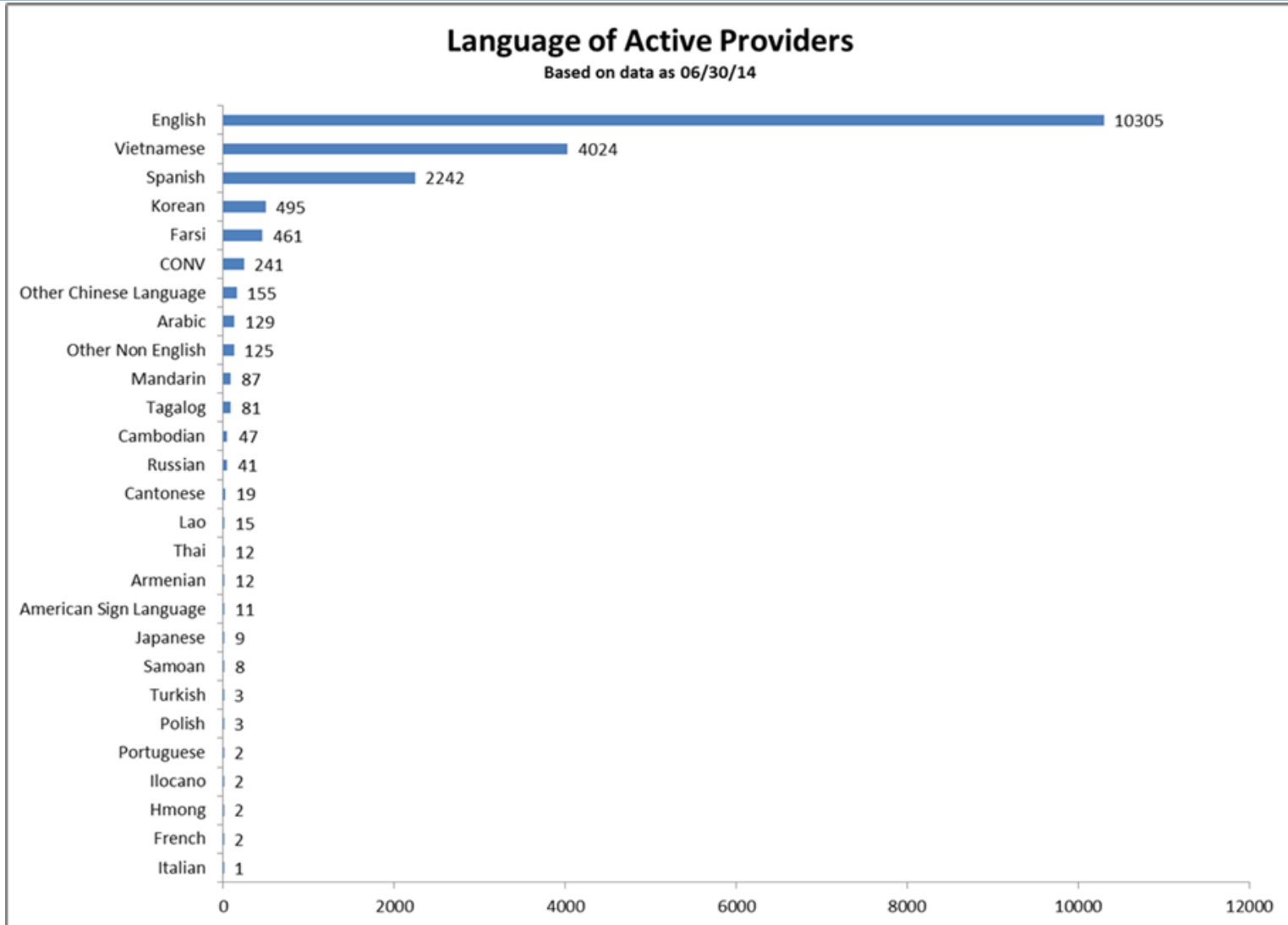


SAMHSA reported that “one-fifth of older adults are currently members of racial or ethnic minority groups [...], and it is projected that 42% of the older adult population will be members of racial or ethnic minority groups by 2050.”

Ethnicity of Orange County Recipients

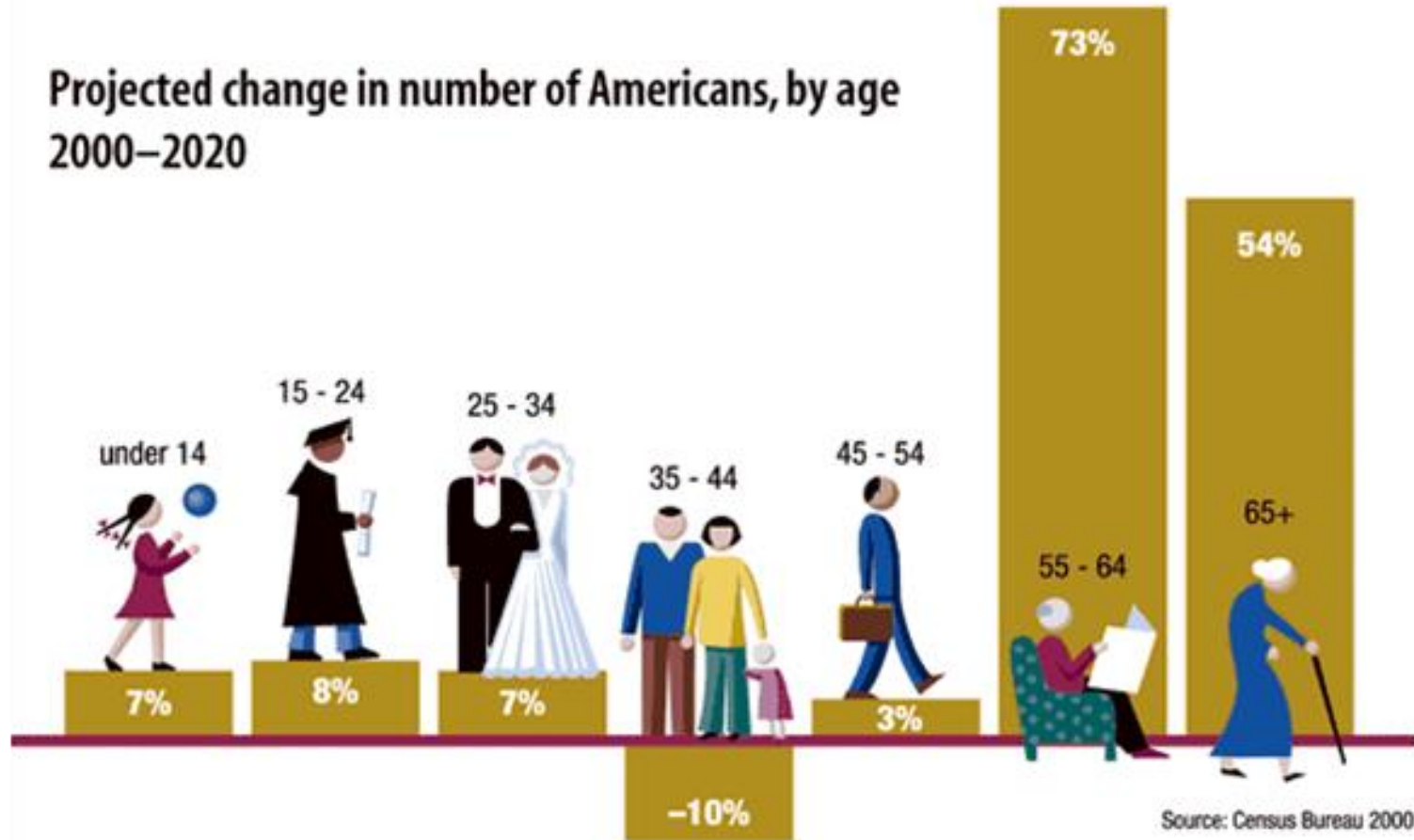


Language Of Orange County IHSS Providers



Projected Population

Projected change in number of Americans, by age
2000–2020



**Multiethnic population + increase in older adults =
an increase of multiethnic Consumers age 55 and older**

DVD



Developing Cultural Competence

Are You Culturally Competent?

To assure we are culturally competent we must:

Conduct a Self Evaluation

- It is important that we make a sincere effort to *not* allow our personal attitudes and biases from treating others with respect.
- We must make an honest assessment of our assumptions of others.
 - Do we harbor negative stereotypes?
 - Are we prejudice?



Difficult to admit

Avoid Stereotyping

- We must not jump to conclusions or make assumptions
 - All immigrants take advantage of “the system”



Not true

Are You Culturally Competent?

Learn about yourself!!

Ask yourself these questions:

- What cultural group do I belong to?
- What are my cultural beliefs?
- What are my religious or spiritual beliefs?
- What are my beliefs about health, illness, and treatment?
- Will I select a health care or home care provider who is *not* of my culture?
- Are there foods my culture doesn't eat?
- Do foreign accents irritate me?
- Am I fearful of certain cultures or people?
- Do I assume to understand other cultures?



If you can accept that you are not as culturally competent as you thought, make a conscious effort to learn about other cultures.

How Can We Develop an Understanding of Other Cultures

We must acknowledge the need to learn about other cultures and embrace the journey.



How Can We Develop an Understanding of Other Cultures

- Talk to people of other cultures
- Attend community events
 - Orange International Street Fair – August 29-31, 2014
 - <http://www.orangestreetfair.org/event-information/>
 - Irvine Global Village Festival – September 27, 2014
 - <http://www.cityofirvine.org/globalvillage/>
- Watch programs or movies;
read magazines or newspapers
- Attend classes/training
- Volunteer at a culturally diverse
community center
- Travel



Important to Remember DIVERSITY

It is important to remember that our beliefs, how we communicate, what we value, what we eat, etc. is very different from that of other cultures. We cannot assume everyone does things “our way” or that our way is the correct way.



Although diversity is exhibited in many ways, listed below are a few of the many differences you may encounter:

Non-verbal & Verbal Communication

- Facial Expressions
- Hand and Arm Gestures
- Eye Contact
- Greeting
- Personal Space

Beliefs and Traditions

- Health Care
- Diet
- Role of Family Members

Non-verbal Communication

70-90% of communication is nonverbal and varies from culture to culture

- **Facial expressions and body language can be misinterpreted**
 - Some Chinese may smile when discussing something sad or uncomfortable
 - Winking is a way of communicating *interest* in some Latin American cultures, but is considered rude in the Chinese culture
 - Blinking can be considered disrespectful in Hong Kong
 - Pointing in the Filipino culture is done by shifting their eyes or pursing their lips, using their hands or fingers
 - Instead of crying to express pain or discomfort, or to avoid expressing emotion, some cultures value a stoic affect



Non-verbal Communication



■ Hand and arm gestures

- The “OK” sign
 - In Japan symbolizes money due to the shape of a coin
 - Argentina, Belgium, France, Portugal, Italy, Greece, and Zimbabwe means zero, nothing
 - In Eastern European countries it is offensive because it symbolizes a bodily orifice
- Thumbs up has a vulgar connotation in Iran
- Crossed fingers
 - Means to ward off bad luck in Argentina and Spain, but in Russia it’s used to rudely reject or deny something
- Prayer-like Gesture
 - A common way of greeting or saying good-by to another, to express gratitude, or to apologize

Non-verbal Communication

■ Eye Contact

- Direct eye contact can be considered a sign of interest and respect in some cultures and a sign of rudeness and disrespect in others
 - In the Asian culture, many will avoid or refuse to make direct eye contact with someone of authority
 - Employee will not make eye contact with employer
 - In Latin America, good eye contact is important in both social and business situations



Non-verbal Communication



■ Greeting

■ Asians

- In the Asian culture, a slight bow is the appropriate way to greet each other
- Smiling during a formal introduction is considered disrespectful

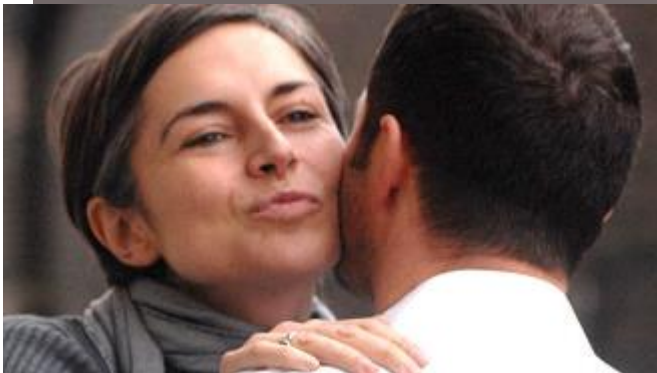
■ Latinos

- Most Latino cultures are accustomed to a hand shake, hug, and kiss on the cheek

■ Middle Eastern

- Body contact is avoided with individuals of the opposite sex
- Persons of the same sex commonly hug

■ Many European cultures greet family and friends with a kiss on both cheeks



Non-verbal Communication

■ Personal Space

- Personal space is the invisible boundary around each person that other individuals should not cross
- Personal distance varies widely from person to person and among cultures
 - In the American, Hispanic, Middle Eastern, and African culture people may stand close to each other in comparison to other cultures



Verbal Communication



■ When Communicating Verbally

- Be respectful
- Consider personal space and non-verbal communication
- Speak in a clear, normal voice and not too fast
- Ask questions in a nonjudgmental manner
- Listen carefully and rephrase what you believe was said, in order to assure a true understanding of what's being communicated
- Avoid the use of jargons, technical terms, or lengthy sentences
 - Do you need to go to the “potty”?
 - Ready for some “chow”?
 - Need your “meds”?
- Ask the individual if he/she understands
 - Use images to help relay the information
 - Seek help from an interpreter if communication becomes difficult
- Be patient and remember you are both trying to understand

Beliefs and Traditions



Beliefs and Traditions

Health Care

Western medicine may not be accepted in other cultures.

- Many Hispanics and Eastern Europeans use a homeopathic approach to health care
 - The use of plants, herbs, and ointments rather than the use of prescribed medication
- Many of the Asian culture perform techniques such as cupping, rubbing, scrapping, and acupuncture
 - Please note that these techniques may leave marks that can be misinterpreted as the result of physical abuse
- Many Hispanic cultures believe in the ill-causing evil eye (mal de ojo) and the healing powers of Healers/"Santeros"/Spiritual Mentors
- Many Asians believe that the illness is a result of the person's wrong doing or moral retribution by their ancestors
- Chinese often use a combination of dietary therapy, supernatural healing and Western medicine
- In many cultures mental illness and drug abuse are stigmatized



Beliefs and Traditions



Diet

- Ethnic/religious dietary rules, cultural beliefs, and traditions are important
 - Islamic law and Orthodox Judaism have strict dietary standards →
 - Pork and alcohol are prohibited
 - Medication containing gelatin originating from pigs is prohibited
- Imposing a “Western” diet on someone from another culture may cause greater harm if the person refuses to eat what he/she is not familiar with
- Cultures who follow Islamic traditions fast between sunrise and sunset during Ramadan

Beliefs and Traditions

Role of Family Members

- Family is very important in all cultures and individuals' roles within the family vary depending on the culture
 - Decision Maker
 - Vietnamese: elders
 - Chinese: oldest son
 - Asian-American: a family approach, usually includes extended family members, such as grandparents and other significant relatives
 - Hispanic: interdependence of family members is encouraged
 - Care Taker
 - Most cultures depend on family to care for their elder parents, rather than putting them in nursing homes



What Should Providers Remember

- Always address the Consumer by his/her last name, unless they have asked you to address them differently
- Ask the Consumer how he/she would like for you to proceed with care
- NEVER try to impose your beliefs, values, and customs on the Consumer
- Show interest in learning about your Consumer's culture. Ask them to share about their culture.
- Always ask if you've done or feel you've done anything offensive and if so, apologize and acknowledge the mistake - this will help establish positive communication

Treat others as **you** would like to be treated

Treat others as **they** would like to be treated

Not
Culturally Competent

Culturally Competent

What Should Providers Remember



The Consumer's culture must be considered when addressing the following:

- How care should be provided
- Preparation of meals
- Medication management and/or holistic approach to medical care
- Communication regarding concerns about the Consumer's health, changes observed, etc.
 - Should you address the Consumer, the decision maker, the doctor?
- When entering the home of the Consumer
 - Should shoes be removed?

What Should Providers Remember

- It is important to remember that an individual's characteristics may not be indicative of the person's culture
 - We may assume that an individual with blond hair and blue eyes is Caucasian, yet that individual may be of the Hispanic
 - An individual of the Hispanic culture may be confused as being Middle Eastern because of his/her physical characteristics
- The Provider-Consumer dyad may be formed in different combinations
 - A Provider, natural born citizen of the United States of America, may be assisting a Consumer who is an immigrant
 - A Provider who is an immigrant may be assisting a Consumer who is a natural born citizen of the United States of America
 - A Provider of one culture may be working for a Consumer of another culture



Cultural competency is a two-way street.
Both **YOU** and the **CONSUMER** must be respectful of each other's culture

Resources



Administration On Aging

www.aoa.gov

Management Sciences for Health - The Provider's Guide to Quality & Culture

<http://erc.msh.org/mainpage.cfm?file=5.4.0.htm&module=provider&language=English>

Substance Abuse and Mental Health Services Administration (SAMHSA)

www.samhsa.gov

United States Department of Health & Human Services, Office of Minority Health

<http://minorityhealth.hhs.gov>



Thank you for attending

Any Questions ?