



NCFH
National Center for Farmworker Health, Inc.



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The Foundation for Culturally Appropriate Services

September 11, 2018

**Midwest Stream Forum for Agricultural Worker Health
New Orleans, LA**



Overview of Today's Session

- Explore the meaning of cultural competency/cultural humility and its relationship and impact on communication and human relations
- Define RESPECT and what it looks like in Practice
- Strategies for supporting and reinforcing cultural values and behaviors that lead to positive health outcomes and an effective workplace.



Why is this topic so Important?

- Population is growing and changing
- Different groups, different beliefs and practices, etc.
- Customize service delivery to culturally diverse patients



Cultural Introductions



We all have A....



https://www.youtube.com/watch?v=D38S9o_6qnc
Seeing Inside Each Other's Heart



Exploring the Terminology

Cultural Awareness

Cultural Diversity

Cultural Sensitivity

Cultural Proficiency

Cultural Humility

Cultural Competence



Competency vs. Humility

To be effective 2 factors must be present:

1. Awareness that culture is dynamic, neither a blueprint for behavior nor a static identity

1. The Practice of Cultural Humility

Cultural Competence

“To be culturally effective doesn’t mean you are an authority in the values and beliefs of every culture. What it means is that you hold a deep respect for cultural differences and are eager to learn, and willing to accept, that there are many ways of viewing the world.” Okokon O. Udo





Continuum of Cultural Competency



Cultural Humility

- Lifelong learning & critical self-reflection on assumptions
- Recognition of power imbalances
- Institutional accountability

"My identity is rooted in my history...and I get to say who I am."



Cultural Humility in Practice

- A humble, and respectful attitude towards others
- Developing an attitude of '*not knowing*' and learning from the client/patient.
- Not an examination of one's cultural belief system, BUT
- Careful consideration to their assumptions and beliefs that are embedded in their own understanding and goals of the encounter with the client.
- Rather than learning to identify and respond to to specific cultural traits, a CC provider develops and practices a process of self-evaluation and reflection.
- CC Providers develop skills for exploring the existence and importance of difference in basic assumptions, expectations and goals they and their clients bring to any interaction.

What is Culture?

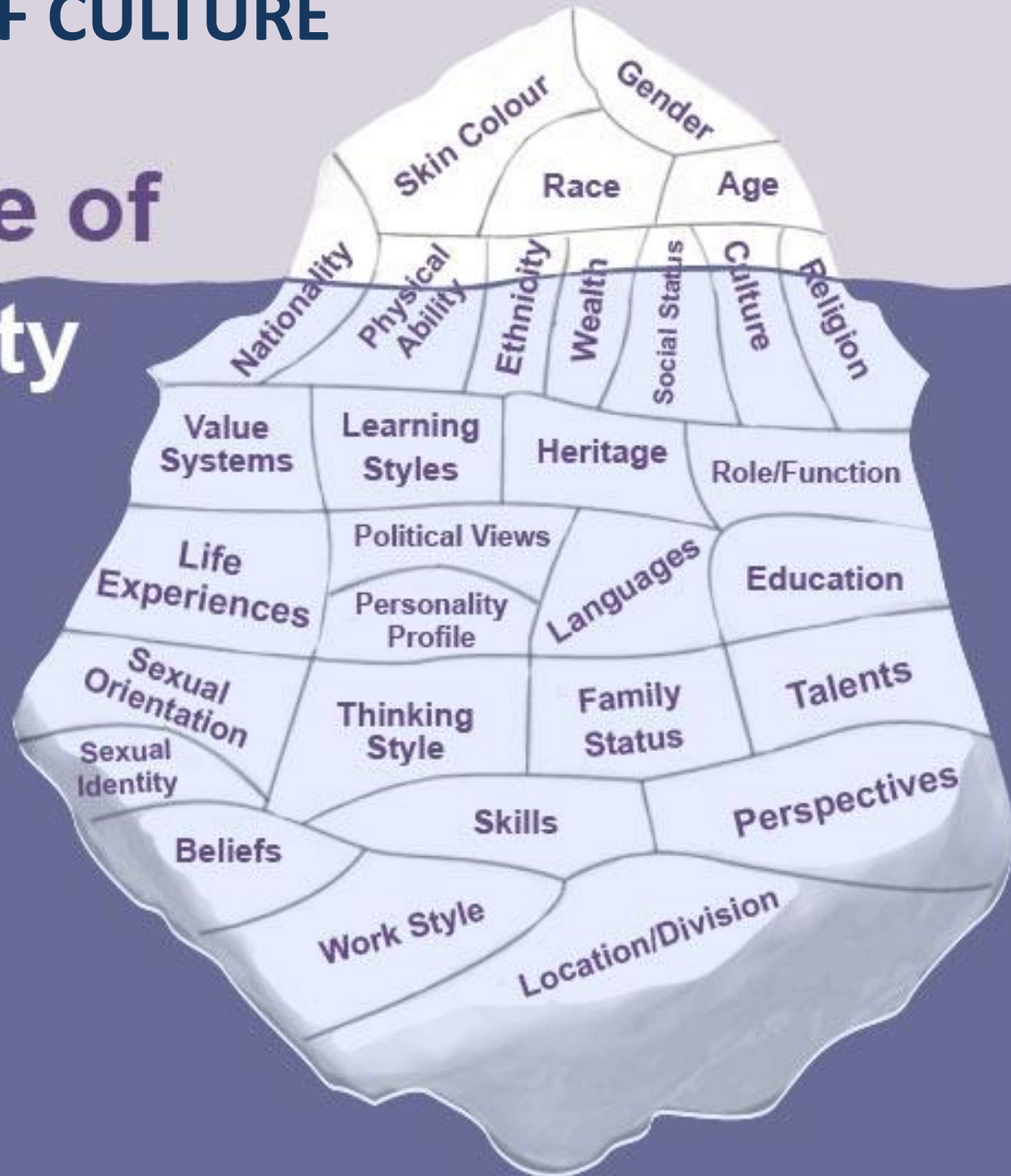
Culture serves as a roadmap for how we view the world, others, family, relationships, etc.



A body of learned beliefs, traditions, and guides for behavior that are shared among members of a particular group.

ICEBERG OF CULTURE

**Waterline of
Visibility**



“Actually, the most important part of culture....is that which is hidden and internal but which governs the behavior encounter.” (Hall 1976)



Culture Affects How We...

- Communicate
- Understand health information
- Think and feel about health
- Seek Care: When and from whom
- Respond to recommendations for lifestyle change and treatment
- Communicate with Health care professionals (culture of medicine)

Self- Awareness: The First Step

Activity





Filters and Self Awareness

A cultural filter is not something you can see or touch.

All the factors affect how you perceive the world around you and how you react to the actions of others.



- We see our “reality” and others through our cultural and ‘experiential’ lenses.
- We need to recognize our biases, stereotypes, prejudices, etc.
- Know where you are open and where you are closed so you can be proactive about your blind spots.



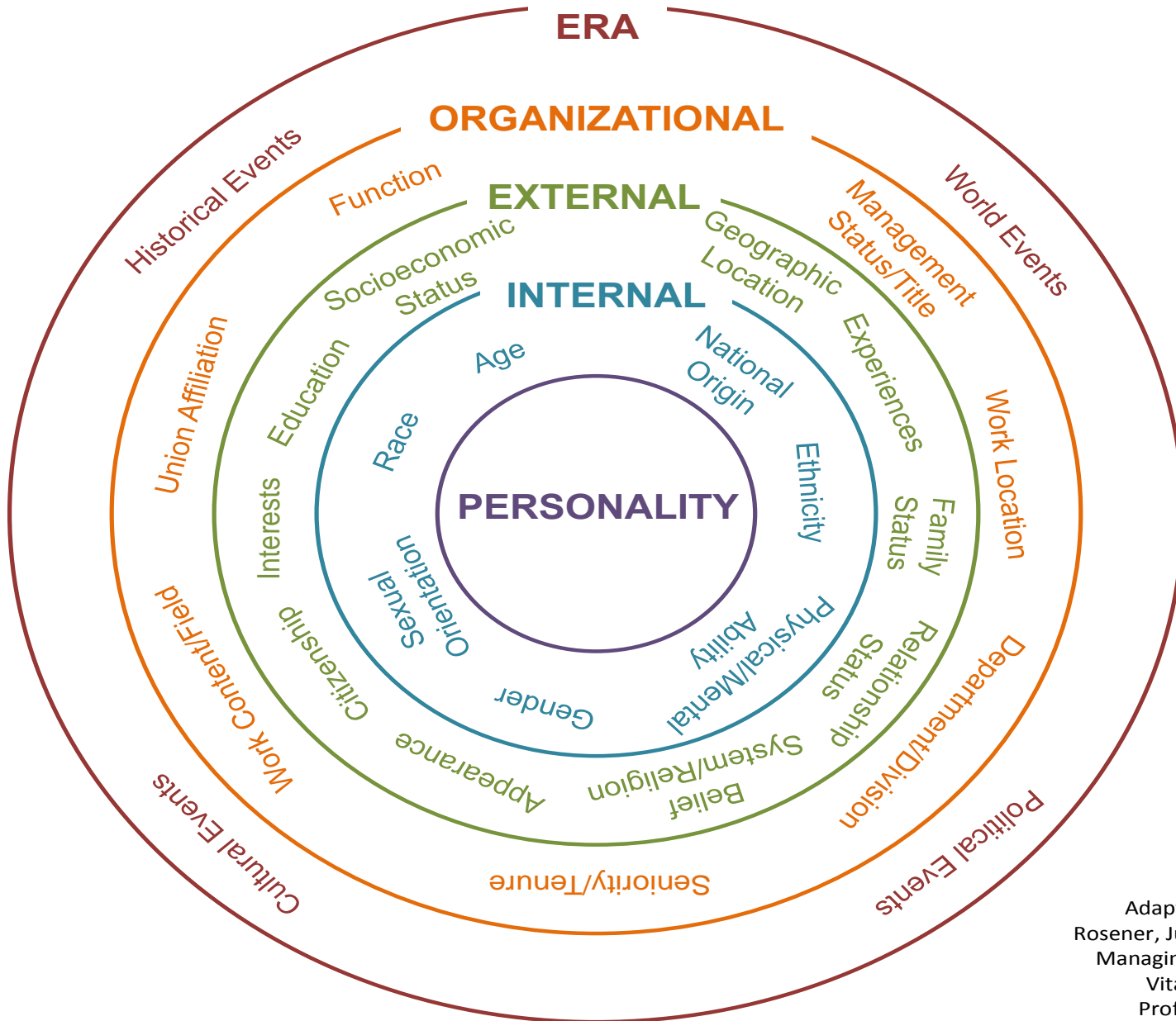


Important Messages

- Strive to become more open as you learn and experience interactions with people from different backgrounds.
- It's not about being “right or wrong”, or be in an “either/or” situation
- It is about “AND”....relating with respect for your needs AND others needs.
- Create an environment of greater respect and trust.



Activity: Diversity Wheel



Adapted from: Loden, Marily & Rosener, Judy, "Workforce America! Managing Employee Diversity as a Vital Resource," McGraw-Hill Professional Publishing, 1990.

The Foundation of Cultural Competence

Respect: A working definition

- Spect = to look or to see
- Re = again
- Re + Spect = To look again



**Respect in practice = a commitment to
'Pause and Look Again'**

GROUP ACTIVITY





The Platinum Rule Principle

Do unto others
as they would
like to have you
do unto them.

Hacer a los demás lo que les gustaría tener que les hagan.



R.E.S.P.E.C.T. in Practice

R: Rapport

- ✓ Connect on a social level
- ✓ Seek the patient's point of view
- ✓ Consciously attempt to suspend judgement
- ✓ Recognize and avoid making assumptions

E: Empathy

- ✓ Remember that the patient has come to you for help
- ✓ Seek out and understand the patient's rationale for his or her behaviors or illness
- ✓ Verbally acknowledge and legitimize the patient's feelings



R.E.S.P.E.C.T. in Practice

S: Support

- ✓ Help the patient overcome barriers
- ✓ Involve family members if appropriate
- ✓ Reassure the patient you are and will be available to help

P: Partnership

- ✓ Be flexible with regard to issues of control
- ✓ Negotiate roles when necessary
- ✓ Stress that you will be working together to address medical problems

E: Explanations

- ✓ Check often for understanding
- ✓ Use verbal clarification techniques



R.E.S.P.E.C.T. in Practice

C: Cultural Competence

- ✓ Respect the patient and his or her culture and beliefs
- ✓ Understand that the patient's view of you may be identified by ethnic or cultural stereotypes
- ✓ Be aware of your own biases and preconceptions
- ✓ Know your limitations in addressing medical issues across cultures
- ✓ Understand your personal style and recognize when it may not be working with a given patient

T: Trust

- ✓ Self-disclosure may be an issue for some patients who are not accustomed to Western medical approaches
- ✓ Take the necessary time and consciously work to establish trust

Environment of Care

Creating a Welcoming and Inclusive Environment for Caring, Working and Learning



Quality Care for All

Group Exercise





Empathy & Support

- Remember the patient has come to you for help
- Seek out and understand the patient's rationale for his/her behaviors and illness
- Verbally acknowledge and legitimize the patient's feelings
- Ask about and understand the barriers to care and compliance
- Help the patient overcome barriers; Involve family members if appropriate
- Reassure the patient you are and will be available to help

Being Inclusive

- Respect and being Valued
- Communication and Support
- Focusing on Needs of Individual
- Being empathetic and compassionate





[The Power of a New Approach](#)



Accountability

- Creating an environment of accountability and respect requires everyone to work together
- Don't be afraid to politely correct your colleagues if they make insensitive comments
- “Those kinds of comments are hurtful to others and do not create a respectful work environment.”



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Thank You for Your Participation!

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