Cultural Fluency is a Journey

PA Nutrition Education Network Webinar
December 19, 2017

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Objectives for Today

• Learners will be able to define cultural fluency or cultural intelligence as a developmental process that evolves over an extended period.

• Learners will list three distinct changes they can take to become more culturally fluent.

• Learners will list three distinct changes their organizations can take to become more culturally fluent.
Organization of presentation

• What is culture
• How does culture affect we do in nutrition and food education.
• What does cultural fluency look like for
  – Individuals
  – Organizations
• Top five things you can do to become more fluent
• Top five things your organization can do to become more fluent
• Additional resources
What is the difference between stereotyping and being culturally sensitive?

Poll – Have you ever stereotyped another person and caught yourself, or have been stereotyped, or witnessed someone else stereotyping a group or individual?
The Danger of a Single Story

Chimamanda Adichie

http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en
So, what is Culture?

- Knowledge, traditions, beliefs and values that are developed, learned, and shared by members of a society; a communal group that views the world in the same way; passed down generation to generation;
- Requires that you understand your own cultural beliefs and values.
- How do you know your own cultural norms?
Culture determines

- Cultural practices, attitudes, beliefs
  - Importance of education for children
  - Status of guests in home, community, and country
  - Role of elders in family decisions
  - What does ‘healthy’ mean; when to seek help for a health problem
  - Prevention and self-treatments as concepts

- Ideology and world view
  - Hmong driving test - *When the Spirit Catches You, You Fall Down*
  - Viewing a photograph

- How you perceive time
  - What is considered ‘on time’?
  - When does the party start?
  - When is the appointment?
Culture determines how you solve problems

- Point A to Point B to Point C to Point D
- Linear approach to nutrition and health intervention
Culture Determines

• Behavioral characteristics and social networks
  – Importance of godparents, friends, aunties
  – Health care professionals often seen as ‘outside’
    • Problems stay in the family
  – Desire to please teacher, professionals
  – Being yes’ed

• Who is involved in addressing dietary concerns
  – Who prepares food – mother, mother-in-law
  – Who purchases food – father $$$
Religious practices are related, but can be different

- Religious beliefs and practices often provide direct advice on diet/health

- Islam – no alcohol and drugs
- Islam and Judaism – no pork or pork products
- Hindu – Ayurvedic – life, not just diet
- Seventh Day Adventists – vegetarian
- Catholic – fast periods
- Mormon – no caffeine (tea, coffee, cola)
- Lots more
## Comparison of Some Common Values

<table>
<thead>
<tr>
<th>American Values</th>
<th>Other Cultures’ Values</th>
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<tbody>
<tr>
<td>Personal control over the environment</td>
<td>Fate</td>
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<tr>
<td>Change</td>
<td>Tradition</td>
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<tr>
<td>Time dominates</td>
<td>Human interaction dominates</td>
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<td>Human equality</td>
<td>Hierarchy/Rank/Status</td>
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<td>Individualism/Privacy</td>
<td>Group Welfare</td>
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<td>Self-help</td>
<td>Birthright inheritance</td>
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<td>Competition</td>
<td>Cooperation</td>
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<td>Future Oriented</td>
<td>Past oriented</td>
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<td>Action/Goal oriented</td>
<td>‘Being’ orientation</td>
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<tr>
<td>Informality</td>
<td>Formality</td>
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<tr>
<td>Directness/Openness/Honesty</td>
<td>Indirectness/Ritual/ “face”</td>
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<tr>
<td>Practicality/Efficiency</td>
<td>Idealism/ Theory</td>
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<tr>
<td>Materialism</td>
<td>Spiritualism/Detachment</td>
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Cultural influences foodways....

• what is a food and what is not a food
• how food is prepared and by whom
• who eats the food and with whom
• how often and when foods are eaten
• taste preferences
• special meaning of food and communal eating
Pomegranate is a symbol of:

1. Fertility/Prosperity
2. Commandments/Good deeds
3. Life/Rebirth
4. Marriage
5. Knowledge, learning, and wisdom

POLL
A meal is not a meal

- Core foods
  - staple foods
  - usually maintained through assimilation
Culture is Learned

• **Enculturation**
  – process in which we learn the beliefs, attitudes, and behaviors of the culture

• **Ethnocentrism**
  – belief that own value system/lifestyle as the only way to view the world
  – failure to view alternative practices as acceptable

• **Cultural Relativism**
  – acceptance of other cultures’ practices and beliefs as an appropriate view of the world
Cultural Change: Acculturation vs. Assimilation
Cultural Competence: a set of congruent behaviors, attitudes, and policies that are present in a system, agency, or individual to enable that system, agency, or individual to function effectively in interactions with people from a variety of cultural backgrounds. The ability of human beings to authentically relate to one another with acknowledgement, appreciation, and respect.
Cultural competence/fluency encompasses gender, sexual orientation, socioeconomic status, faith, profession, tastes, disability, age, as well as race and ethnicity.

Assessment Tool
https://implicit.harvard.edu/implicit/
Why does cultural fluency matter?

Providers order fewer diagnostic tests for patients of different cultural backgrounds because they may not understand or believe the patient’s description of symptoms. Alternatively, providers may order more diagnostic tests to compensate for not understanding what their patients are saying.

Patients may not adhere to medical/food advice because they do not understand or do not trust the provider or think the provider does not understand their culture.

Risk of having a first stroke is nearly twice as high for blacks as for whites, and blacks have the highest rate of death due to stroke.

Though stroke death rates have declined for decades among all race/ethnicities, Hispanics have seen an increase in death rates since 2013.
Estimated vaccination coverage among children aged 19–35 months, Combined Series, — National Immunization Survey-Child, United States, 2016 (percent)

- White, non-Hispanic: 72%
- Black, non-Hispanic: 60%
- Hispanic: 64%
- American Indian/Alaska Native, non-Hispanic: 66%
- Asian, non-Hispanic: 72%
- Multiple races, non-Hispanic: 68%

https://www.cdc.gov/mmwr/volumes/66/wr/mm6643a3.htm#T2_down
Which group has the highest incidence of Type 2 Diabetes?

1. Mexican American
2. Cuban American
3. Asian Indian American
4. Afro American

POLL
Cultural fluency/competence or cultural intelligence is a developmental process that evolves over an extended period.

Both individuals and organizations are at various levels of awareness, knowledge and skills along the cultural fluency continuum.

- National Center for Cultural Competence at Georgetown University
- [http://www11.georgetown.edu/research/gucchd/nccc/index.html](http://www11.georgetown.edu/research/gucchd/nccc/index.html)
What does this mean?
Health is a cultural construct

- Cultural issues are central to change behaviors especially food behaviors.
Cultural fluency/competency around food and diet are intimately connected to improved health status

- What is health? What causes diseases?
- Concept of prevention
- What constitutes a ‘family’
- Role of elders in decision-making
- Taking a diet history
- Who is responsible for shopping
- Body language
- Acceptable greetings, goodbyes
- View of nutrition/food educator’s role
- View on child/teen ‘food assimilation’
- Beliefs/traditions re: what pregnant/lactating women and children should eat
- ............
Make frequent use of open ended inquiries

**Open Ended Questions and Prompts**

Tell me about...
Why do you think...?
How did you...?
What happened when...?
What else can you do with...?
What would happen if...?
How might you use...?
I wonder if...

You will learn more
Kleinman’s Explanatory Model of Illness

Depending upon the situation, wording and number of question used will vary.

- What do you think has caused your problem?
- Why do you think it started when it did?
- What do you think your sickness does to you? How does it work?
- How severe is your sickness? Will it have a short or long course?
- What kinds of treatment do you think you should receive?
- What are the most important results you hope to receive from this treatment?
- What are the chief problems your sickness has caused for you?
- What do you fear most about your sickness?
Culturally competent providers consistently and systematically:

- understand and respect their clients' values, beliefs, and expectations;

- understand the disease epidemiology and treatments of different population groups;

- adapt the way they deliver care to each client's needs and expectations.

- know they need to learn and actively work to become more fluent.
3 Critical Steps in the Cultural Competence Process

1. **Unlearning**: Identifying and correcting learned biases

2. **Learning**: Acquisition of information, knowledge, and wisdom

3. **Diversification**: Increased collective capacity
Cultural Fluent Organizations Do Not Happen By Accident

- Foster **attitudes, skills, behaviors, and policies** that enable its staff to work effectively in cross-cultural situations.

- **Continue to improve** their ability to acquire and use knowledge of the health-related beliefs, attitudes, practices, and communication patterns of clients and their families to
  - improve services,
  - strengthen programs
  - increase community participation

- **Close the gaps** in health status among diverse population groups

- **Work constantly and consistently** to become more fluent.

(Cross et al. 1989; Lavizzo-Mourney and Mackenzie 1996)
Cultural Competence Continuum

- Where on the continuum does your agency fit in each of these areas?

- PROFICIENCY
- COMPETENCE
- PRE-COMPETENCE
- DENIAL
- INCAPACITY
- DESTRUCTIVENESS

- Service Delivery
- Staff/Team Development
- Organizational Environment
- Community Relationships
A cultural fluent organization requires time, commitment, and effort; it is an active philosophy. When you are interested in doing something, you do it only when it is convenient.

There's a difference between interest and commitment.

When you are committed to something, you consistently work at it and seek results.
Five things you can do tomorrow - individual

- **Take** the Harvard Implicit test share results, think about the results, make a plan, follow your plan

- **Read**

- **Ask and Listen**

- **Visit**

- **Surf**
Read

- The Spirit Catches You and You Fall Down by Anne Fadiman
- What Is the What by Dave Eggers
- Cultural Food Practices
- Food and Culture
- Americanah by Chimamanda Ngozi Adichie
Ask and Listen
There is no substitute for listening

Most people do not listen with the intent to understand. They listen with the intent to reply.
Visit Neighborhood markets
Visit Community/religious leaders
Search words:
• Country
• Children, family
• Food
• Cultural Food
Video: Somali family foods in US
https://www.youtube.com/watch?v=kFoCT-VCRfo

My Somali Food: Somali Food and more
www.mysomalifood.com/
Latest Recipes next previous Lemon Yogurt Cake Sorghum Porridge How to Cook Sorghum Coconut Squares Okra & Vegetable Soup Main Course next previous.

Food etiquette and Somali culture - USA Today
https://www.usatoday.com/...food-etiquette...somali.../102714646/
Jun 10, 2017
Here are some common customs many Somalis follow when dealing with food

The Somali Kitchen
www.somalikitchen.com/
These gluten-free pancakes are made from teff, an ancient grain from Ethiopia that is becoming very popular as a 'super food' as poor quinoa is being asked to step aside. Teff has been a staple food for centuries in the horn of Africa where it is used to make injera, a flatbread. Read more...
Five things you can do to make your organization move fluent

1. Include cultural fluency in your organization’s mission statement, core values, strategic plan.

2. Have the staff take the Harvard Implicit self-assessment and plan series of discussions.

3. Look at your waiting room or entrance way.
   - Is it welcoming?
   - Put up a map, flags, symbols, welcome signs in different languages.

4. Hold a lunch and ask staff to bring food that represent their country of origin; invite community leaders.
What Kids Around the World Eat for Breakfast

5. Create a systematic approach to improving cultural literacy in all parts of your organization

https://www.ncbi.nlm.nih.gov/books/NBK248430/
Design a Concept Map for your Culturally Fluent Organization

- Your Organization's Mission, Core Values, Strategic Plan
- Curriculum and Services
- Marketing
- Intake Process
- Language and Communication
- Assessment Process
- Staffing
- Training
- Waiting Room
Online Resources

• Unnatural Causes PBS
  – http://www.unnaturalcauses.org/ short video clips available online

• Framingham State University
  – http://www.framingham.edu/nutrition Click on Current Students
  – http://www.framingham.edu/dgce/opdce/ online course

• Management Sciences for Health The Providers Guide to Quality and Culture
  – http://erc.msh.org/aapi/cc1.html

• Nat’l Center for Cultural Competence at Georgetown University
  – http://www11.georgetown.edu/research/gucchd/nccc/index.html

• Minnesota Department of Public Health
  – http://www.health.state.mn.us/communityeng/multicultural/moving.html

• WIC
https://wicworks.fns.usda.gov/topics-z/ethniccultural-resources

https://www.ctslanguagelink.com/support%20files/INT/int_tips_advice_telephone.pdf

The mission of the NCCC is to increase the capacity of health care and mental health care programs to design, implement, and evaluate culturally and linguistically competent service delivery systems to address growing diversity, persistent disparities, and to promote health and mental health equity.

Self-Assessments
There are numerous benefits to self-assessments. Such...

National Center for Cultural ...
Appendix B: Mission of the National Center for Cultural...

Foundations
The NCCC embraces a conceptual framework and model for...

promoting cultural diversity ...
PROMOTING CULTURAL & LINGUISTIC COMPETENCY ...

Community of Practice
Welcome. The goal of the Community of Practice on...

Foundations of Cultural ...
Foundations The NCCC embraces a conceptual framework and...
Culturally Tailored Chronic Disease Education Program Improves African American Patient Self-Management Behaviors, Blood Pressure
Poll

This webinar is an overview/introduction
Submit the names of cultures/religions you
work with
Future, we can be more specific.

Start and Move on Down the Road