



Developing International Cultural Competence in Health Care

Elicia Leal M.ED, ATC, LAT
Shanghai Elite Sports Training Center



Objective

- Define Culture
- Define Cultural Competence
- Discuss Cultural Competence in health care
- Will understand the difference between Culture and Ethnicity
- Develop communication strategies that empower cognitively diverse groups.
- Identify the need of Cultural Competence

Cultural Competence

- “It is imperative for those of us who deliver health care to be understanding of and sensitive to cultural differences and to the effect of these differences on a given person health and illnesses and practices.”
Spector,





Cross-Cultural Challenges

- Health Care
- Race, Culture and Ethnicity
- Communication and Language Barriers
- Religion
- Stereotypes, Biases and Assumptions

Health Care

- Allopathic
- Homeopathic



Allopathic

- Acute Care
- Chronic Care
- Rehabilitation
- Psychiatric/Mental Health
- Community/Public Health



Homeopathic/ Alternative/Complementary

- Aromatherapy
- Biofeedback
- Hypnotherapy
- Macrobiotics
- Massage Therapy
- Reflexology
- Acupuncture



Homeopathic, Ethnos Cultural and Traditional

- Ayurvedic
- Curanderos
- Herbals
- Powwow
- Santeria
- Voodoo
- Kampo
- Aboriginal medicine
- Unani medicine
- Sasang



Race, Culture and Ethnicity



Race

Physical
characteristics that
are genetically
determined

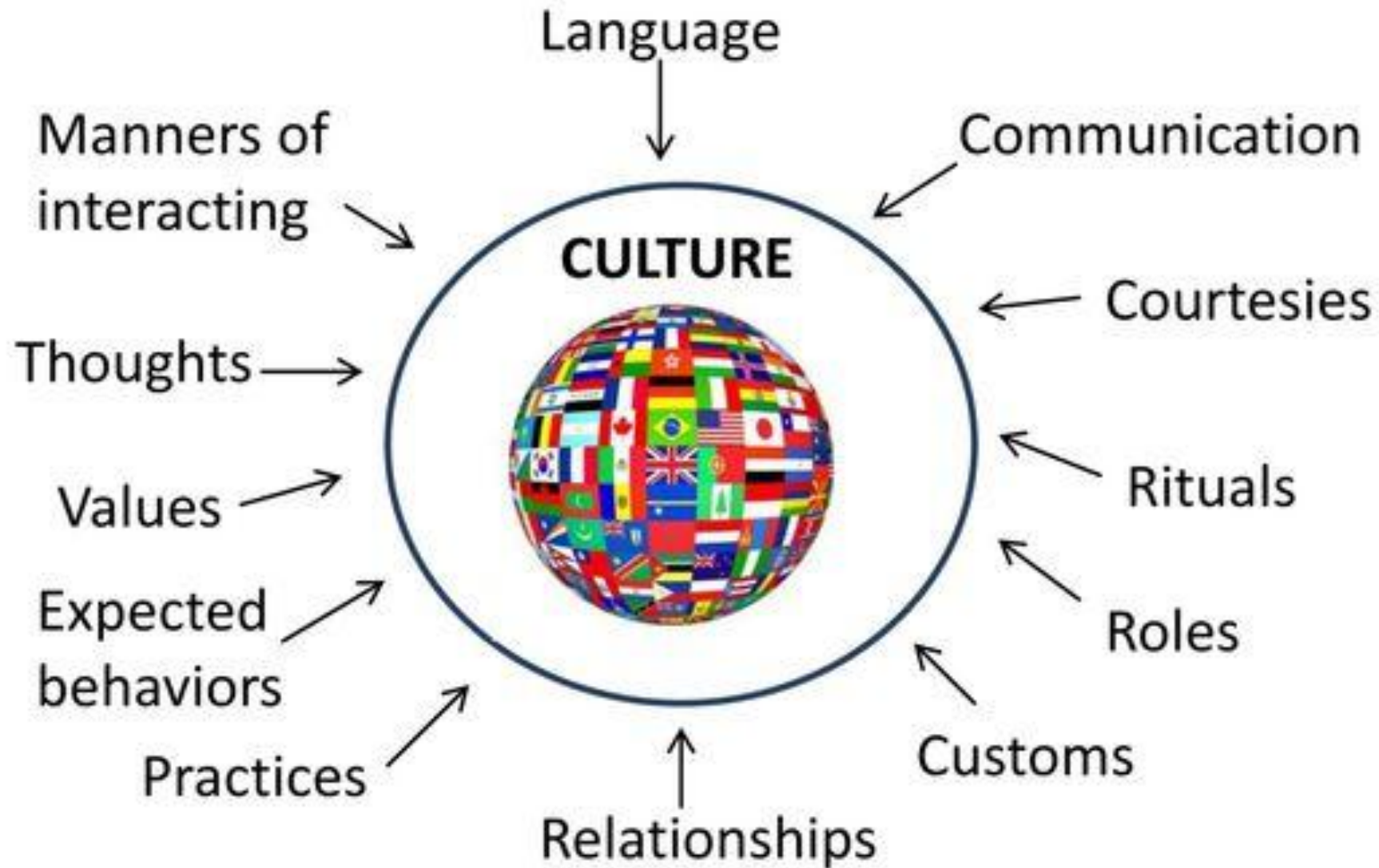


Culture

- Extended family
- Participating in folklore
- Language
- Beliefs
- Practices
- Habits
- Likes/Dislikes
- Customs
- Rituals



What Does Culture Encompass/Impact?



Ethnicity

- Language
- Culture
- Religion
- Extended family
- Resides in ethnic community
- Participates in folkways
- Socializes with members of same ethnic group



Communication



Verbal

- Spoken
- Written
- Avoid loudness
- Avoid technical jargon, slang, humor, idioms
- Formalities
- Listening



Non-Verbal

- Silence
- Distance
- Eye Contact
- Body Language
- Avoid gestures
- Religious symbols, do not touch them



Improve Communication

- Communicate in organized manner
- Write down instructions
- Ask patient to repeat instructions
- Use interpreter
- Formulate treatment plan which contemplates their cultural beliefs and practices
- Avoid “you people”
- Simplify the language

Miscommunications in Cultural Exchanges



- Assumptions of similarities
- Language differences
- Nonverbal misinterpretation
- Preconceptions and stereotypes
- Tendency to evaluate
- High anxiety



Culture and Health Communication

- Patients may choose not to seek needed services
- Providers may make errors in diagnosis because of miscommunication
- Patients may not follow medical advice because they do not trust or understand the provider
- Providers may order fewer or more diagnostic tests for patients because they may not understand or believe the patient's description of symptoms

Religion

- Acknowledging that religious beliefs can deeply affect a patient's perception of health, illness, healing, and death, as well as their preferred treatments.
- Competent care involves creating a safe space for patients to discuss religious issues, which builds trust and fosters long-term, sustainable partnerships with individuals and communities.
- Recognizing the wide range of religious beliefs and practices that exist and how these factors are often interwoven with culture, socioeconomic status, and gender identity.



Poverty

- ❑ Systemic barriers
- ❑ Prioritizing survival
- ❑ Low income
- ❑ Access to health care
- ❑ Unemployment
- ❑ Lack of health insurance



Attitudes of Culturally Competent Health Care

- Self-Awareness
- Understanding
- Empathy
- Patience
- Respect
- Ability
- Trust
- Openness to Learning
- Equity-Focused Mindset



Knowledge

- Define culture and its various factors that influence culture in your area.
- Define Cultural beliefs, values and behaviors of cultural group different from yours.
- Important cultural influences of patient population.
- Become educated on traditional healing practices of specific ethnic groups in the local area.



Skills

- Inquire about
 - Inquire about beliefs, practices and values for patients and families as pertinent to medical problems.
- Obtain
 - Obtain a medical history, considering cultural information.
- Consider
 - Consider cultural information in making diagnostic and therapeutic plans.
- Work
 - Work with interpreters in an affective manner.
- Apply
 - Apply general cultural information as hypotheses and not as stereotypes.



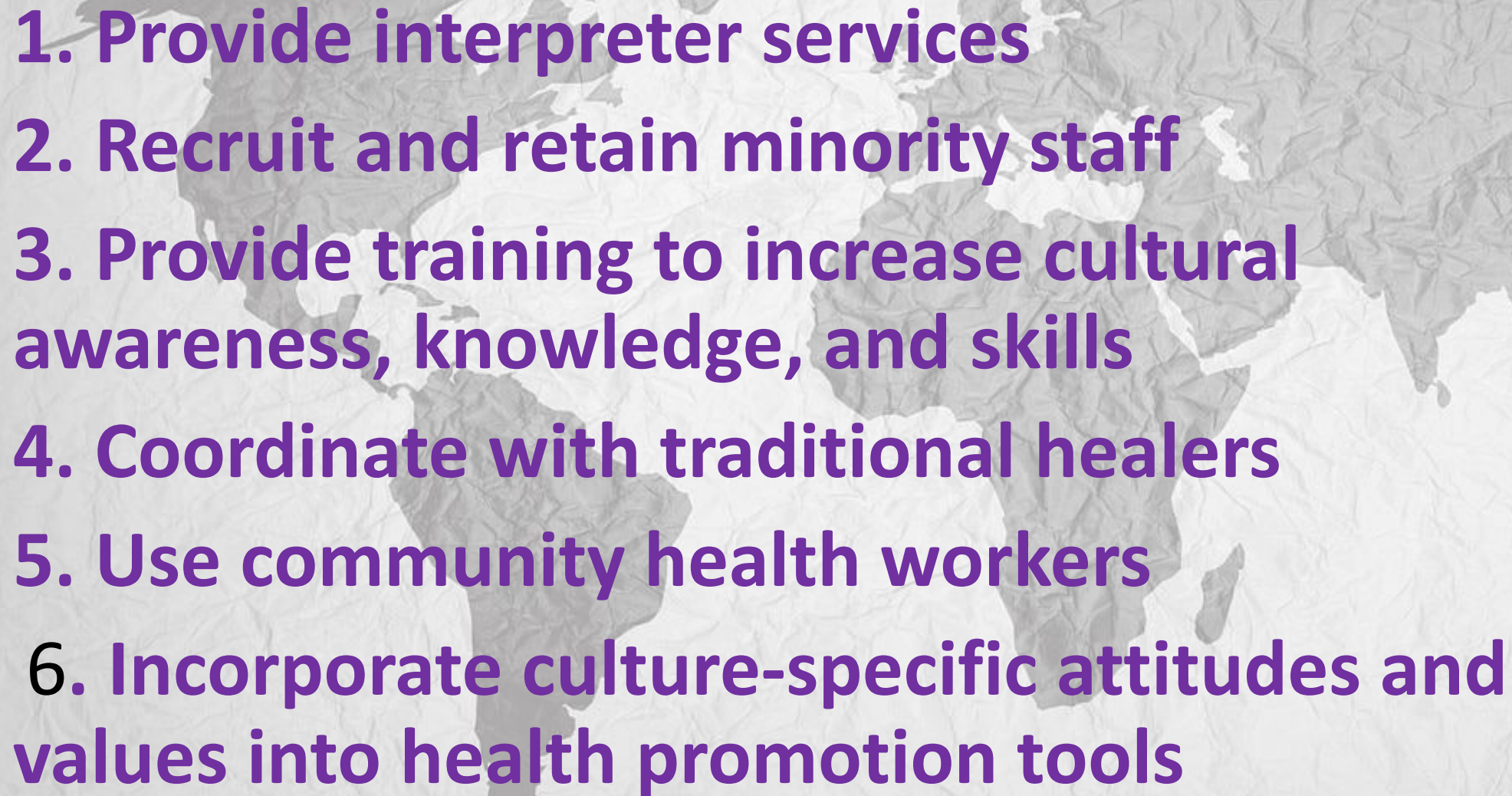


CULTURAL COMPETENCE IN HEALTH CARE

The goal of culturally competent health care services is to provide the highest quality of care to every patient, regardless of race, ethnicity, cultural background, English proficiency or literacy.



Some common strategies for improving the patient-provider interaction and institutionalizing changes in the health care system include:

- 
- 1. Provide interpreter services**
 - 2. Recruit and retain minority staff**
 - 3. Provide training to increase cultural awareness, knowledge, and skills**
 - 4. Coordinate with traditional healers**
 - 5. Use community health workers**
 - 6. Incorporate culture-specific attitudes and values into health promotion tools**



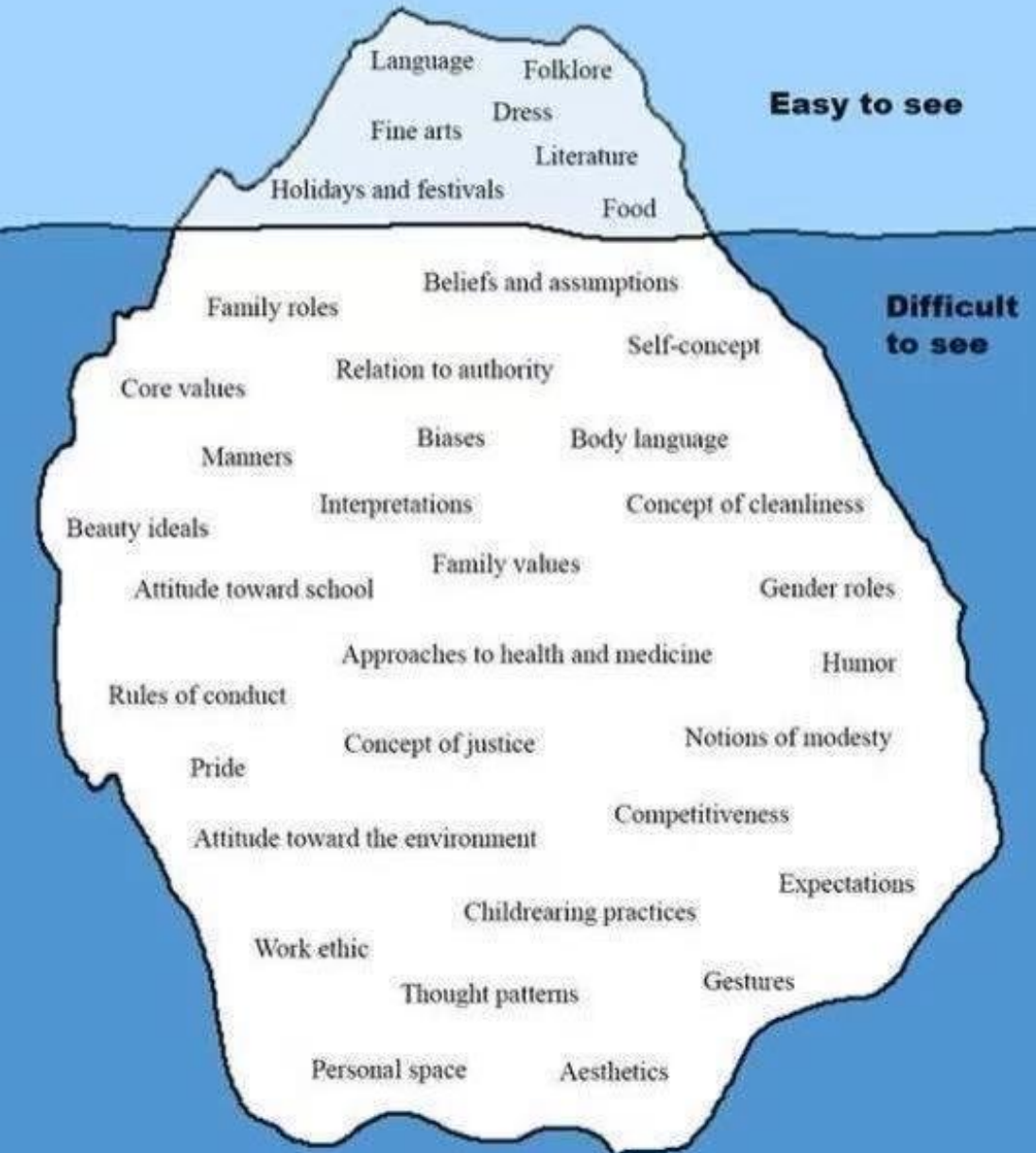
7. Include family and community members in health care decision making

8. Locate clinics in geographic areas that are easily accessible for certain populations

9. Expand hours of operation

10. Provide linguistic competency that extends beyond the clinical encounter to the appointment desk, advice lines, medical billing, and other written materials.

The Cultural Iceberg



M&M Lab Example



Side One Profile

#1- Ethnicity

#2 Job Setting

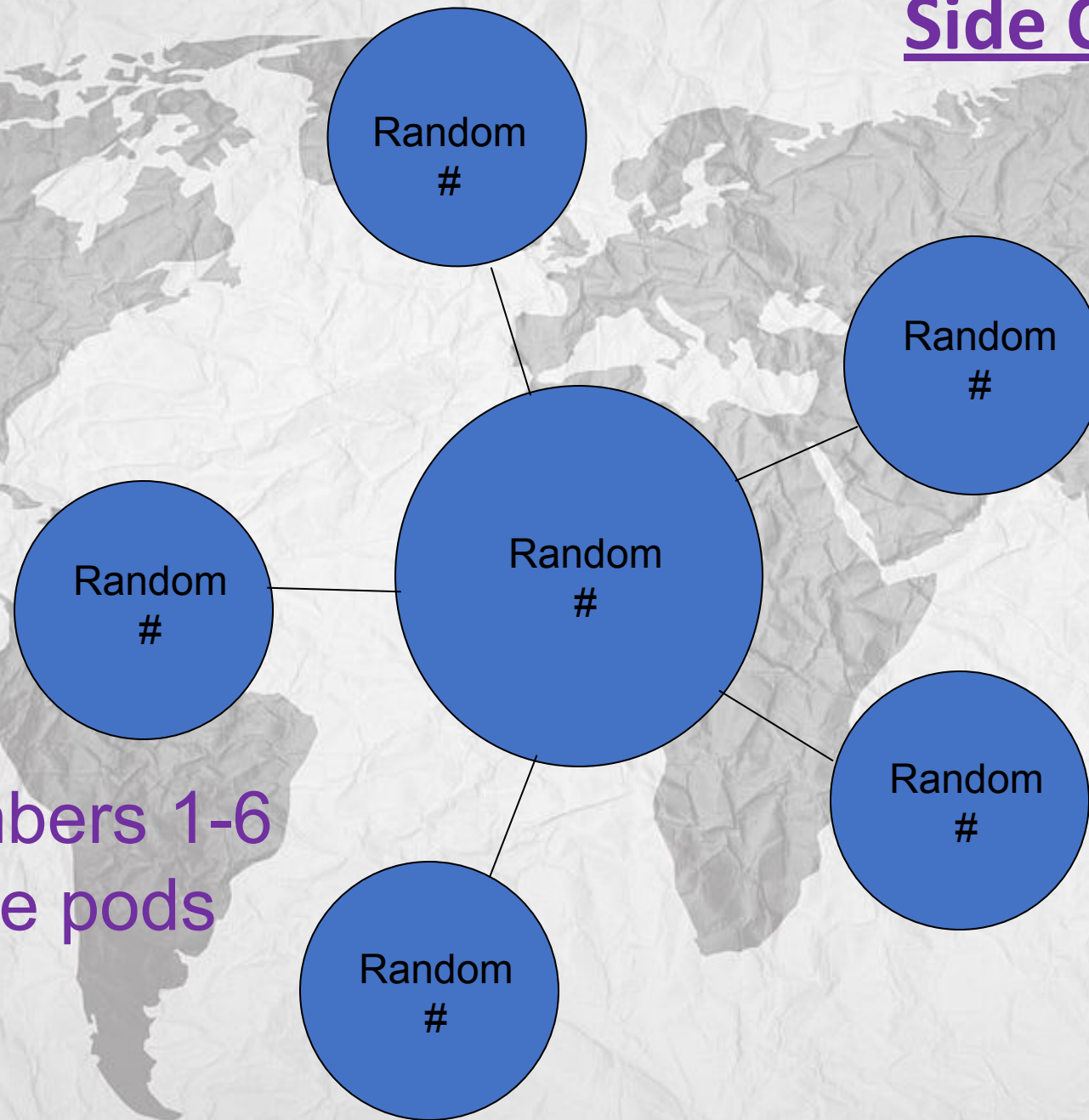
#3 Religion

#4- Health Concern/Illness

#5- Gender & Marital Status

#6- Health Care Choices

Side One



Place the numbers 1-6
randomly in the pods
on side one.



Take Home Tips

- Communication is vital
- Build trust and relationships
- with patient's
- Learn the language and culture
- Educate and learn
- Be open minded
- Accommodate, adjust and conform
- Leave your ego at the door
- M&M Lab

Thank You!



Diamondleal@gmail.com