

FEBRUARY 4, 2014 • TALKS ON TUESDAYS WEBINAR

CULTURAL



"EVERYBODY'S GOT 'EM"

*How culture and cultural competence can influence  
perceptions and relationships in service delivery*



**AUDIO DETAILS:**

**1-866-842-5779**

**Enter Code: 463-661-9330**

## Meet the Presenter



Office of Cultural and Linguistic Competency - DBHDS

# Discussion Topics



Office of Cultural and Linguistic Competency - DBHDS

# What is your role?

- a. Service Coordinator
- b. Service Provider  
*(Dev. Services provider, OT, PT, SLP, etc.)*
- c. Local System Manager/Supervisor
- d. Higher Ed Faculty
- e. Other  
*(share your role in the chat box)*



# A Common Framework

What is culture?



Office of Cultural and Linguistic Competency - DBHDS

## Rethinking Culture

**CULTURE IS FLUID and IT CAN BE....**

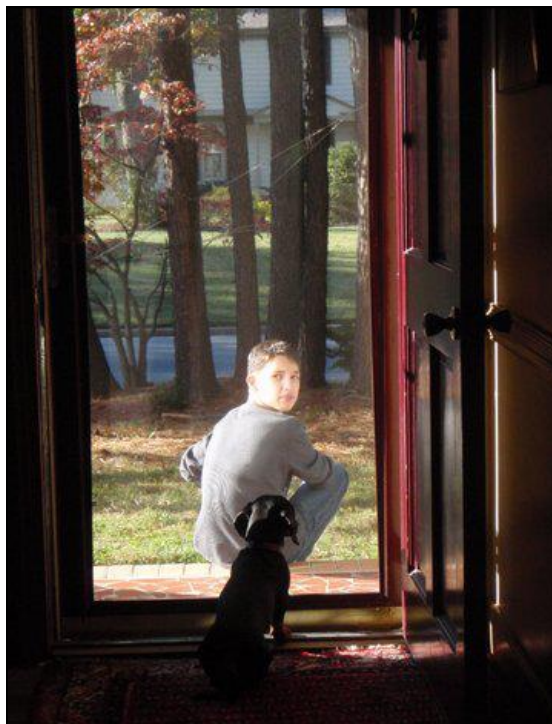
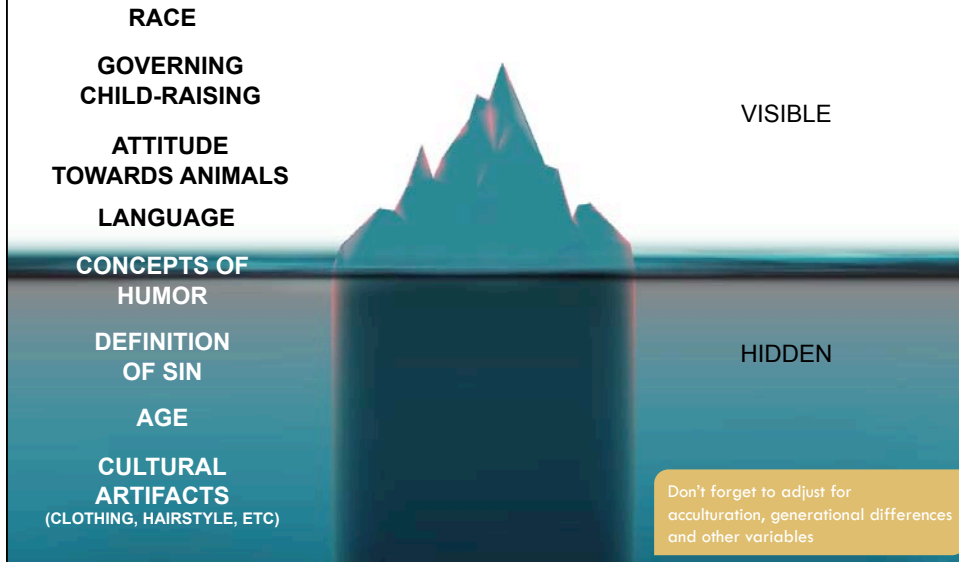
- ✓ Thick
- ✓ Thin
- ✓ Compartmentalized



Office of Cultural and Linguistic Competency - DBHDS

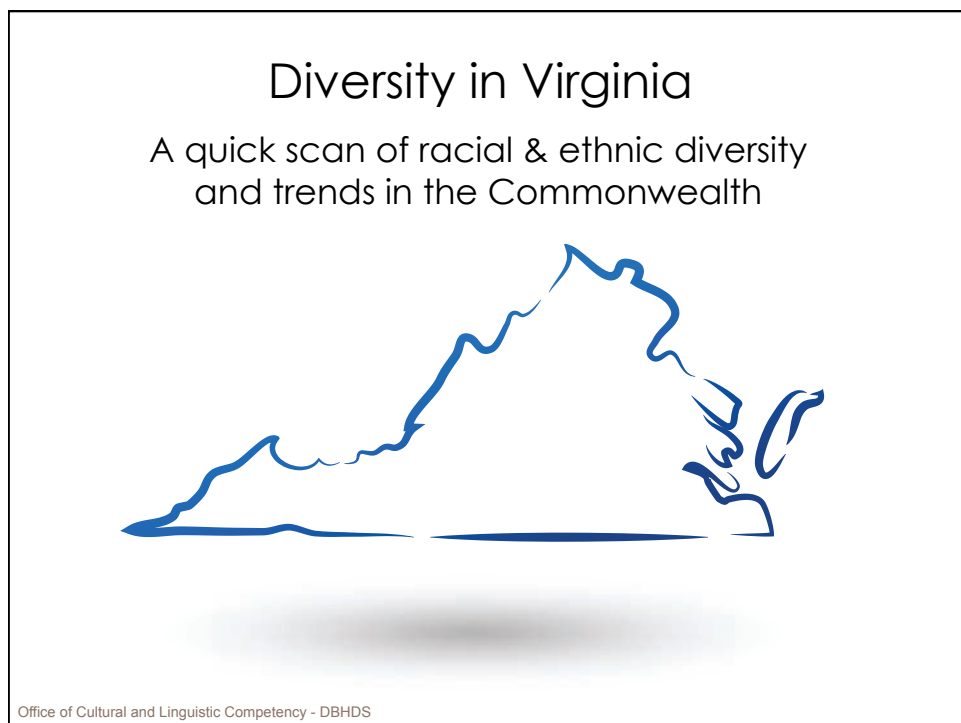
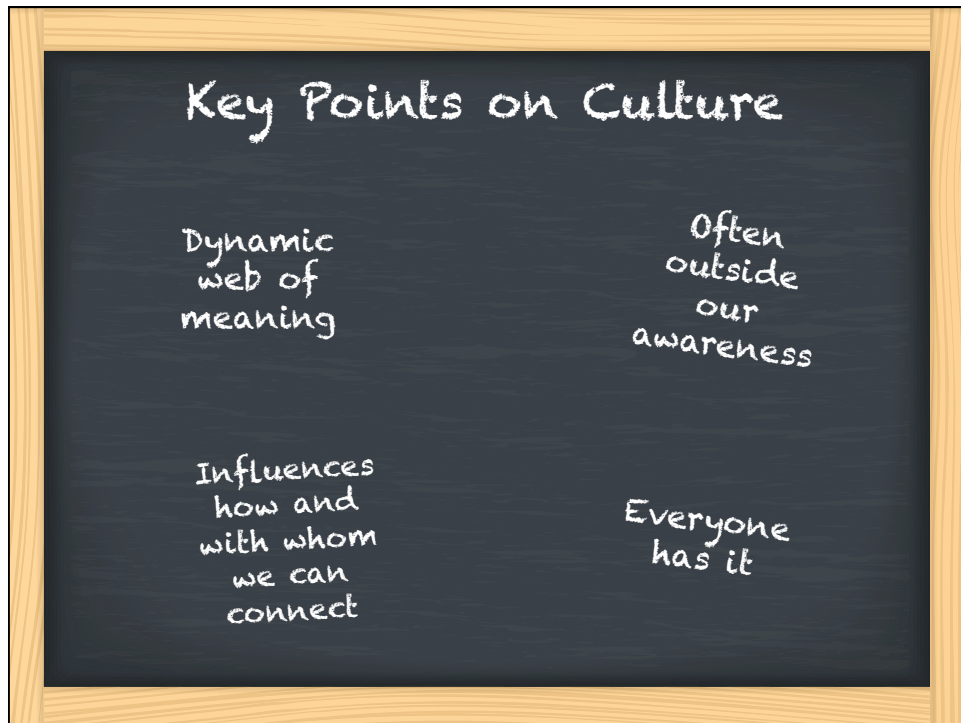
## Is Culture an Iceberg?

Draw a line from the parts that are “visible” and the parts that are “hidden” on the appropriate parts of the iceberg.



ROCCO  
RODRIGUEZ  
and the  
Iceberg  
Effect

Office of Cultural and Linguistic Competency - DBHDS



Anything unique about the  
cultural variations in your area?



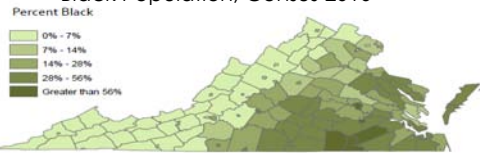
## Virginia's Diverse Populations

- Virginia added a million people between 2000 & 2010 (8 mil total)
- The number of Latinos doubled, while the number of Asians increased by almost 70 percent (Tippet, 2011)
- One in every 10 Virginians is foreign born
- 40 percent were born in Asia, and 36 percent were born in Latin America

Data source- Qian Cai . University of Virginia Weldon Cooper Center for Public Service 2011

# Virginia's Census 2010

Black Population, Census 2010



Asian Population, Census 2010

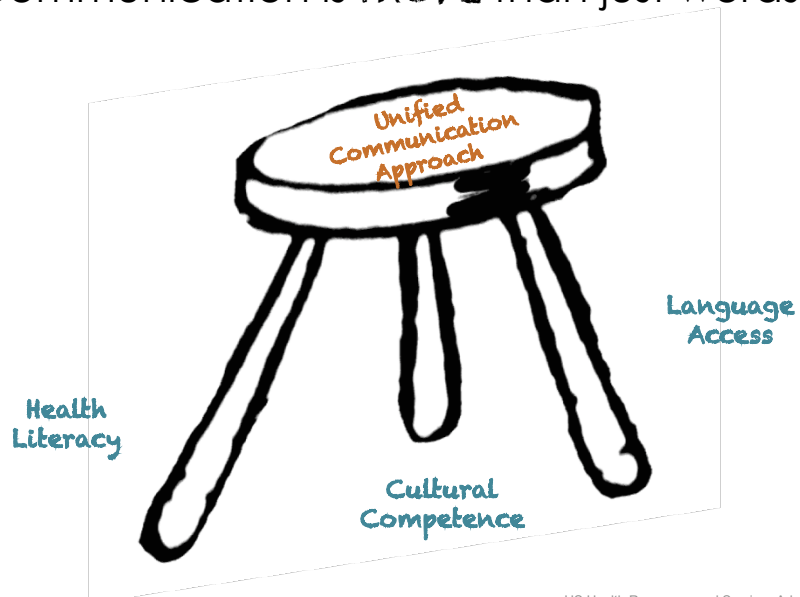


Latino Population, Census 2010



Slide Source: Qian Cai - University of Virginia Weldon Cooper Center for Public Service 2011

Communication is ~~more~~ than just words



US Health Resources and Services Administration



# Literacy

**More than half of U.S. adults - 90 million people - find it difficult to understand and act on health information.**

NAAL, 2003

Health Information

## Symptoms of the **PROBLEM** Limited health literacy:

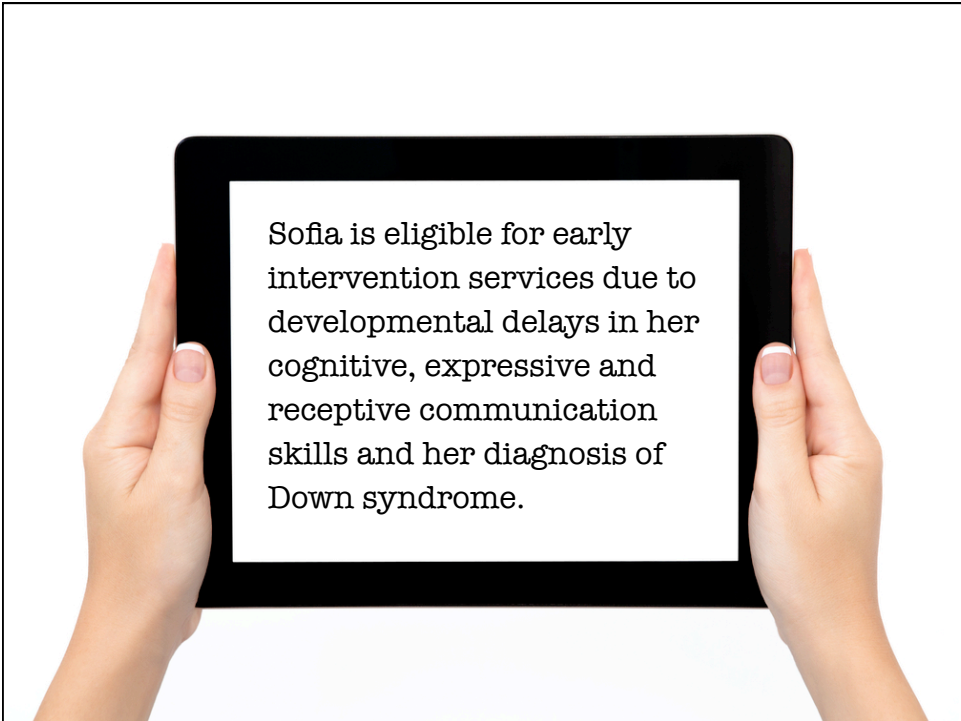
- Impacts nearly one in every three people living in the U.S.
- Can affect any population segment, regardless of age, race, education, or income
- Can't be diagnosed by any new medical technology and is not visible to the eye

Health Resources and Services Administration

## Think...

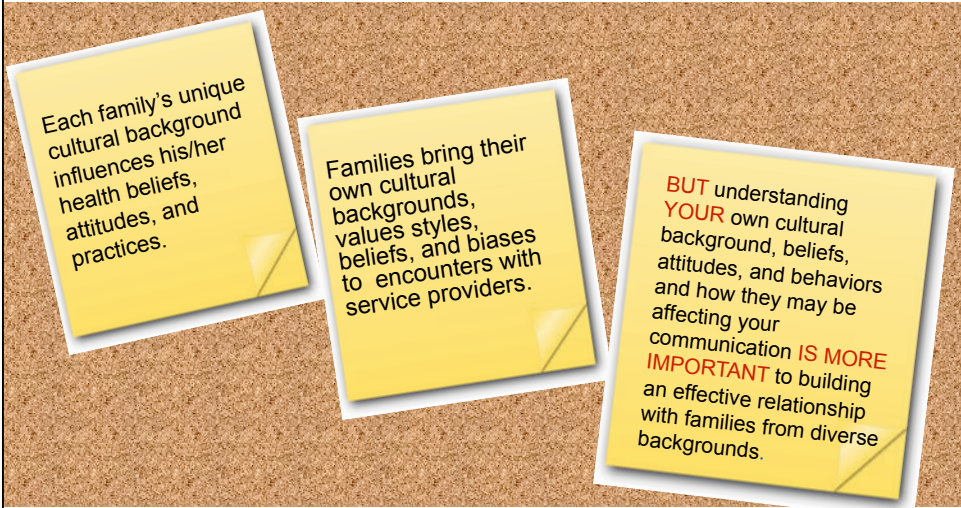
Aifos si elbigile rof ylrae  
noitnevretni secivres eud ot  
latnempoleved syaled ni reh  
evitingoc, evisserpxe, dna,  
evitpecer noitacinummoc  
slliks dna reh sisongaid fo  
nwoD emordnys.





Sofia is eligible for early intervention services due to developmental delays in her cognitive, expressive and receptive communication skills and her diagnosis of Down syndrome.

Cultural competence is a key part of effective communication



Each family's unique cultural background influences his/her health beliefs, attitudes, and practices.

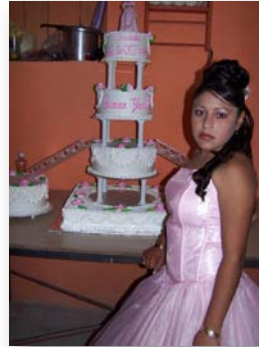
Families bring their own cultural backgrounds, values styles, beliefs, and biases to encounters with service providers.

**BUT** understanding **YOUR** own cultural background, beliefs, attitudes, and behaviors and how they may be affecting your communication **IS MORE IMPORTANT** to building an effective relationship with families from diverse backgrounds.

Office of Cultural and Linguistic Competency - DBHDS

## Cultural Factors Influencing Parent-Provider Communication

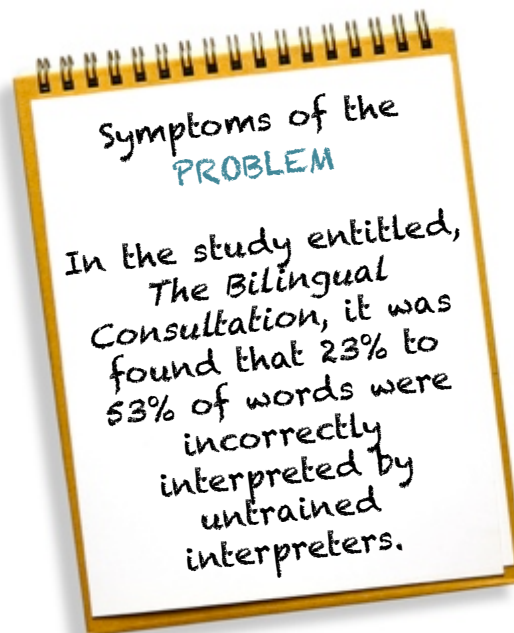
Nonverbal Communication varies greatly among people, often leading to cross-cultural misunderstanding



## Language Access



## The Risks of Using Untrained Interpreters



## Children as Interpreters



Add a caption

Added October 23 · Like · Comment

Kate Peebles Brown likes this.

**Juana Jeanneth Rodriguez** Nany ya esta muy grandee ya no es la bb q banaba y le limpiaba y le daba sopa en su boca mmmm como me acuerdo d eso aaaaaa extrano ala nataly de antes una bb q yo kuida antes mmmm q lastima q vuela el tiempo !!!:) Saturday at 9:47am · Like

**Kate Peebles Brown** Yeah, what Juana said! 15 hours ago · Unlike · 1 person

From your album: Mobile Uploads

Uploaded via: Facebook for Android

Share

Tag This Photo

Edit This Photo

Delete This Photo

Make Profile Picture

Kate sent you a message.

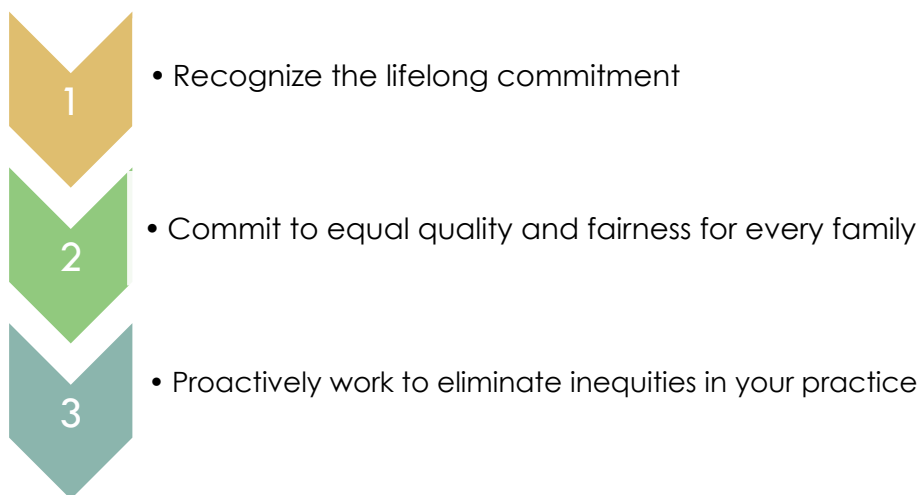
**Kate Peebles Brown** November 14, 2010 at 9:30pm  
Subject: What Juana said...  
...according to Google Translate:  
Nany already very grandee is no longer the bb q wiped and bathed and gave him soup in your mouth mmmm, d how I remember that strange aaaaaa totally wing before I kuida a bb before mmmm q q q sorry time flies! :)  
I got the girl anyway! :-)

## What Can **YOU** Do?



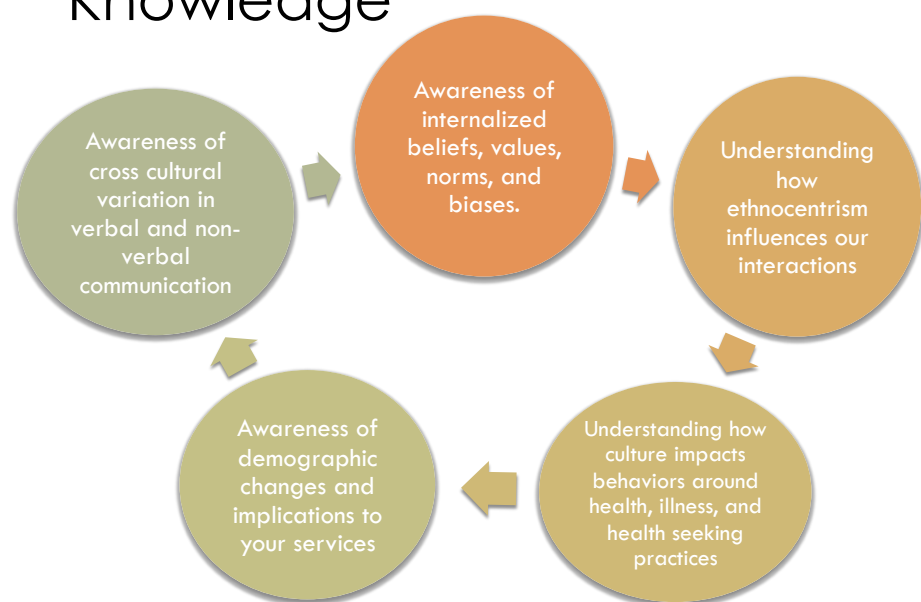
Evaluating your attitude, building on your knowledge and skills and championing organizational supports will make a huge difference for the individuals you serve

# Attitudes



Kaiser Permanente Health Plans, Inc  
National Linguistic & Cultural Programs, National Diversity

# Knowledge



Kaiser Permanente Health Plans, Inc  
National Linguistic & Cultural Programs, National Diversity

## Skills

Ability to realistically  
assess our own  
language proficiency

Ability to use  
interpreters effectively

Ability to foster a positive  
alliance with diverse  
families through effective  
communication

Ability to assess consumer's  
language skills and their  
ability to communicate fully  
with the service providers

Kaiser Permanente Health Plans, Inc  
National Linguistic & Cultural Programs, National Diversity

## Questions? Comments?

For further information on training opportunities,  
assessment tools, targeted recruiting guides,  
templates for cultural competency plans,  
and brainstorming.

### CONTACT ME

[cecily.rodriguez@dbhds.virginia.gov](mailto:cecily.rodriguez@dbhds.virginia.gov)

804.786.5872

[www.dbhds.virginia.gov/OHRDM-CLC.htm](http://www.dbhds.virginia.gov/OHRDM-CLC.htm)