Crisis Communication: Understanding and Communicating with an Evolving Audience

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

What Are Your Biases? Self-Assessment and Effective Communication

Lecture Objectives

- Briefly explore the concepts and definitions of culture and cultural competency

- Briefly discuss the concepts and definitions of bias

- Identify three common forms of bias

- Identify three common examples of consequences of bias

Lecture Objectives

- Discuss how bias can present during crisis communication

- Explore two self-assessment tools for identifying bias

Lecture Guiding Principle

- You don't know what you don't know!

Lecture Methodology

- Lecture, group discussions, and audio/visual clips

Disclaimer

- Content is the opinion of the presenter and may not necessarily be the opinion of or represent that of the Alabama Department of Public Health, the State Health Officer, or the Governor of Alabama

Disclaimer

- All media content is meant to be educational, and does not constitute an endorsement or ownership by the presenter. All media is the property of the originator.

Culture

- What is culture?
  - The sum total of the way of living
    - Includes values, beliefs, standards, language, thinking patterns, behavioral norms, communications styles, etc.
    - Guides decisions and actions of a group through time

Cultural Competency

- Definition
  - A set of congruent behaviors, practices, attitudes and policies that come together in a system or agency or among professionals, enabling effective work to be done in cross-cultural situations

Cultural Competency

- 1.05 Cultural Competence and Social Diversity
  - (c) Social workers should obtain education about and seek to understand the nature of social diversity and oppression with respect to race, ethnicity, national origin, color, sex, sexual orientation, gender identity or expression, age, marital status, political belief, religion, immigration status, and mental or physical disability
    - National Association of Social Worker, 2008 Code

Bias:
An Attitude, Not a Behavior

An "inflexible belief about a particular category of people - positive or negative."

– Dr. Sondra Thiederman

Bias:
An Attitude, Not a Behavior

- Conscious, intentional, and measured by self-reports including:
  - Negative beliefs, judgments, and stereotypes are part of explicit bias
- In contrast, implicit bias occurs without conscious intention and is not self-reported

Ethics and Bias

- Value
  - Dignity and worth of the person
- Ethical principle
  - To respect the inherent dignity and worth of the person
  - To treat each person in a caring and respectful fashion, mindful of individual differences and cultural and ethnic diversity

Negative Implications of Bias and Cultural Incompetence Bring Conflicts Leading To…

- Interference/destructions of trust
  - Consumer to clinician
    - Discrimination allegations/grievances

Negative Implications of Bias and Cultural Incompetence Bring Conflicts Leading To…
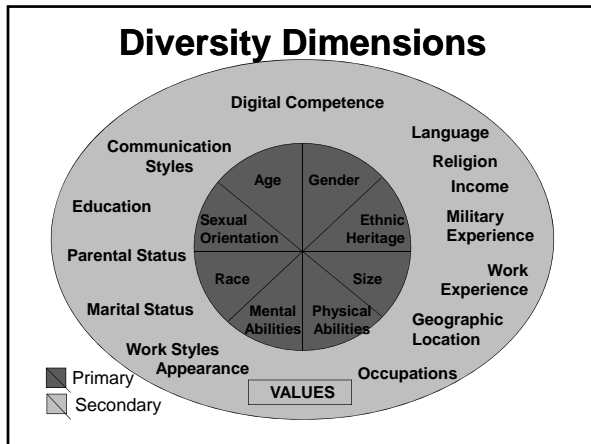
  - Clinician to clinician/colleague
    - Up, down, horizontal
    - Low morale, productivity, tense working relationships, mishaps, terminations, resignations, retention issues, bullying or workplace violence

Negative Implications of Bias and Cultural Incompetence Bring Conflicts Leading To…

  - Consumer/Community to agency
- Professional sanctions/criminal charges

Negative Implications of Bias and Cultural Incompetence Bring Conflicts Leading To…

- Hindrance of therapeutic process/intervention
  - Ineffective mission accomplishment
- Bias attitudes can influence inappropriate behaviors

Diversity Dimensions

Digital Competence

Communication Styles

Language

Religion

Income

Education

Age | Gender

Sexual Orientation

Ethnic Heritage

Military Experience

Parental Status

Work Experience

Race | Size

Marital Status

Mental Abilities | Physical Abilities

Geographic Location

Work Styles

Appearance

Occupations

VALUES

■ Primary
▨ Secondary

Socialization: Who and What Established Your Ruler?

- All encompassing educational process through which values, goals, beliefs, attitudes, and gender roles are acquired

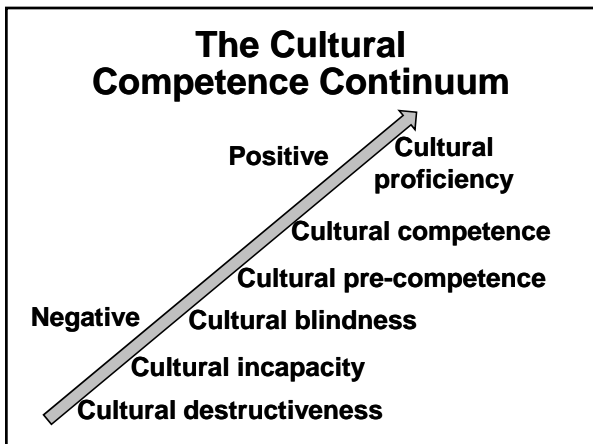## Socialization: Who and What Established Your Ruler?

- Primary method of learning culture
  - Framework of shared designs for living
    - Determines boundaries around what is right/wrong, good/bad, etc.

Our Perception is Based On:

- Life experiences
  - Pleasure vs. pain
- Parental influence
- Peer-group influence
- Media influence
- Education vs. socialization

The Cultural Competence Continuum

- Where am I now?
- Where could I be?

The Cultural Competence Continuum

Positive

Cultural proficiency

Cultural competence

Cultural pre-competence

Negative

Cultural blindness

Cultural incapacity

Cultural destructiveness

Cultural Competence Definitions

- **Cultural destructiveness**
  - Forced assimilation, subjugation, rights and privileges for dominant groups only
- **Cultural incapacity**
  - Racism, maintain stereotypes, unfair hiring practices

Cultural Competence Definitions

- **Cultural blindness**
  - Differences ignored, "treat everyone the same," only meet needs of dominant groups
- **Cultural pre-competence**
  - Explore cultural issues, are committed, assess needs of organization and individuals

Cultural Competence Definitions

- **Cultural competence**
  - Recognize individual and cultural differences, seek advice from diverse groups, hire culturally unbiased staff
- **Cultural proficiency**
  - Implement changes to improve services based upon cultural needs, do research and teach

Benefits of Diversity and Inclusion

- **Improved understanding of those you work for, with, and around**
- **Provides multiple perspectives on problem solving**
- **Better performance outcomes**
- **Increases consumer motivation to achieve goals**

Benefits of Diversity and Inclusion

- **Boosts employee morale**
- **Improved consumer relations**
- **Reduces complaints and grievances**
- **It's the right thing to do!**

Acquiring Cultural Competence and Personal Bias Insight

- **Starts with awareness through self-assessment**
  - Implicit Association Test
    - https://implicit.harvard.edu/implicit/

Acquiring Cultural Competence and Personal Bias Insight

- Are You Biased Quiz
  - http://www.golivewire.com/forums/viewquiz.cgi?action=3947
- Are You A Closet Bigot? A Racial Bias Quiz (from the book Proversity by L. O. Graham)

Acquiring Cultural Competence and Personal Bias Insight

- Emotional Intelligence
  - http://www.talentsmart.com/
- Grows with knowledge
  - Learn about those who "appear" different from you, from those like them, not like you!

Acquiring Cultural Competence and Personal Bias Insight

- Enhanced with specific skills
  - Suspending judgments
- Polished through cross-cultural encounters
  - Visit, read, watch, listen, to those with other world views than your own

To Suspend Judgment One Must:

- Seek first to understand before being understood
- Observe and actively listen without judging-remember listening does not equate to agreeing
- Be willing to allow people to feel what they feel

To Suspend Judgment One Must:

- Be willing to allow people the right to be whom they are, how they self-identify
- Personal preferences are OK on your personal time

Emotional Intelligence

" If a [person] wants to invest in training that will raise the EI of employees, then the areas to work on are self-awareness and self- regulation as well as social awareness and social influence."

- James Thomas Kunnannatt

Contact Information
Stephan I. Mambazo, MSW, LGSW, CGRS
EP Social Work Coordinator
Social Work Division
Montgomery, Alabama
334-206-7981
stephan.mambazo@adph.state.al.us