

**Cultural Competency and Diversity**

**Satellite Conference and Live Webcast**  
**Wednesday, April 17, 2019**  
**10:00 – 11:30 a.m. Central Time**

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

**Faculty**

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**Culture**

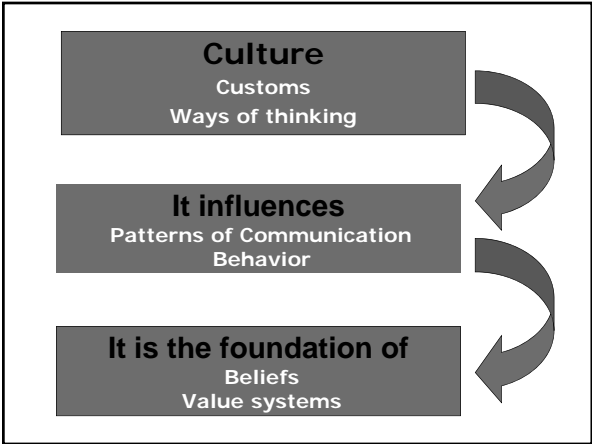
- **The sum of all lived experiences:**
  - What we know
  - Who we are
  - How we do things

**Culture Can Be Based On:**

- **Shared characteristics (exercise we do)**
- **Stage in Life (e.g. youth cultures)**
- **Sexual orientation**
- **Gender**
- **Nationality**

**Culture Can Be Based On:**

- **Geographical / regional residency**
- **Social class / Socioeconomic status**
- **Relationship status**
- **Religious beliefs**



### **Health Services are Cultural Constructs**

- Clients come to health care services with their own culturally-based beliefs about disease and the body
- Health professionals / clinics / hospitals / CBOs are part of a cultural group that has its own beliefs, practices, customs and rituals

### **Influences of Culture in Health Care Services**

- The definition of health and illness
- Information is circulated / viewed by providers and clients
- How rights and protections are exercised
- How symptoms are expressed and who provides treatment and diagnosis
- Who decides what treatment will be given

### **Gaps in Health Care Can Put Consumers of These Services At Risk For**

- Poor quality care
- Dissatisfaction with their care
- Negative health consequences

#### **Problems in Verbal and Non-Verbal Communication May Also Lead To**

- Poor comprehension
- Low adherence to recommendations and/or treatment
- Decreased quality of care

### **Cultural Competency**

- The ability to respond respectfully and effectively to people of all cultures in a way that affirms and values cultural differences and protects/preserves the dignity of each individual

- Seattle King County Department of Public Health, 1994

### **Communication**

- Linguistic variations within a cultural group (Region, ethnic group, social class, occupation, and many other factors)
- Cultural variations within a language group (Regional differences in cultures, social class differences, religious differences, or differences based on sexual orientation, etc.)
- Variations in literacy levels in all language groups

#### **Surface Culture**

- What is visible when you meet someone

#### **Deep Culture**

- What cannot be seen and requires the use of Dynamic Interaction to elicit more of

### **Surface Culture & Deep Culture**

- Some aspects of a culture are visible and others are hidden
- surface culture may be tangible and recognizable of a group
- Deep Culture may remain hidden but may rise to the surface in emotions and performing behavior
- There is a shifting evolution of culture generated by social process influenced by movement
- Culture may move and have multiple processes, hybridization, renewal and loss

### **Elements of Surface Culture**

- Food - food and culinary contributions
- Holidays - patriotic holidays, religious observances, and personal rites and celebrations
- Arts - traditional and contemporary music, visual and performing arts, and drama
- Folklore - folk tales, legends, and oral history

### **Elements of Surface Culture**

- History - historical and humanitarian contributions, and social and political movements
- Personalities - historical, contemporary, and local figures

### **Contact Information**

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