



Valuing Cultural Competence



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Why is CULTURAL COMPETENCE Important in Public Health Practice?

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Why is CULTURAL COMPETENCE Important in Public Health Practice?

"Cultural competence is widely recognized as a fundamental aspect of quality in public health care – particularly for diverse patient populations – and as an essential strategy for reducing disparities by improving access, utilization, and quality of care."

(Source: Goode, T. et al., 2006)



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Cultural Competence Enables Public Health Organizations and Professionals to ...

1. Recognize and appreciate that cultural, social, and behavioral factors affect the accessibility, availability, acceptability, and delivery of public health services.
2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being.
3. Respond to current and projected demographic changes in the United States.
4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups.
5. Improve the quality and accessibility of public health care services.

(Source: National Center for Cultural Competence, 2007)



Source: FEMA News Photo




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1. Recognize and appreciate that cultural, social, and behavioral factors affect the accessibility, availability, acceptability, and delivery of public health services.

- A complex array of social, cultural, environmental, biological, and economic factors impact health.
- All aspects of one's culture have an effect on the individual and on the individual's health and the health of the community.

(Source: Office of Minority Health, 2009)



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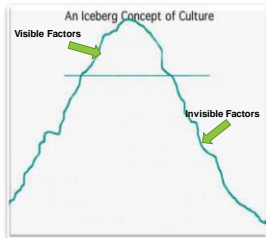
1. Recognize and appreciate that cultural, social, and behavioral factors affect the accessibility, availability, acceptability, and delivery of public health services. (Cont.)

- "Health inequities in our nation are well documented, and the provision of culturally and linguistically appropriate services (CLAS) is one strategy to help eliminate health inequities.
- By tailoring services to an individual's culture and language preference, health professionals can help bring about positive health outcomes for diverse populations.
- The provision of health care services that are respectful of and responsive to the health beliefs, practices and needs of diverse patients can help close the gap in health care outcomes."

(Source: Office of Minority Health)

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Iceberg Concept of Culture



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Iceberg Concept of Culture: Visible Factors

- The iceberg has the visible tip.
- These visible factors are the cultural, social, and behavioral factors that we can see or easily observe.
- It is important to note that none of the visible factors can make sense without understanding the drivers behind them.



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Iceberg Concept of Culture: Examples of Visible Factors

- Gender
- Age
- Language
- Dress
- Race
- Ethnicity
- Physical Characteristics



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Invisible Factors

- Below the “water line” are a culture’s core values or the invisible factors.
- These are primarily learned ideas of what is good, right, desirable, and acceptable, as well as what is bad, wrong, undesirable, and unacceptable.



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Invisible Factors (Cont.)

- These internal forces or invisible factors become visible to the casual observer in the form of observable behaviors, such as the words we use, the way we act, the laws we enact, and the ways we communicate with each other.
- It is these invisible factors that are the underlying causes of what manifest on the visible side.



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Invisible Factors

- Religious Beliefs
- World Views
- Rules of Relationships
- Approach to the Family
- Motivations
- Tolerance for Change
- Attitudes to Rules
- Communication Styles
- Modes of Thinking
- Comfort with Risk
- Gender Differences
- Sexual Orientation
- Sexual Practices
- Values
- Customs
- Perceptions of Health / Illness

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Note

- It is important that public health professionals and organizations recognize and consider the role of all cultural factors (both visible and invisible) that influence an individual's health and well-being.



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2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being.

- Culture and language influence health beliefs, healing practices and behaviors, and health outcomes.
- Culture affects how illnesses, diseases, and their causes are perceived by the client or service user and the client's attitude toward health care providers.



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2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being. (Cont.)

- Culture shapes behavior and how people experience their world.
- It is a vital component of how public health services are both delivered and received.



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2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being. (Cont.)

There is an interconnection between:

- the cultural, social, economic, environmental, vocational, physical, and emotional conditions in which many diverse racial, ethnic, and language groups spend part or all of their lives.



(Source: National Center Cultural Competence)

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2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being. (Cont.)

- There is an interconnection between:
 - the manner in which the public health system does or does not respond effectively to these conditions.



(Source: National Center Cultural Competence)

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2. Understand and respond effectively to diverse belief systems related to culture, health, and well-being. (Cont.)

- There is an interconnection between:
 - the importance of cultural and linguistic competence to the design, delivery, and evaluation of a service system that meets the needs and preferences of multicultural populations.



(Source: National Center Cultural Competence)

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3. Respond to current and projected demographic changes in the United States.

- The need for the provision of culturally appropriate services is driven by the demographic realities of our nation.
- The demographics of the United States population are changing and becoming increasingly diverse.



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3. Respond to current and projected demographic changes in the United States. (Cont.)

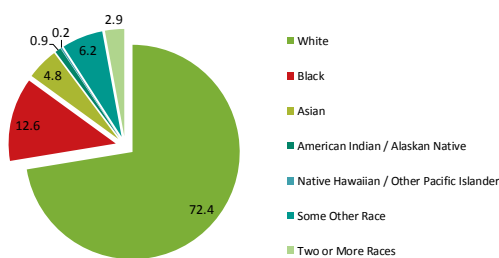
- “The changing demographics are transforming our nation into a multiracial, multicultural, and multilingual society, making it imperative to strengthen the cultural competence of the [public] health workforce.” (Lichtveld, M.)



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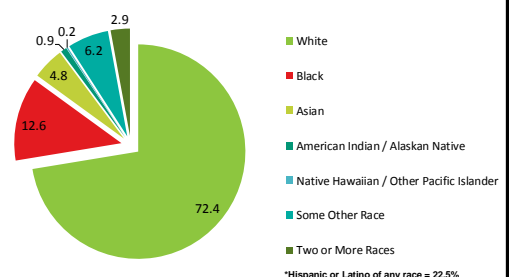
3. Respond to current and projected demographic changes in the United States.

U.S. Racial Profile (2010 Census)



3. Respond to current and projected demographic changes in the United States.

Florida Racial Profile (2010 Census)



4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups.

- There are dramatic disparities in health status and outcomes among numerous cultural and ethnic groups.



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4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups.

- Cultural competence can help eliminate disparities in the health status of people of diverse racial, ethnic and cultural backgrounds and improve the quality of services and health outcomes.



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4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups. (Cont.)

- An overarching goal of Healthy People 2020 is to achieve health equity, eliminate disparities, and improve the health of all groups.



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4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups.

- Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.



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4. Eliminate long-standing disparities in the health and mental health status of diverse racial, ethnic, and cultural groups.

Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on:

- racial or ethnic group
- religion
- socioeconomic status
- gender
- age
- mental health
- cognitive, sensory, or physical disability
- sexual orientation or gender identity
- geographic location
- other characteristics historically linked to discrimination/exclusion

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5. Improve the quality and accessibility of public health care services.

Cultural competence supports the mission of public health by focusing on population-based issues including:

- health-related beliefs and cultural values;
- disease prevalence; and
- treatment efficacy.



Public Health
Prevent. Promote. Protect.

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5. Improve the quality and accessibility of public health care services. (Cont.)

Cultural competence ensures the delivery of the Essential Public Health Services specifically by:

- assuring a competent public health and personal health care workforce;
- evaluating the effectiveness, accessibility, and quality of personal and population-based health services; and
- developing policies and plans that support individual and community health efforts.

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5. Improve the quality and accessibility of public health care services. (Cont.)

- Cultural competence is a helpful adjunct to the public health organization's quality improvement process.



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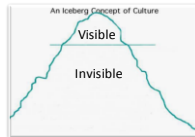
ACTIVITY: 2.1. – Iceberg Concept of Culture

Learning Objective: Recognize the role of cultural, social, and behavioral factors in the accessibility, availability, acceptability, and delivery of public health services.

Time: 30 minutes

Tasks:

- List your individual cultural, social, and behavioral factors that are visible and invisible.
- Identify which of these factors influence your accessibility, availability, and acceptability of health services.



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