

Nevada Medicare Assistance Program (MAP)



MAP CULTURAL SENSITIVITY



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Agenda

- What is culture
- Are we the same? Are we different?
- Apples to Apples
- Importance of Cultural Sensitivity
- ISMs
- Microaggressions
- Real Life
- Be the example

Objectives

- Learn what culture is
- Understand the importance of cultural sensitivity
- Improve self awareness of attitudes and actions
- Increase cultural competence
- Enhance respect for diversity

What is Culture?

***Culture** ([/'kʌltʃər/](#)) is an umbrella term which encompasses the [social behavior](#), [institutions](#), and [norms](#) found in [human societies](#), as well as the [knowledge](#), [beliefs](#), [arts](#), [laws](#), [customs](#), capabilities, and [habits](#) of the individuals in these groups.^[1] Culture is often originated from or attributed to a specific region or location.

*Definition taken from Wikipedia

Cultures

A member of my family grew up in a white, middle-class family in Southern California. His father was a civil servant, and his mother was a “housewife”. He had one brother.

I also grew up in a white, middle-class family in Southern California. My father was also a civil servant, and my mother was a “housewife”. I have one sister.

Are our cultures the same?

Cultures (cont.)

Yes.

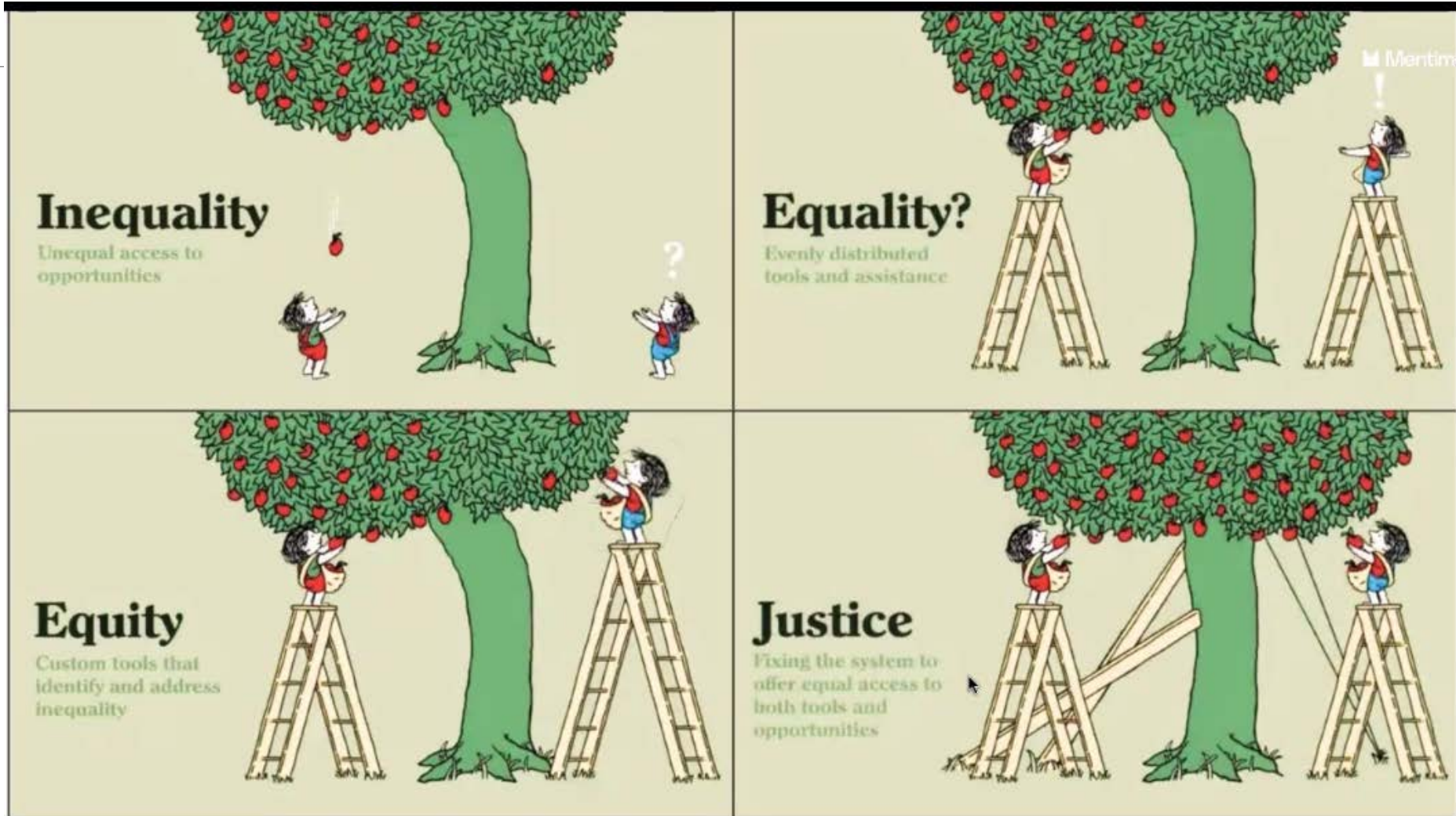
And no.

My father was born in the late 1930's and was 2 years old when WWII began. His father was a police officer. My dad remembers ration books, victory gardens, and anti-German and anti-Japanese sentiment. People were segregated and discrimination pervaded most areas of life. In 1948, the U.S. military allowed black and white soldiers to serve next to each other but there was still a great deal of racism (and/or segregation) in the country.

I was born in the early 1960s. My father was a firefighter. Segregation became against the law in 1964; racial discrimination was outlawed in 1965 and housing discrimination was outlawed in 1968. The Civil Rights Movement brought many changes to the law but changing the culture still had quite a ways to go.

While our backgrounds are almost identical, our cultures are varied. The same applies today.

Apples to Apples?



Importance of Cultural Sensitivity

Cultural Uniqueness is influenced by:

- Physical characteristics
- Family life
- Socioeconomic status
- Occupation
- Life experiences

Biases, prejudices, stereotyping, and preconceived notions leads to distrust and systematic errors in judgement.

Key Differences Across Cultures

Different
Communication
Styles

Different
Attitudes Toward
Conflict

Different
Approaches to
Completing Tasks

Different
Decision-Making
Styles

Different
Attitudes Toward
Disclosure

Different
Approaches to
Knowing

Importance of Cultural Sensitivity

While it is basically impossible to be aware of every culture's traditions, beliefs, and societal norms, there are things you can do to show respect to everyone.

[Disability Sensitivity Training Video – YouTube](#)

ISMs

ISMs represent a specific practice, system, or philosophy.

Negative ISMs are an oppressive and especially discriminatory attitude or belief (Webster's). There are more ISMs than we have time to go over but a few that we may experience are on the next slide.

ISMs (cont.)

- ableism = systemic and systematic discrimination against alter-abled or “disabled” individuals.
- ageism = systemic and systematic discrimination against persons of an older age group.
- classism = systemic and systematic prejudice and discrimination based on social or economic class.
- linguicism = systemic and systematic prejudice or discrimination based on use of language, characteristics of speech, and/or accent.
- saneism = a form of systemic and systematic discrimination and oppression based on a diagnosis or the perception of someone having been diagnosed with a psychiatric condition or mental illness.
- racism = systemic and systematic discrimination or prejudice based on race; the idea that whiteness is superior and therefore has the right to dominate another race or races.
- sexism = systemic and systematic prejudice, stereotyping, or discrimination against women on the basis of gender.

Microaggressions

[How Microaggressions Relate To Systemic Biases \(forbes.com\)](#)

“brief and commonplace daily verbal, behavioral or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative attitudes toward stigmatized or culturally marginalized groups.”

[Where are you from?](#)

Real Life

To prepare for this training, I interviewed a few people to see what kind of biases, discrimination, and microaggressions they experienced.

- A friend of mine said people say, “Hey Mexican”. He tells them he’s Colombian. They say, “Same difference”.
- Someone was asked “Do you help white people?”
- “If you’re not a minority, you wouldn’t understand.”
- “Honey, tell your husband you need new brakes.”
- When passed up for a promotion, “Sorry but you don’t look the part of a supervisor.” (A male coworker with less experience got the position.)

Real Life (cont.)

I am saddened to say I was quite surprised that the people I spoke to hear things like this all too often, some daily!

They also mentioned:

They felt they needed to reject their culture and assimilate in order to be accepted.

Don't rock the boat.

Don't be a burden.

Talk/look like the majority.

Be aware of how you speak and act toward others. Don't make assumptions. Treat adults as adults. Avoid offensive jokes. Be open to differences.

It's not just what is said but what is permitted.

Basic Cultural Competency

The 3 A's

Awareness

Attitude

Action

It all starts with a little

Respect differences

Eliminate biases, prejudices, and stereotypes

Sensitivity toward traditions and beliefs

Pactice walking in another's shoes

Eliminate intolerance

Consider other's feelings before speaking

Treat everyone with RESPECT

"Every human being, of whatever origin, of whatever station, deserves respect. We must each respect others even as we respect ourselves"
– Ralph Waldo Emerson



Resources

- **National Center for Cultural Competence** (Georgetown University) <https://nccc.georgetown.edu/assessments/>
- **Nevada Office of Minority Health and Equity** (NOMHE) <https://dhhs.nv.gov/Programs/CHA/MH/>
- **CMS Office of Minority Health** (OMH), “*Understanding Communication and Language Needs of Medicare Beneficiaries*” www.cms.gov/About-CMS/Agency-Information/OMH/Downloads/Issue-Briefs-Understanding-Communication-and-Language-Needs-of-Medicare-Beneficiaries.pdf
- **Centers for Disease Control and Prevention** (CDC) National Prevention Information Network <https://npin.cdc.gov/pages/cultural-competence>
- **PennState Extension** [What is Cultural Competence and How to Develop It? \(psu.edu\)](http://www.psu.edu/extension/what-is-cultural-competence-and-how-to-develop-it/)
- **Tuskegee University Cooperative Extension** [Cultural Competency – Diversity, Equity, and Inclusion \(extension.org\)](http://www.extension.org/cultural-competency-diversity-equity-and-inclusion)

