



# Developing Cultural Competence in Healthcare

PRESENTED BY: JENNY CHANG

# Why Cultural Competence?

- ▶ Cultural competence is the key to providing quality care to patients of all cultural backgrounds.

# What is Cultural Competence?

## ► Definition:

“**Culture**” refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.

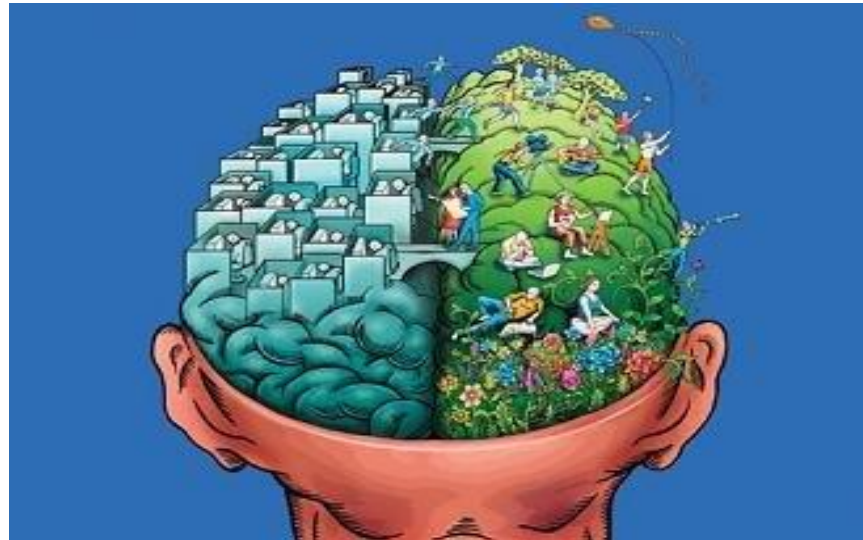
“**Competence**” implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented by consumers and their communities.

*Source: Based on Cross, Bazron, Dennis, & Issacs, 1989*

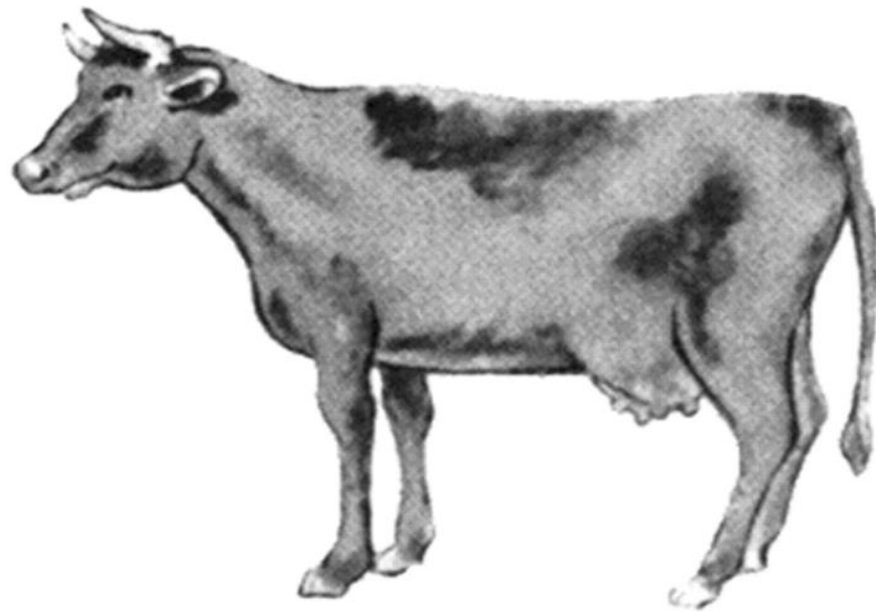
# West Brain, East Brain

- ▶ Cultural Neuroscience
  - ▶ How deeply the language we speak, the values we absorb shapes the brain

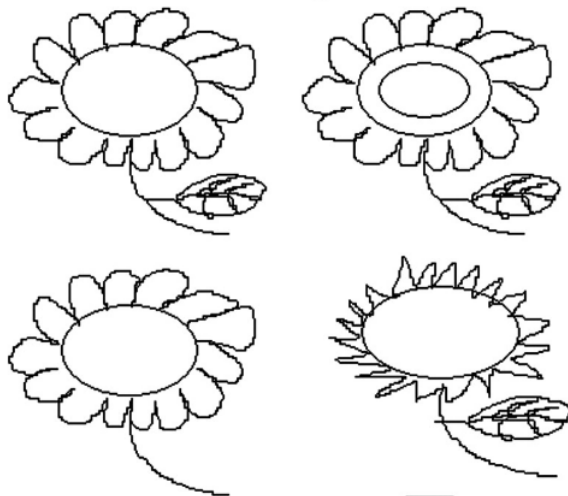
The Americans showed more activity in regions that recognize objects.



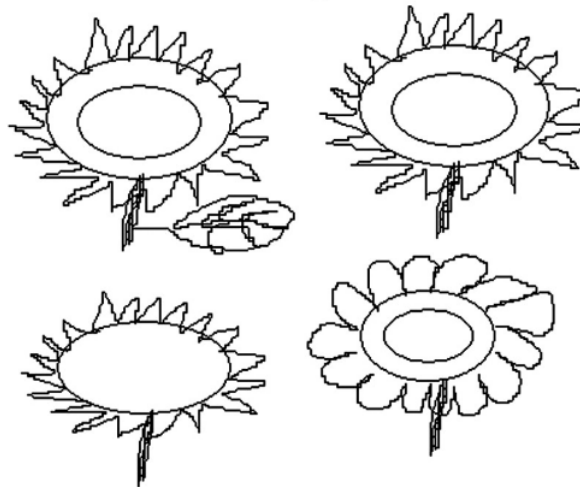
The Asians showed more activity in areas that process figure-ground relations—holistic context



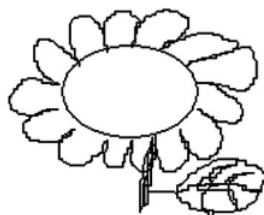
Group 1

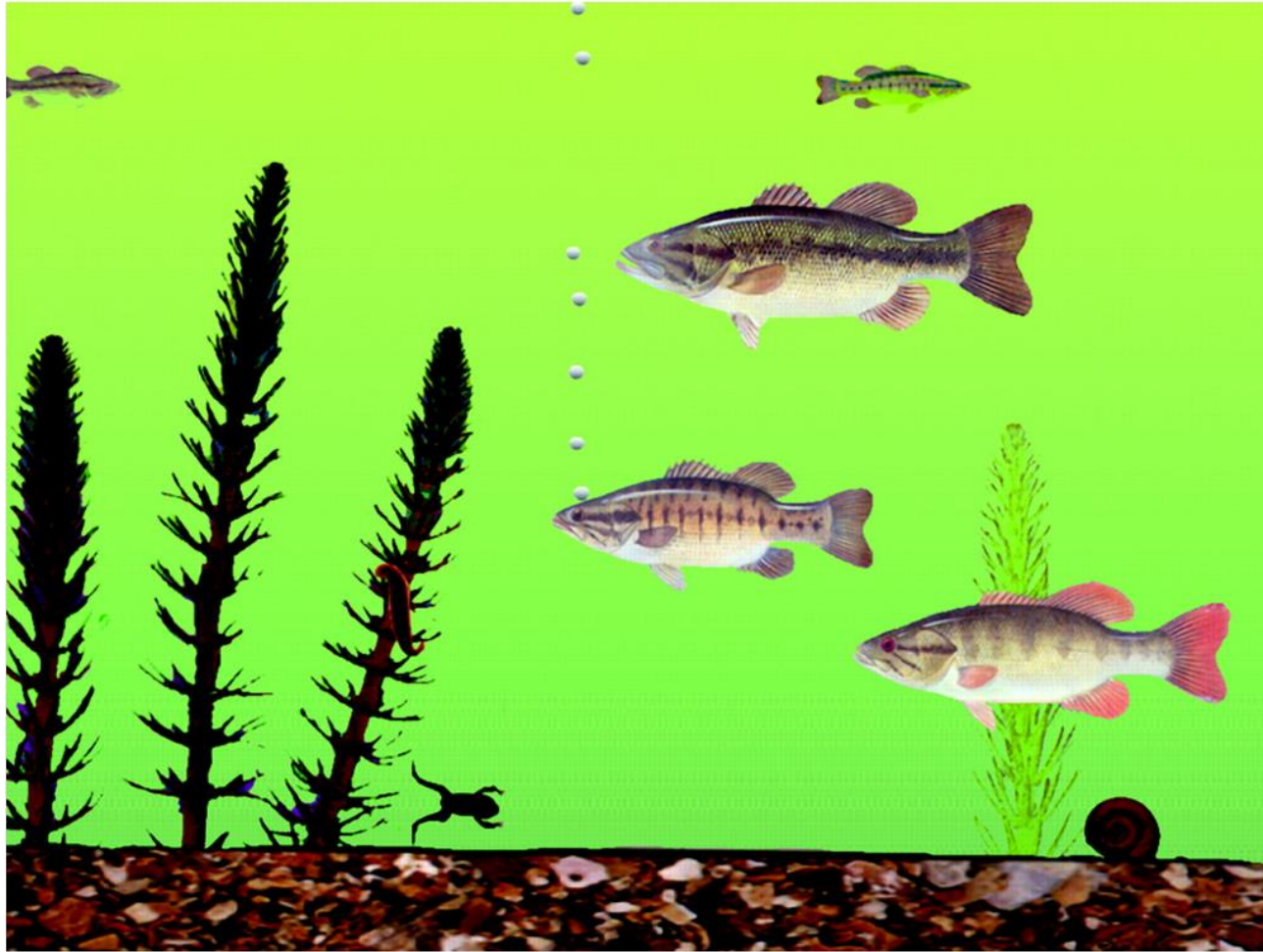


Group 2



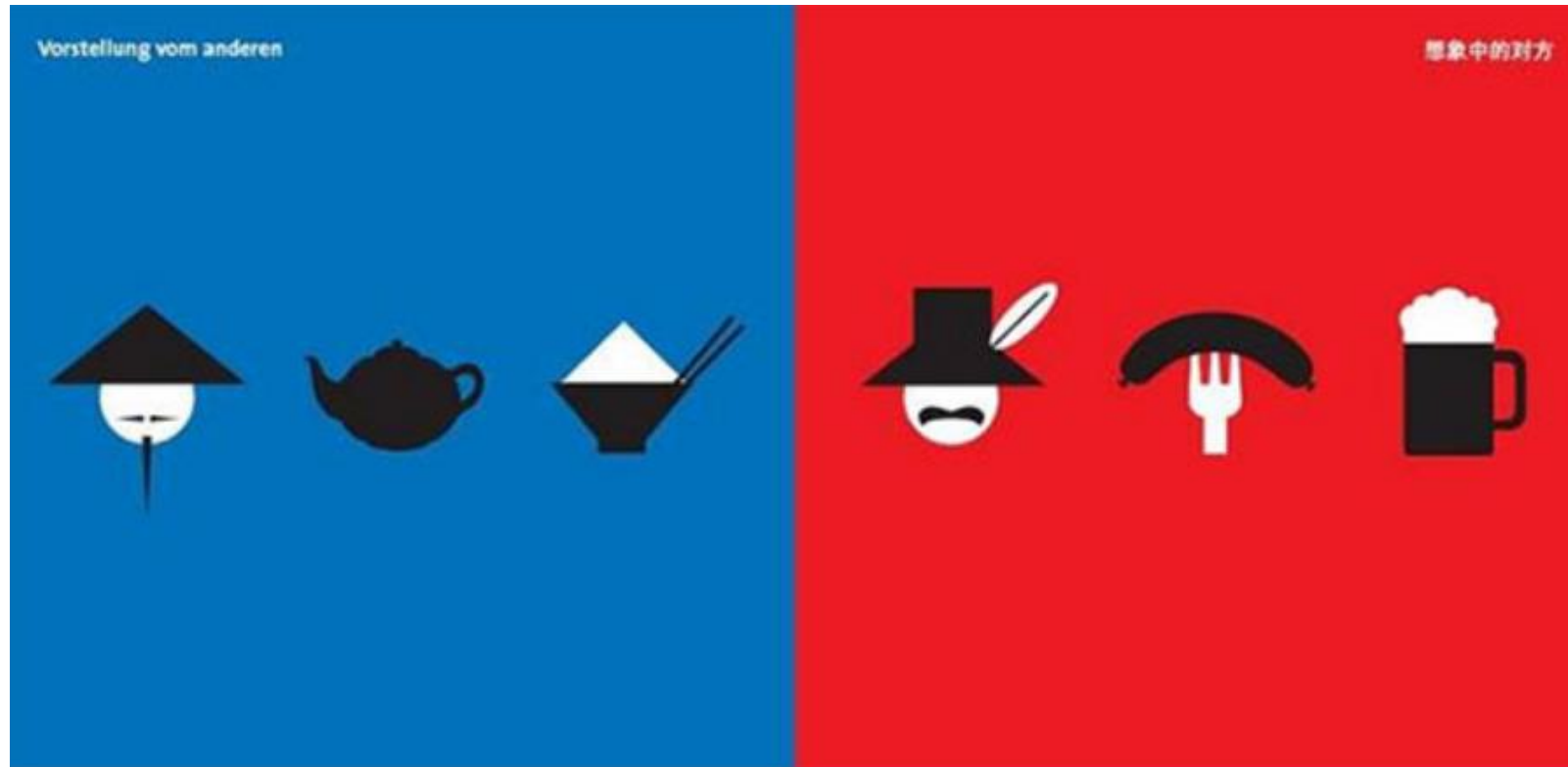
Target Object





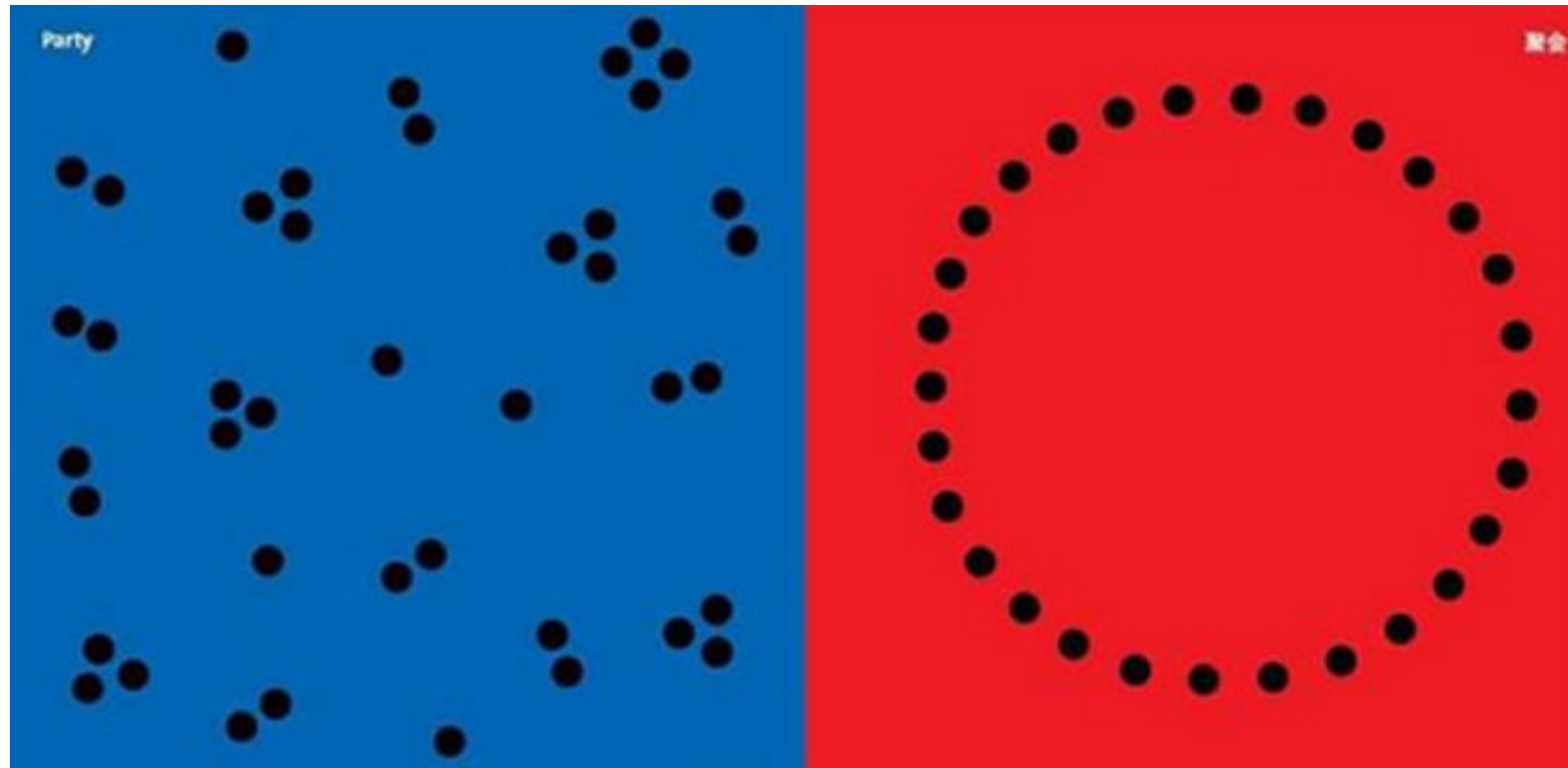


# Perception: How Germans and Chinese See Each Other

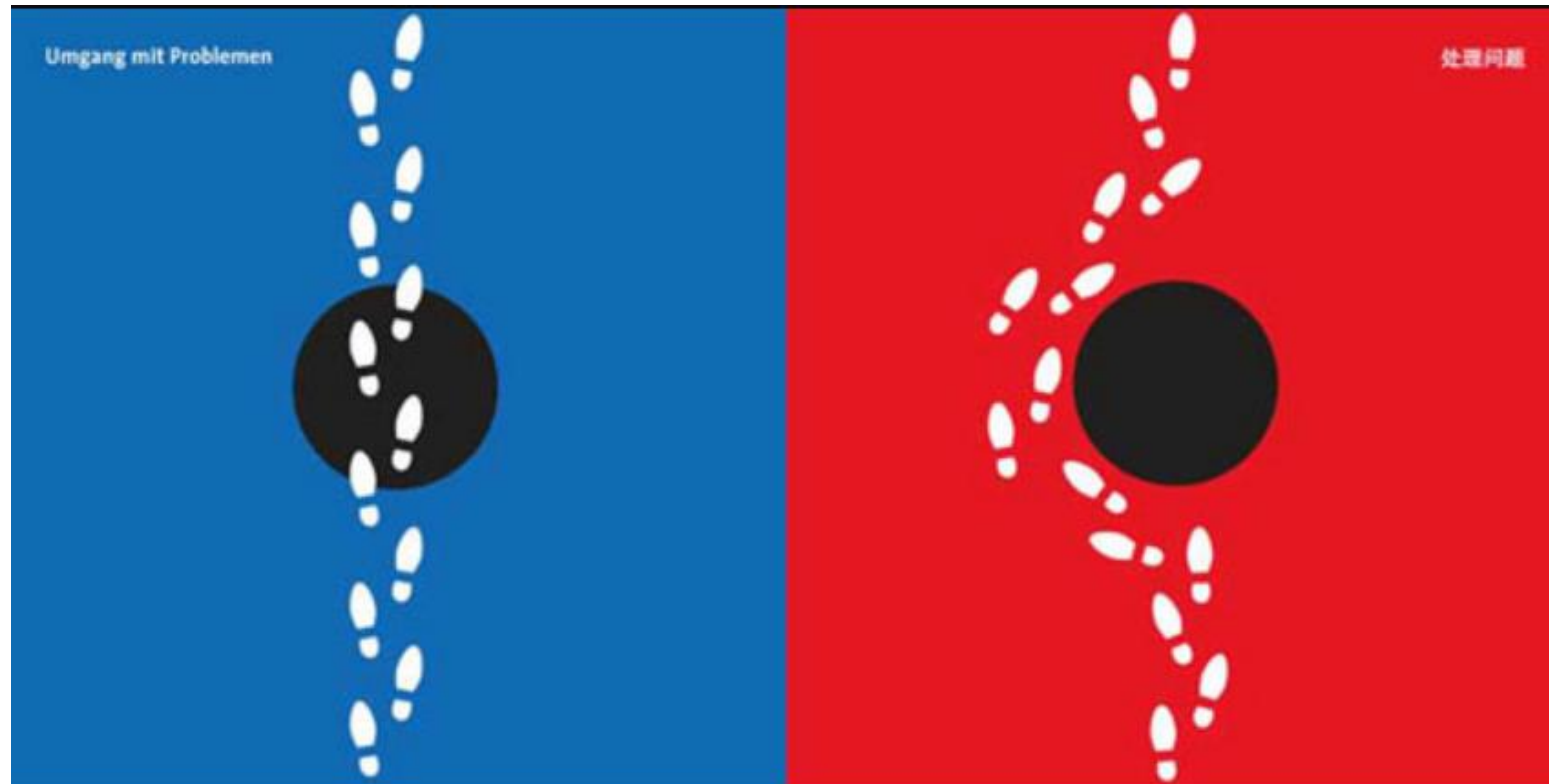




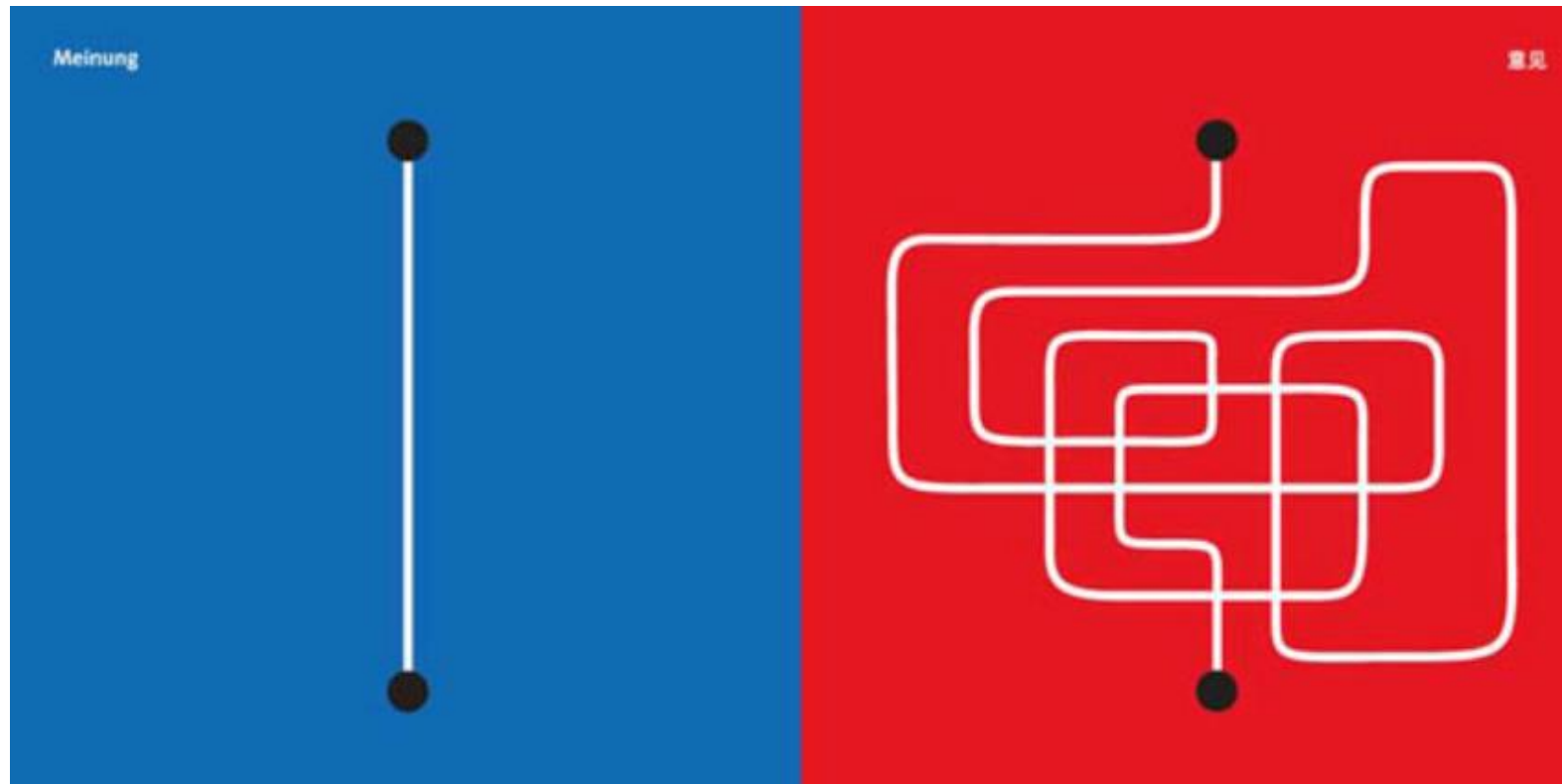
# At a Party



# Problem Solving



# Complexity of Self Expression



# Importance of Cultural Competence in Health Care

## Ethnocentrism

- Inaccurate diagnosis and treatment
- Exacerbated illnesses
- Noncompliance

## Impact of culture on provider-patient relationships

- Lead to lack of trust, understanding, and loyalty in the patient-physician relationship.

# Cultural Barriers in Patient Care

Economic,  
geographic,  
social and  
cultural

Cultural and  
linguistic

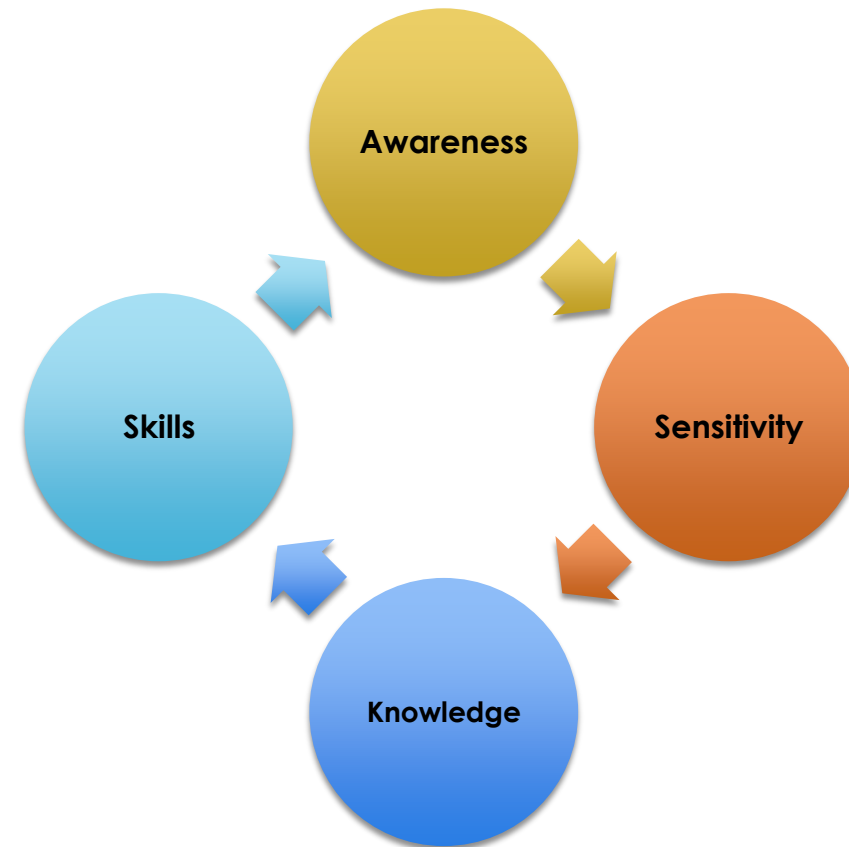
Fear

History

Level of comfort

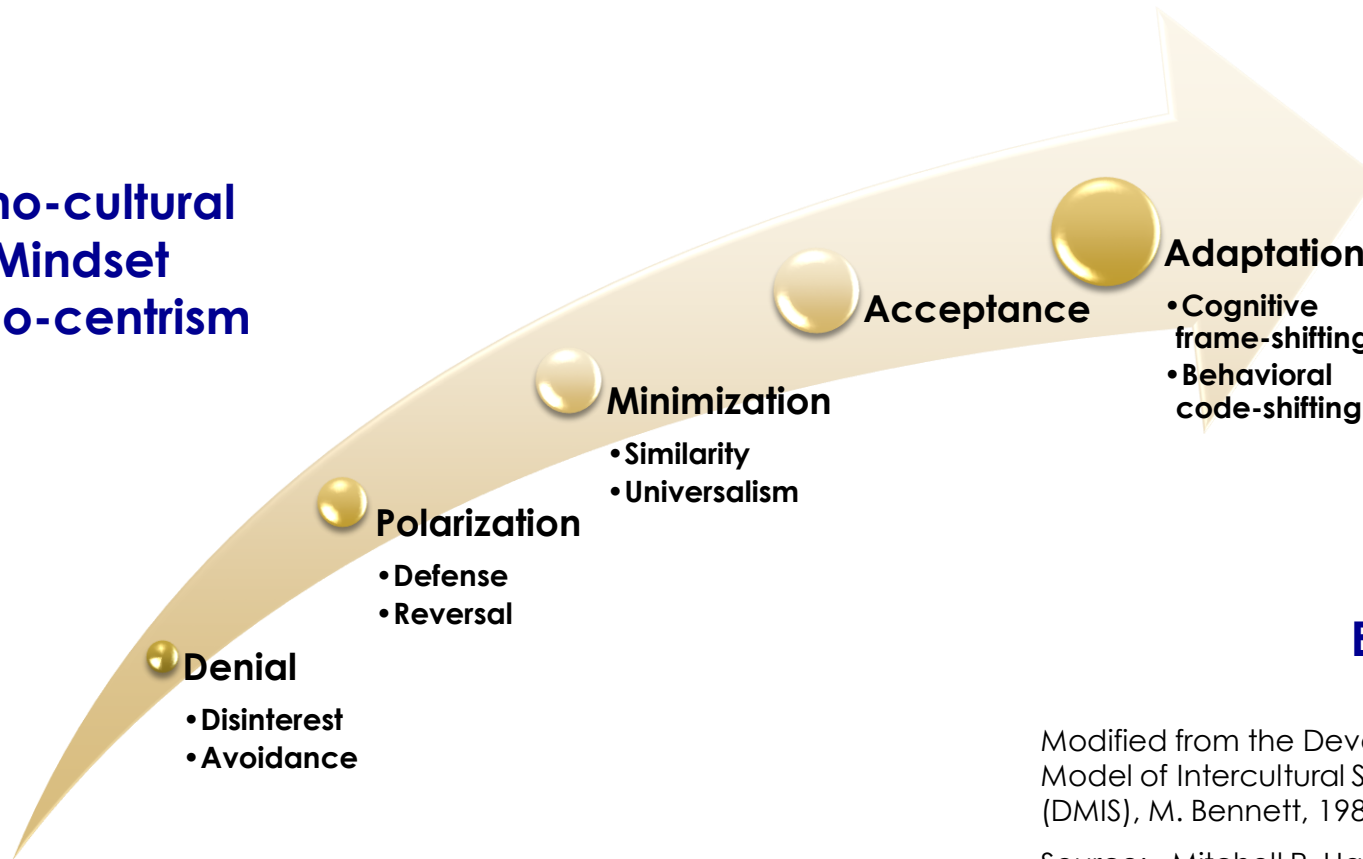
# Acquisition of Cultural Competence

- ▶ Cultural competence is:
  - ▶ Developmental
  - ▶ Learned
- ▶ Four components:
  - ▶ Cultural awareness
  - ▶ Sensitivity
  - ▶ Knowledge
  - ▶ Skills



# Intercultural Development Continuum

**Mono-cultural  
Mindset  
Ethno-centrism**



**Denial**  
• Disinterest  
• Avoidance

**Polarization**  
• Defense  
• Reversal

**Minimization**  
• Similarity  
• Universalism

**Acceptance**

**Adaptation**  
• Cognitive  
frame-shifting  
• Behavioral  
code-shifting

**Intercultural  
Mindset  
Ethno-relativism**

Modified from the Developmental  
Model of Intercultural Sensitivity  
(DMIS), M. Bennett, 1986

Source: Mitchell R. Hammer, Ph.D.



# Delivering Culturally Competent Care

- ▶ Patient-centered focus
- ▶ Effective physician-patient communication
- ▶ Fact-centered and attitude/skill-centered approaches to acquiring cultural competence
- ▶ Acquisition of cultural competence as a developmental process
- ▶ Understanding alternative sources of care
  - ▶ Other health information and resources – traditional or folk health practices or remedies
  - ▶ Herbal remedies, acupuncture, massage, prayer rituals, traditional healers etc.
  - ▶ Not to be confused with alternative medicine which is based on traditional beliefs and practices that are integral to a person's culture

# Patient-Centered Focus

- ▶ Traditional western medical model focuses on treating a disease rather than the whole patient
- ▶ Focus on the patient rather than the person's cultural group characteristic or the disease.
- ▶ Interview to elicit patient's explanatory model

# Effective Physician-Patient Communication

- ▶ **LEARN** Model (Berlin & Fowkes, 1983)
  - ▶ **Listen** with sympathy and understanding to the patient's perception of the problem
  - ▶ **Explain** your perceptions of the problem
  - ▶ **Acknowledge** and discuss the differences and similarities
  - ▶ **Recommend** treatment
  - ▶ **Negotiate** agreement

# Organizational Support

- ▶ Interpreter services
- ▶ Organizational training
- ▶ Use of community health workers
- ▶ Culturally competent health promotion
- ▶ Include family and/community members
- ▶ Immersion into another culture
- ▶ Administrative and organizational accommodations

# Summary

▶ <https://www.youtube.com/watch?v=78haKZhEqcg>



Thank You!