


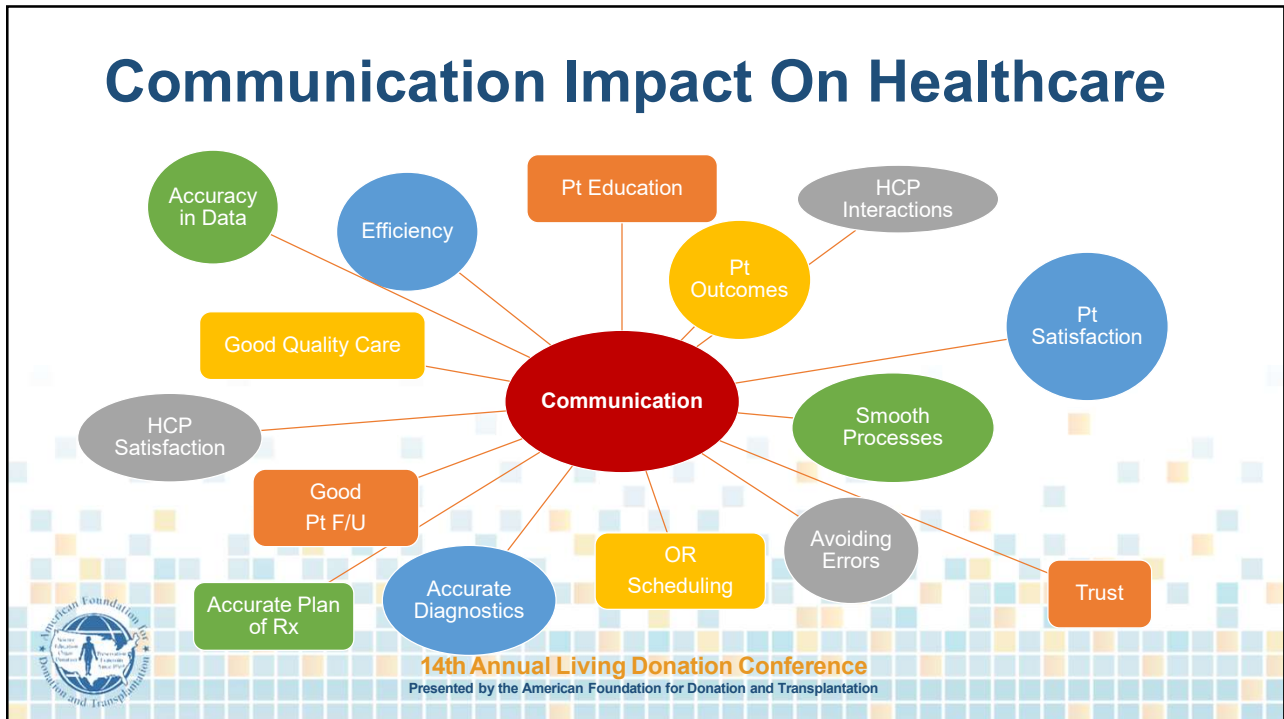
# Culture, Intelligence and Communication

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## Communication & Culture Connection

- Communication – driven by culture
  - How
  - What
  - When

Connection forgotten =

Risk for misunderstanding & breakdown



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## Defining 'Race'

*"...an ancient, nonscientific, political classification of human beings and is based on physiological characteristics, such as skin color, eye shape, and texture of hair."* (Bomar, 2004)

Today, is viewed by many as a societal construct.



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## Important Clarifications:

- Genome mapping does not support the notion of genetically defined races.
- Race and ethnicity are different terms.
- Religion is very much entwined with ethnicity and a vital shaper of health values, beliefs, and practices.



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## Defining 'Ethnicity'



*"...refers to a common ancestry, a sense of 'peoplehood' and group identity. From a common ancestry and a shared social and cultural history and national origin have evolved shared values and customs."*

(Friedman et al., 2003)



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# Race vs. Ethnicity



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## Defining 'Culture'

- Culture requires a broad definition and should include:
  - Ethnographic variables
  - Demographic variables
  - Status variables
  - Affiliation variables

(Friedman et al., 2003)



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## Defining 'Culture'

*“Culture is defined as a specific set of social, shared, educational, religious, and professional behaviors, practices and values that individuals learn and ascribe to while participating in or outside of groups with whom they typically interact.”*

(Bomar, 2004)



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**Cultural  
Identity  
Interactions  
=  
The Seen  
and Unseen  
Colliding**



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## Risk for Cultural Imposition

Cultural imposition is *“the tendency of [HCPs] to imposed their values, beliefs, and practices on another culture.”*

(Leininger 1978)

*“The [HCP] must examine his/her biases and prejudices toward other cultures as well as explore his/her own cultural background....Without becoming aware of the influence of one’s own cultural values, a risk exist for the [HCP] to engage in cultural imposition”.*

(Campinha-Bacote et al 1996)



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## Strive For Cultural Intelligence (CQ)

- CQ Action
  - Ability to flex verbal and non-verbal behavior – conveys respect and builds trust
- CQ Drive
  - Willingness to work with diverse others and ability to overcome biases and persist
- CQ Knowledge
  - Understanding of culture and cultural differences, especially hidden differences
- CQ Strategy
  - Ability to flex mentally – being open to new or integrative ideas



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## Two Key Ingredients For Success

HUMILITY



GRACE



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## Defining 'Cultural Humility'

- ***“Ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the [person].”***

(Hook et al. 2013)

- ***“Cultural humility is a life-long commitment to self-evaluation and self-critique in an effort to address power imbalances and to advocate for others.”***

(Masters et al. 2019)



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# Why Cultural Humility

What are the benefits to developing cultural humility?




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## Benefits of Utilizing Cultural Humility

- It starts with me – my sphere of control and influence.
- Acknowledges, “I don’t know, and I must seek to learn and understand.”
- Removes the perceived pressure of “cultural competence.”
- Demonstrates respect.
- Helps to mitigate implicit bias, promotes empathy, and aids in the acknowledgment and respecting of the patient’s individuality. (Masters et al, 2019)
- Applicable among staff, staff and leadership, and staff and patients.



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## Defining Cultural Grace

- Grace
  - *disposition to or an act or instance of kindness, courtesy, or clemency* (Merriam-Webster)
  - *the quality or state of being considerate or thoughtful* (Merriam-Webster)
  - *the charming quality of being polite and pleasant, or a willingness to be fair and to forgive* (Cambridge Dictionary)
- Cultural Grace
  - *Make allowances for and be considerate of cultural differences and be willing to be gracious and forgiving when misunderstandings occur.*



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## Why Cultural Grace?

What are the benefits to giving cultural grace?



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## Benefits of Utilizing Cultural Grace

- It starts with me – extending grace and curbing feelings of offense.
- It acknowledges that there may be more to the story that I need to learn.
- It helps to build bridges and keep the line of communication open.
- Demonstrates respect.
- It helps to develop and practice CQ.
- Applicable among staff, staff and leadership, and staff and patients.
- It is intertwined with humility.



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## One of Our Biggest Barriers

- Ethnocentrism
  - Aka – tendency to evaluate too quickly
  - Negatively judging another culture by your own cultural expectations
    - Assuming our own cultural lens is “right” or “proper”
  - Unconscious biases

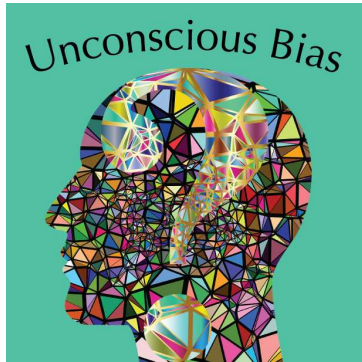


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## Unconscious Bias (aka Implicit Bias)



Defined as prejudice or unsupported judgments in favor of or against one thing, person, or group as compared to another, in a way that is usually considered unfair.

(Vanderbilt)



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## Influencers of Unconscious Bias

- Background
- Societal stereotypes
- Cultural context
- Personal experiences



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## Types of Unconscious Bias

### Affinity Bias

- (aka Like-Me Bias) Favor people with similarities

### Halo Effect:

- Perceive one great thing about a person which colors our opinion

### Horn Effect:

- Perceive one negative trait about a person which colors our opinion

### Confirmation Bias:

- Look for something that aligns with our preconceived opinions

### Anchor Bias:

- Mind anchors to first piece of information received about a subject

### Conformity Bias:

- Taking cues from others

### Contrast Effect:

- Comparing to good or bad

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## Another Big Barrier - Assumptions

- Nonverbals
  - Nonverbal codes are not the same in all cultures, e.g.
  - We interpret non-verbals through our own personal recognition and cultural frame of reference.
- Verbal
  - Challenges can emerge when language is translated.
  - Communication is driven by culture → Tact, respect can be cultural
  - Communication is influenced by culture through discourse patterns



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## Striving for Cultural Intelligence (CQ)

What do we need to know?



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## Hofstede's Six-Dimensional Framework

- Power Distance Index (PDI)
- Individualism versus Collectivism (IDV)
- Masculinity versus Femininity (MAS)
- Uncertainty Avoidance Index (UAI)
- Long-Term Orientation versus Short-Term Normative Orientation (LTO)
- Indulgence versus Restraint (IVR)



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# Hence the Importance of ....

HUMILITY



GRACE



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# Practical Applications



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## It starts with you!

Reflections – know & understand yourself:

- What is your culture? Your beliefs?
- Have your culture and beliefs been influenced by your family?  
Has it evolved?
- If you have changed your perspectives, what led you to change your perspectives?



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## It starts with you!

- Honestly examine – how effective are you at building trust with each individual?
- Components of trust = attitude & communication
- What is driving your communication and attitude? Remember:
  - Communication is culturally connected
  - Attitude – influenced by our biases, perceived non-verbals



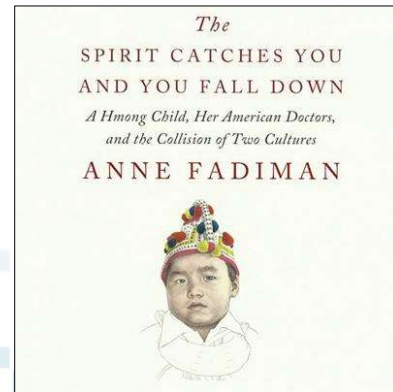
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## Use Arthur Kleinman's Explanatory Model

- Unbiased approach to an individual
- Gain the emic perspective versus our etic perspective
- Both perspectives – most effective vantage point



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## 8 Questions by Arthur Kleinman:

- What do you call your illness? What name does it have?
- What do you think has caused the illness?
- Why and when did it start?
- What do you think the illness does? How does it work?



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## 8 Questions by Arthur Kleinman:

- How severe is it? How long do you think you will have it?
- What kind of treatment do you think the patient should receive?  
What are the most important results you hope he/she receives from this treatment?
- What are the chief problems the illness has caused?
- What do you fear most about the illness?



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## 4 Cs (Galanti, 2008)

**Call**

**Cause**

**Cope**

**Concerns**



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## Kleinman's 3 Recommendations:

1. Get rid of the term 'compliance'
2. Model of mediation, not coercion → NEGOTIATE
3. Know your own culture



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## Basic Principles

### Cultural-Communication Tips

- Learn and use a few phrases of greeting and introduction in the patient's native language – conveys:
  - Respect
  - Demonstrates your willingness to learn about their culture
- Ask them to be your teacher
- Only ask questions that you need to gain a better understanding: *"I don't want to make any assumptions and each person/family is different, can you share with me/help me understand...."*



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## Basic Principles

- Do not assume you know the culture.
- Seek to understand - ***Don't be afraid to ASK!***
- Become a student of the person / the family.
- Identify their values and accept the differences.
- You don't have to change who you are and your own culture. You just need to adapt to meet the other person in their culture/needs.



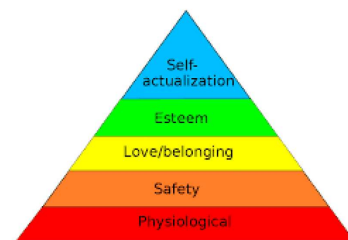
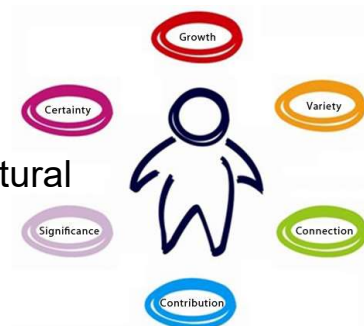
**Remember - your culture is not superior.**

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## Basic Principles

- Basic human needs will be met through cultural frame of reference.
- Know yourself!
- Curb your feelings of offense and choose to embrace differences.



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## Basic Principles

- Don't forget these principles apply to your colleagues as well!
- Remember that cultural and communication are entwined.

### Call to ACTION:

***Develop CQ through cultural humility and cultural grace!***



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## LOVE THY NEIGHBOR



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