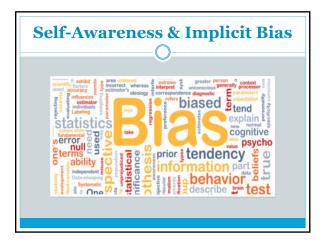


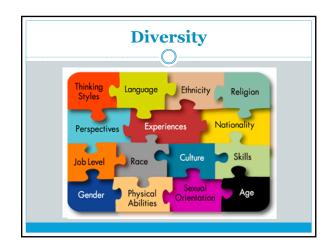


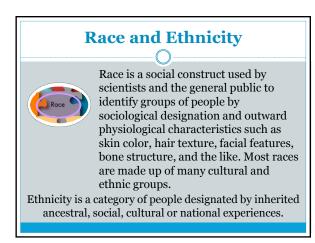
Today's Objectives

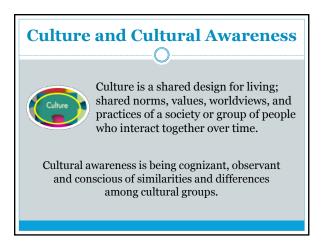
- Define terms relevant to understanding the following:
 - Diversity, Race/Ethnicity and Culture
 - Health Equity vs. Equality
 - Health Disparity
 - Cultural Competence
- $\circ\,$ Discuss experiences related to cultural relevancy and competency.
- Identify strategies for increasing cultural awareness, competency and relevancy in public health practice.



Diversity
Categories (Demographics, Attitudes, Behaviors, Preferences)
• Age
Education
• Income
Heritage and Background
Race and Ethnicity
Work Experience
Sexual Orientation
Religion
Perspective and Beliefs
• Gender
Political and Social Influence
• Language
Family Status
Geographic Location
• Others









Our Culture and Cultural Identity (

Community Where We Grew Up: Ethnically/racially diverse

Economically diverse Heterogeneous or homogenous Region of the country

Historical Experiences

Family Makeup: Parents Siblings Birth order Extended family

Family heritage/legacy

Education:

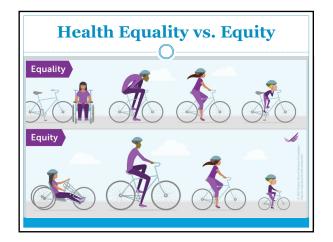
What value did our family place on education?

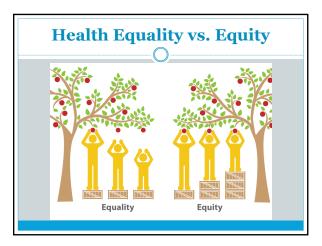
What is the educational experience of our parents and siblings?

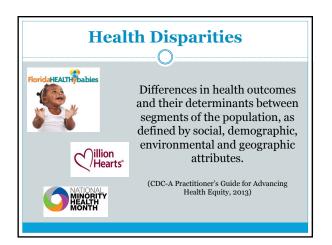
What is our own educational experience? Were our elementary and middle schools racially/ethnically diverse?

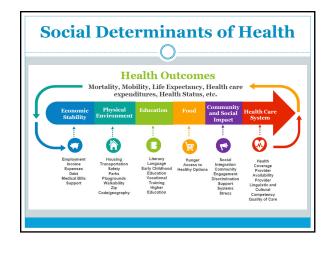
Religion:

How important was religion in our life when we were growing up? Did our family attend religious services regularly or on special occasions











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 (Adapted from Cross, 1989).

Cultural and linguistic competence is a set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals that enables effective work in cross-cultural situations.

Cultural Competency

Cultural competency is having an awareness of one's own cultural identity and views about difference, and the ability to learn and build on the varying cultural and community norms of others by being respectful of and responsive to the health beliefs, practices, cultural and linguistic needs of diverse communities to bring about positive health outcomes for all.

Cultural Intuitiveness

To appreciate how your words, attitude and behavior can minimize offense to gender, racial, cultural, disabled, aged or other identity groups by being truthful and transparent to who we are in a manner that invites trust, allowing others to hear us and for us to accept what we hear from others (Community Systems Investments International, 2010).

Effective Strategies

- Exercise cultural competency and relevancy.
- Apply mutual respect and acceptance of differences.
- Become inclusive and engaging.
- Recognize specific cultural practices, knowledge, attitudes and behaviors.
- Respect worldviews and share experiences.
- Adapt to the cultural conditions of others.
- Build capacity to reach others.
- Practice grace, allowance and forgiveness.

