



Texas Tech University Health Sciences Center

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Cultural Diversity

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Cultural Diversity

Individual Factors Causing Uniqueness

- Physical characteristics:
 - gender
 - body size
 - hair, eye, skin color

Individual Factors Causing Uniqueness

- Family life
- Socioeconomic status
- Religious beliefs
- Geographical location
- Education and occupation
- Life experiences
- Cultural/ethnic heritage

Culture

- Definition – values, beliefs, attitudes, languages, symbols, rituals, behaviors, and customs unique to a particular group of people and passed down from one generation to the next

Culture

- Set of rules
 - blueprint for living
 - family relations, child rearing, education, occupational choices, social interactions, spirituality, religious beliefs, food preferences, health beliefs, and healthcare

Culture

- Not uniform throughout group but does provide foundation for behavior

Culture

- 4 basic characteristics: culture is...
 - learned
 - shared
 - social in nature
 - dynamic and changing

Ethnicity

- Classification of people based on national origin and/or culture
 - share common heritage, national origin, social customs, language, and beliefs
 - may not practice all cultural beliefs but is still influenced by members of group

Ethnicity

- Common ethnic groups in U.S.
 - African American, Asian American, European American, Hispanic American, Middle Eastern/Arabic American, Native American
 - subgroups within each ethnic group

Race

- Classification of people based on physical or biological characteristics
 - color of skin, hair, and eyes
 - facial features
 - blood type
 - bone structure

Race

- Frequently used to label people and explain patterns of behavior
- Race cuts across multiple ethnic/cultural groups, it is the values from the groups that account for behaviors (White and Black Africans, Hispanics, and Asians)

Cultural Diversity

- Differences among people resulting from cultural, ethnic, and racial factors: influence behavior, self-perception, judgment of others, and interpersonal relationships

Cultural Diversity

- “Melting pot” – absorption of other cultures into the dominant culture: assimilation
- “Salad bowl” – cultural differences are appreciated and respected: multicultural society

Cultural Diversity

- Acculturation
 - process of learning the beliefs and behaviors of a dominant culture and assuming some of the characteristics
 - occurs slowly over time, usually years

Cultural Diversity

- recent immigrants are more likely to follow the language and customs of the country from which they immigrated

Cultural Diversity

- second and third generation Americans are more likely to use English and follow American behavior patterns: be aware of cultural diversity and know that no person is 100% anything

Cultural Diversity

- sensitivity – ability to recognize and appreciate the personal characteristics of others (e.g., calling patients by their first name may be seen as disrespectful in some cultures)

Bias Interferes with Cultural Diversity

- A preference inhibiting impartial judgment
- Ethnocentricity – believing that your ethnic group is superior to others: may antagonize others from different cultures

Bias Interferes with Cultural Diversity

■ Common biases

- young people physically/mentally superior
- college-educated people superior
- rich people superior to poor people
- obese and short people inferior

Bias Interferes with Cultural Diversity

■ Common biases

- nurses inferior to doctors
- women inferior to men
- sexual preference can also have bias

Prejudice Interferes

- Strong feeling or belief about a person or subject formed without reviewing facts or information, “pre-judge”
- Prejudiced people regard their ideas as right and other ideas as wrong

Prejudice Interferes

- Afraid of things that are different
- Prejudice causes fear and distrust, interfering with interpersonal relationships

Prejudice Interferes

- All people are prejudiced to some degree
 - want to feel that our beliefs are correct
 - obtain as much info as possible to decrease prejudice

Stereotyping Interferes

- Assumption that everyone in a particular group is the same

Stereotyping Interferes

- Ignores individual characteristics and labels an individual
 - “All blondes are dumb”
 - “All jocks are stupid”
 - exists regarding race, gender, body size, occupation, and ethnic/cultural groups

Avoiding Bias, Prejudice, and Stereotyping

- These are barriers to effective relationships

Avoiding Bias, Prejudice, and Stereotyping

■ Ways to avoid

- know and be aware of own beliefs and values
- learn about other groups
- be sensitive to behaviors/practices different than yours

Avoiding Bias, Prejudice, and Stereotyping

■ Ways to avoid

- respect others' beliefs, don't have to practice them
- develop friendships with wide variety of people
- ask and encourage questions

Avoiding Bias, Prejudice, and Stereotyping

- Ways to avoid
 - evaluate all information before forming opinion
 - be open about differences, avoid jokes
 - if mistakes happen, apologize or forgive

Areas of Cultural Diversity

- Goal is to provide holistic care – wellbeing of the entire person, physical, social, emotional, and mental needs

Areas of Cultural Diversity

- Family organization – structure of family and who is dominant
 - nuclear family – mom, dad, children
 - extended family important
 - European Americans

Areas of Cultural Diversity

- Family organization – structure of family and who is dominant
 - extended family – nuclear + grandparents, aunts, uncles, cousins
 - many generations share same household
 - Asian, Hispanic, and Native Americans

Areas of Cultural Diversity

■ Family organization

- affects care of children, sick, and elderly
 - nuclear families – people outside of family care for children, sick, and elderly

Areas of Cultural Diversity

■ Family organization

- affects care of children, sick, and elderly
 - extended families – families take care of children, sick, and elderly within the home
- patriarchal – father or oldest male in charge
- matriarchal – mother or oldest female in charge

Areas of Cultural Diversity

■ Family organization

- affects care of children, sick, and elderly
 - extended families – families take care of children, sick, and elderly within the home
- many families have both mother and father sharing responsibility

Areas of Cultural Diversity

■ Family organization

- patients with extended families may have many visitors with everyone concerned and with an opinion
- family members may provide personal care

Areas of Cultural Diversity

■ Family organization

- allow family to assist as much as possible
- ask questions to determine traits of the family and what the patient is comfortable with

Areas of Cultural Diversity

■ Language

- dominant language is English
- many other languages are spoken (20% of population under age 65 speaks other dominant language)

Areas of Cultural Diversity

■ Language

- variations within a language
- translators helpful

Areas of Cultural Diversity

■ Language

- points to follow with non-English speakers
 - speak slowly
 - use simple words and nonverbal communication
 - use gestures or pictures

Areas of Cultural Diversity

■ Language

- points to follow with non-English speakers
 - do not speak louder than normal
 - learn words or phrases in patient's language
 - legal requirements: informed consent

Areas of Cultural Diversity

■ Personal space and touch

- territorial space: distance people require to feel comfortable while interacting with others

Areas of Cultural Diversity

- Personal space and touch
 - close-contact cultures
 - comfortable standing close to and touching
 - Arabs, French, Latin Americans, and Hispanic Americans

Areas of Cultural Diversity

- Personal space and touch
 - close-contact cultures
 - within cultural groups, variations
 - ◊ women stand closer than men
 - ◊ children stand closer than adults

Areas of Cultural Diversity

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Areas of Cultural Diversity

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Areas of Cultural Diversity

- Personal space and touch
 - distant-contact cultures: prefer space (2-6 ft.) during interactions
 - ♦ African and European Americans like space, but will shake hands

Areas of Cultural Diversity

- Personal space and touch
 - Asian Americans stand closer but usually don't touch, no public display of affection (PDA)
 - Cambodia – opposite sexes may never touch in public, only parents can touch head of child

Areas of Cultural Diversity

■ Personal space and touch

- Vietnamese – only elders can touch children's heads (head is sacred)
- Middle Eastern countries – men may not touch unrelated females, men can shake hands only with men

Areas of Cultural Diversity

■ Personal space and touch

- providers have to use touch and invade personal space to give care
 - use slow and relaxed approach, give patient time
 - be alert to verbal and nonverbal cues

Areas of Cultural Diversity

■ Personal space and touch

- providers have to use touch and invade personal space to give care
 - give patient breathing room, move in and out
 - determine preferences by asking questions

Areas of Cultural Diversity

■ Eye contact

- European Americans: interest and trustworthiness
- Asian Americans may consider it rude
- Native Americans use peripheral vision, may regard it as hostile or threatening

Areas of Cultural Diversity

■ Eye contact

- Hispanic (Latino) and African Americans may use brief eye contact but then look away to indicate respect and attentiveness

Areas of Cultural Diversity

■ Eye contact

- Muslim women avoid eye contact as sign of modesty
- Indian people of different socioeconomic classes avoid eye contact with each other

Areas of Cultural Diversity

■ Eye contact

- different beliefs can lead to misunderstandings
- be alert to comfort levels
- lack of eye contact may be show of respect, instead of not listening

Areas of Cultural Diversity

■ Gestures

- U.S. gestures for yes and no are actually opposite in India
- pointing at someone is common in U.S. but a threat among some Native Americans and Asians

Areas of Cultural Diversity

■ Gestures

- okay sign is insulting to some Asian cultures
- be aware that gestures may be misinterpreted and avoid them, if they make patients uncomfortable

Areas of Cultural Diversity

■ Healthcare beliefs

- biomedical healthcare system
 - most common healthcare system in U.S.
 - Western system
 - cause of disease = microorganisms, diseased cells, and aging

Areas of Cultural Diversity

- Healthcare beliefs
 - biomedical healthcare system
 - licensed practitioners

Areas of Cultural Diversity

- Healthcare beliefs
 - biomedical healthcare system
 - beliefs
 - ◊ encourage patients to learn about illness
 - ◊ inform patients about terminal disease

Areas of Cultural Diversity

■ Healthcare beliefs

- biomedical healthcare system
 - beliefs
 - ◊ teaches self-care
 - ◊ uses medications and techniques to cure
 - ◊ teaches preventive care

Areas of Cultural Diversity

■ Alternative healthcare methods

- can be used in addition to or as replacement for biomedical healthcare
- chiropractors, homeopaths, naturopaths, hypnotists

Areas of Cultural Diversity

- Alternative healthcare methods
 - types of treatments
 - nutritional methods – organic foods, herbs, vitamins, antioxidants

Areas of Cultural Diversity

- Alternative healthcare methods
 - types of treatments
 - mind and body control methods- relaxation, meditation, biofeedback, hypnotherapy, and imagery

Areas of Cultural Diversity

- Alternative healthcare methods
 - types of treatments
 - energetic touch therapy – massage, acupuncture, acupressure, and therapeutic touch

Areas of Cultural Diversity

- Alternative healthcare methods
 - types of treatments
 - body-movement methods – yoga, tai chi, chiropractors
 - spiritual methods – faith healing, prayer, spiritual counseling

Areas of Cultural Diversity

■ Spirituality

- beliefs individuals have about themselves, their connections with others, and relationships with a higher power
- need to find meaning and purpose in life

Areas of Cultural Diversity

■ Spirituality

- with strong foundation, have basis for understanding life, finding support, and drawing on resources to deal with problems

Areas of Cultural Diversity

■ Spirituality

- can be expressed through religious practices but are two different things
- evolves and changes throughout life

Areas of Cultural Diversity

■ Religion

- organized system of belief in a superhuman power or higher power
- associated with a particular church
- beliefs about birth, life, illness, and death have religious origins

Areas of Cultural Diversity

■ Religion

- can affect dietary practices
- patients may not follow all customs and beliefs of their religion

Areas of Cultural Diversity

■ Religion

- atheist: person who does not believe in any deity
- agnostic: person who believes that the existence of God cannot be proved or disproved

Areas of Cultural Diversity

■ Religion

- show respect
 - be a willing listener
 - provide support for religious practices
 - respect symbols and books

Areas of Cultural Diversity

■ Religion

- show respect
 - allow privacy during clergy visits or while patient is observing religious customs like communion, prayer, and meditation

Areas of Cultural Diversity

- Religion

- show respect

- refrain from imposing your own beliefs on the patient

Respecting Cultural Diversity

- Regard each person as unique individual
- Recognize that every person adopts beliefs and forms patterns of behaviors based on culture, ethnicity, life experiences, spirituality, and religion
- Be aware of patient needs, provide total care (holistic)

Respecting Cultural Diversity

- Learn to appreciate and respect the personal characteristics of others
 - listen to patients express their beliefs
 - learn to appreciate differences
 - learn more about different groups

Respecting Cultural Diversity

- Learn to appreciate and respect the personal characteristics of others
 - recognize and avoid bias, prejudice, and stereotyping
 - ask questions to determine patient beliefs
 - allow patient to practice beliefs, if possible

Respecting Cultural Diversity

- Learn to appreciate and respect the personal characteristics of others
 - be sensitive to patient reactions to eye contact, touch, and invasion of personal space
 - respect spirituality, religion, symbols, and rituals

Thank You

Cultural Diversity

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