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# Cultural Competence

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# Everyone has a culture:



Source: Taylor, NCRR, 2007



# Culture

## What do we mean?

“Meanings, values, and behavioral norms that are learned and transmitted in society and within social groups.”

Source: Guarnaccia, 2006



# Everyone has a culture:

- Sometimes cultures overlap
- Cultures can include:
  - Race
  - Religion
  - Certain jobs: Military, law enforcement
  - Gender
  - Sexual Orientation



# Culture

## What do we mean?

Culture powerfully influences cognition, self-concept, feeling, and activities.

Source: Guarnaccia, 2006



# **Culture**

## **What do we mean?**

**Culture has a strong impact on diagnostic processes and treatment decisions.**

Source: Guarnaccia, 2006



# Culture Counts!

- Culture influences:
- How people communicate and manifest their symptoms
- Their style of coping
- Their willingness to seek treatment
- Their expectations of law enforcement
- Their family and community support

Source: Culture, Race, and Ethnicity; A Supplement to Mental Health:  
A Report of the Surgeon General, 2001



# **Cultural Competence defined:**

A set of congruent skills, attitudes, policies, and structures, which come together in a system, agency, or among professionals and enable that system, agency or those professionals to work effectively in the context of cultural differences.



# **Cultural Responsiveness defined:**

The flexibility to interact effectively with and appreciate the variations in each family's preferred methods, modes and environments for building relationships and strengths.



# Cultural Competence and CIT

- Breaks down barriers that impede communication and limit the effectiveness of intervention.
- Assists officers in being able to better detect and react to or defuse a threat.
- Increases officer and public safety.
- Increases success in dealing with mental health situations.




# Cultural Competence and CIT

Cultural competence provides a framework for assessing and understanding each family's unique rules, roles, habits, activities, and beliefs in the context of their cultural and ethnic identity.

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# Cultural Competence

## 3 Elements

- 
- Reflect awareness of the diversity of the populations with which the system is working
  - Acknowledge variations in acceptable behaviors, beliefs and values in assessing and treating a person's mental health or problems.
  - The knowledge, skills and attitudes to work within consumers' and their families' values and reality conditions.

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# Cultural Competence

## a 4<sup>th</sup> element



Become aware of the stereotypes you carry, and make an effort to set them aside when interacting with people of other cultural/ethnic/racial groups.

# Cultural Differences



An office  
somewhere in  
South America...

Hours of Operation

*12 noon to 9:30 P.M.*  
*MORE or LESS*

Source: Levine, 2001

# Let's Hear if for Cultural Sensitivity!

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**What Happens When Culture and Language are not Considered**

# Let's Hear it for Cultural Sensitivity!

Almost but not quite.....



When General Motors introduced the Chevy Nova in South America, it was apparently unaware that "no va" means "it won't go."

# Let's Hear it for Cultural Sensitivity!

Almost but not quite.....



Coors put its slogan “Turn it Loose” into Spanish, where it was read as “suffer from diarrhea”.

# Let's Hear it for Cultural Sensitivity!

Almost but not quite.....

Scandinavian vacuum manufacturer  
Electrolux used the following in an  
American campaign:

"Nothing Sucks like an Electrolux."



# Let's Hear it for Cultural Sensitivity!

Almost, but not quite...

When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say "It won't leak in your pocket and embarrass you." However, the company mistakenly thought the Spanish word "embarazar" meant embarrass. Instead the ads said that "It won't leak in your pocket and make you pregnant."

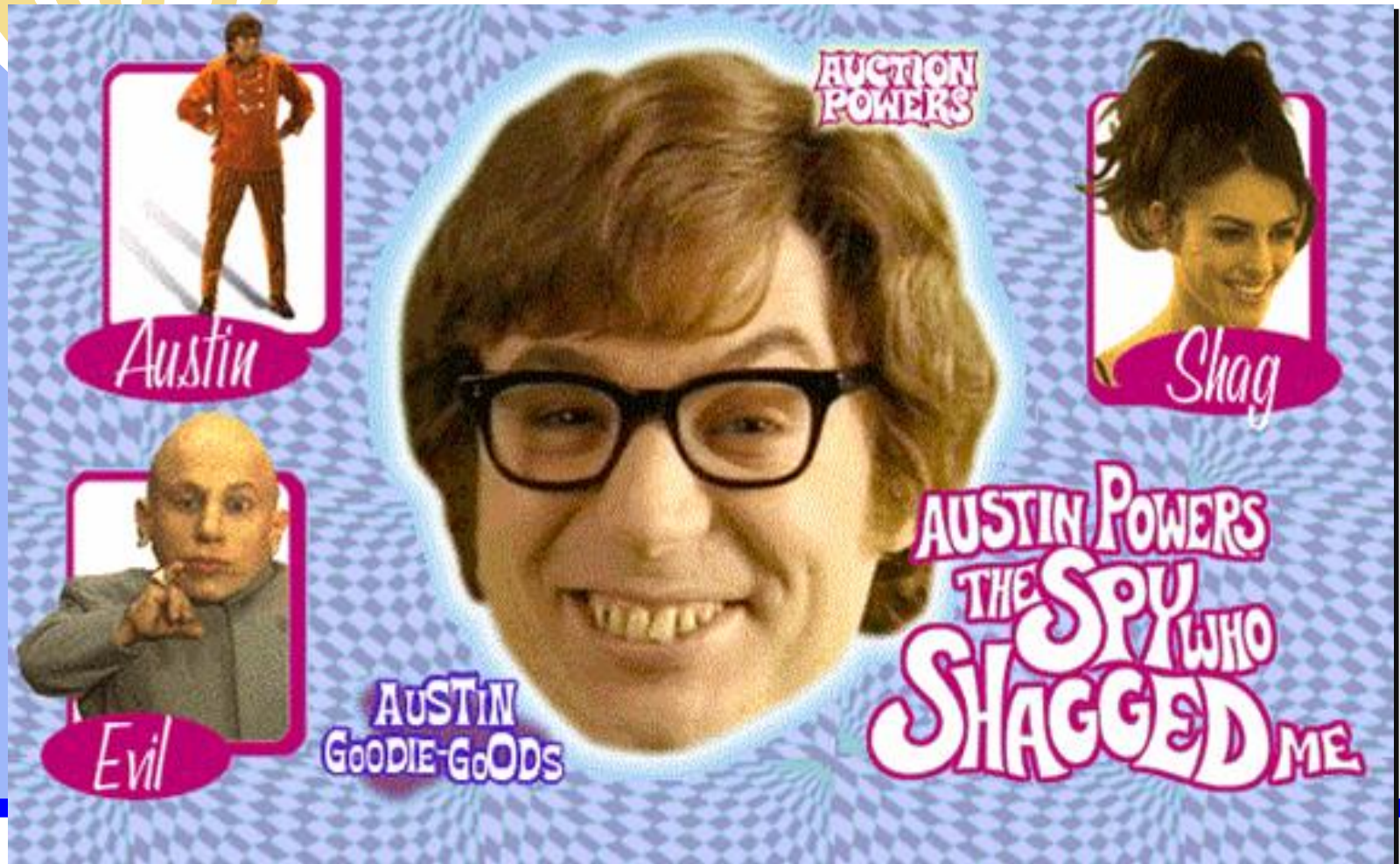


# Let's Hear it for Cultural Sensitivity!

Almost but not quite.....



# Let's Hear it for Cultural Sensitivity!



# Let's Hear it for Cultural Sensitivity!



<b>COUNTRY</b>	<b>MOVIE TITLE</b>	<b>WHY TITLE CHANGED</b>
<b>Spain</b>	The Spy Who Hugged Me	Spaniards viewing <i>La Espia Que Me Achucho</i> will know that “hugged me” is a translation of <i>achucho</i> --but that the word has a double meaning.
<b>France</b>	The Spy Who Shoot Me	<i>L'Espion Qui M'a Tire</i> offers the French a chance to giggle at the other meaning <i>tirer</i> , the verb usually translated as “to shoot.”
<b>Germany</b>	The Spy In Secret Missionary Position	One of Germany's top 007 films was <i>James Bond on a Secret Mission</i> . Powers's <i>Spion in Geheimer Missionarsstellung</i> makes the mission missionary.

# Let's Hear it for Cultural Sensitivity!



<b>COUNTRY</b>	<b>MOVIE TITLE</b>	<b>WHY TITLE CHANGED</b>
<b>Latin America</b>	The Seductive Spy	Because each Latin American country has its own idioms, New Line chose <i>El Espia Seductor</i> because it would be understood throughout the region.
<b>Iceland</b>	The Spy Who Nailed Me	<i>Njosuarinn Sem Neglani Mig.</i> It makes them laugh in Iceland. Need we say more?
<b>Japan</b>	Austin Powers: Deluxe	The Japanese won't go for sexual references, so by calling Powers <i>Deluxe</i> , the distributors hope to convey something hip and new.

# Cultural Response to Illness

Different cultures treat illness differently—family and societal norms are different in different cultures.

- Acceptable treatment varies
  - No treatment
  - Herbal remedies
  - Traditional medicine
  - Mainstream medical care
  - Spiritual Healing (exorcism)



# Cultural Response to Illness

The effects of culture on mental health “have been historically underestimated—and cultural effects do count.”

US Surgeon General, 1999

# Cultural Response to Illness



The newest version of the diagnostic manual finally includes references to the roles culture plays in mental illness diagnosis and treatment.

US Surgeon General, 1999

# Relevance of Mental Health Issues to the Public



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There is a significant gap between the evidence of the magnitude and impact of mental disorders and the public understanding of mental health problems.

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# Relevance of Mental Health Issues to the Public



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There is also a significant gap in the way different cultures view mental disorders.

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# Magnitude and Impact of Mental Disorders

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Mental disorders:

- Are among the most prevalent classes of chronic diseases in the general population
- Co-exist within themselves, with substance use disorders, and with many medical conditions
- Typically have much earlier ages of onset than other chronic diseases

# Magnitude and Impact of Mental Disorders

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Mental disorders:

- Only a minority with mental health needs receive treatment in the preceding year
- Are among the most disabling of all chronic diseases

# THE GLOBAL BURDEN OF DISEASE

Among the top ten main causes of disability, **five** are mental disorders:

- major depression
- schizophrenia
- bipolar disorders
- alcohol use
- obsessive-compulsive disorders

**All five mental disorders appear by age 24!**

# Mental Health Disparities

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Since the 1980s, studies have shown that minorities are more likely to:

- delay or not seek mental health care,
- receive less adequate care,
- terminate care earlier.

What this means for law enforcement is officers may have a high incidence of crises involving mental illness in minors.



# 2 things you can do now...

- Become familiar with the culture of the people you serve
- Become familiar with how you are perceived by the people you serve

# Words of Wisdom



"Every [person] is in certain respects

- a. like all other [people],
- b. like some other [people],
- c. like no other [people]."

Kluckhohn & Murray, 1953



# **NAMI Ventura County**

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