

Cultural Responsiveness: Communication & Translating

Event: Activity & Nutrition Aotearoa Asian Forum 2017
1st November 2017 (Wednesday): 9.05am
Venue: Sorrento in the Park, One Tree Hill, Auckland
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eCALD[®] National Programme Director, Waitemata DHB



Content

- Defining cultural responsiveness
- Cultural diversity
- Implications
- Cultural competence development
- Cross-cultural communication
- Translating Documents
- Resources
- Takeaways
- Question

Defining Cultural Responsiveness

Different terms used:

- Cultural responsiveness
- Cultural competency
- Diversity inclusiveness
- Cultural inclusiveness
- Multicultural competence



For the purpose of this talk, the term used is:

- Culturally competence

What is cultural competence?



At an organisation or service level:

Cultural competence is a set of behaviours and attitudes within the business or operation of a system that respects and takes into account the person's cultural background, cultural beliefs and their values, and incorporates it into the way [service] is delivered to that individual"

(Betancourt, Green & Carillo, 2002)

What is cultural competence?



At a professional and individual level:

Cultural competence refers to the ability to function effectively and successfully in culturally diverse contexts. It is a set of skills that enables us to understand what happens (or doesn't happen) in these contexts, why situations can be confusing or confronting, and how to relate appropriately and flexibly in cross-cultural interactions and communication.

Increasing cross-cultural communication



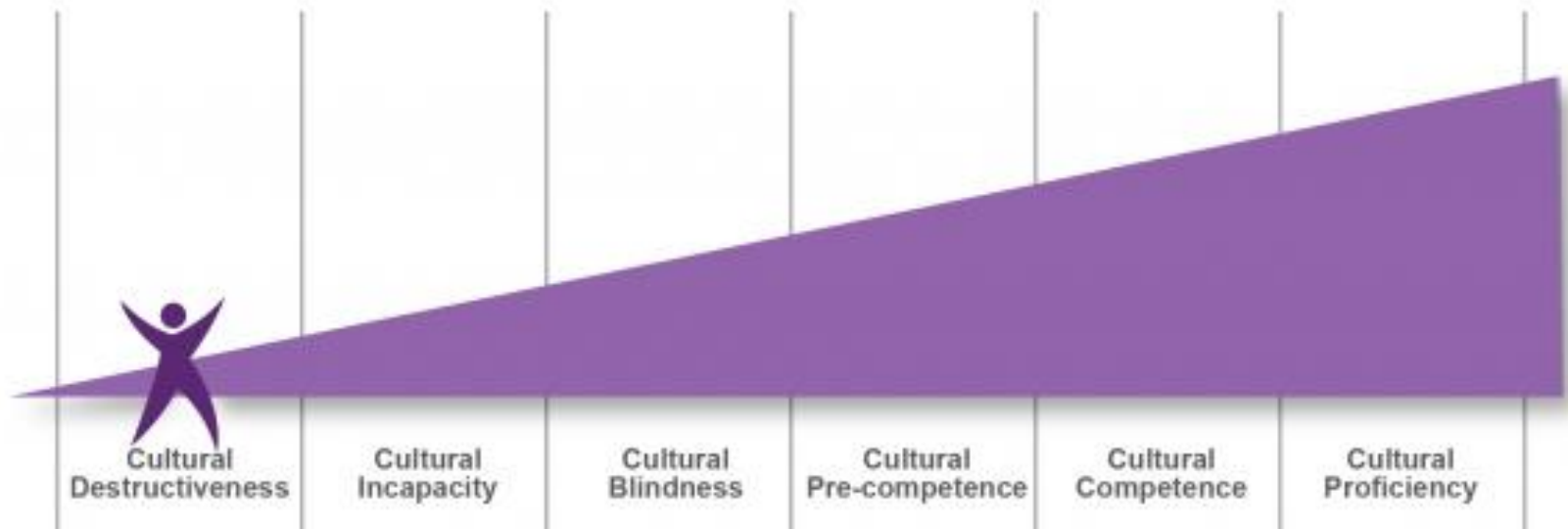
What is culture?

Marsella (2005) defines cultures as having shared, learned behaviours, and meanings that are socially transferred in life-activity settings. They shape and structure our realities.



How do you develop culturally competence

Cultural Competence Continuum



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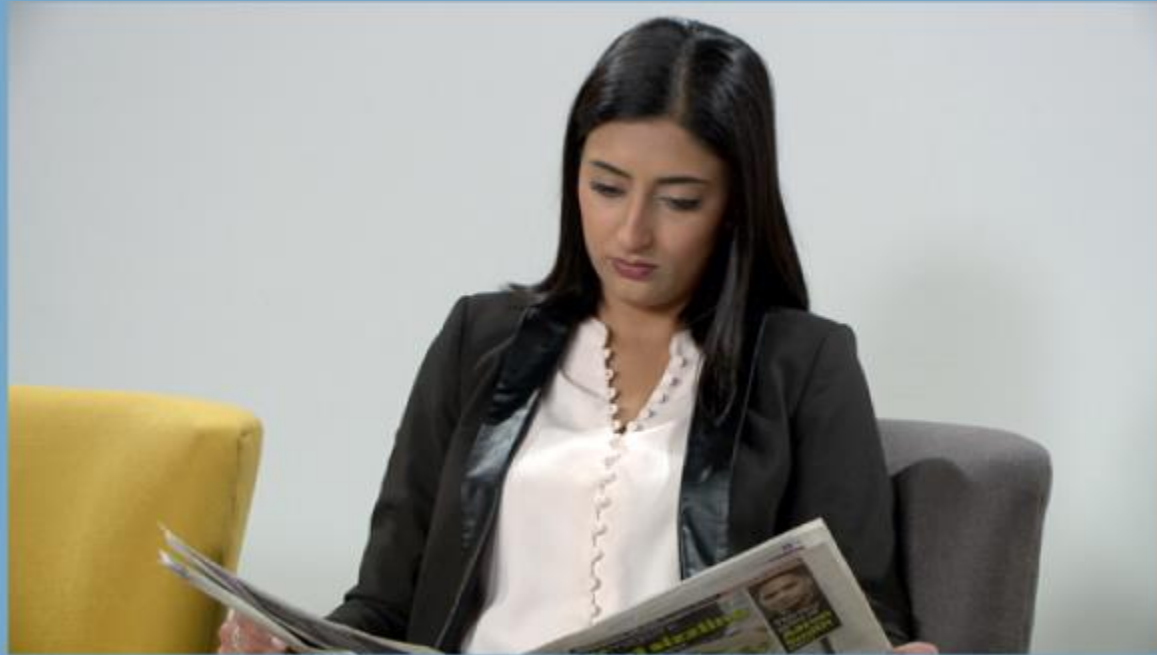
(Cross et al., 1989)

Develop cultural self-awareness

Cultural Sensitivity

'Part of being culturally competent is being culturally sensitive. Cultural sensitivity begins with recognition that there are differences between cultures. These differences are reflected in the ways that different groups communicate and relate to one another.'

(Krapp & Cengage, 2002)



Cultural knowledge

*“Because cultures differ widely in body language, how to show (dis)respect, modesty and privacy concerns, expressions of (dis)agreement, and what constitutes courtesy, varies considerably across cultures. It is easy when dealing with someone from another culture to unwittingly give offence or to unintentionally make someone feel awkward, uncomfortable, or confused”
(Bacal, Jansen & Smith, 2006, p.306)*

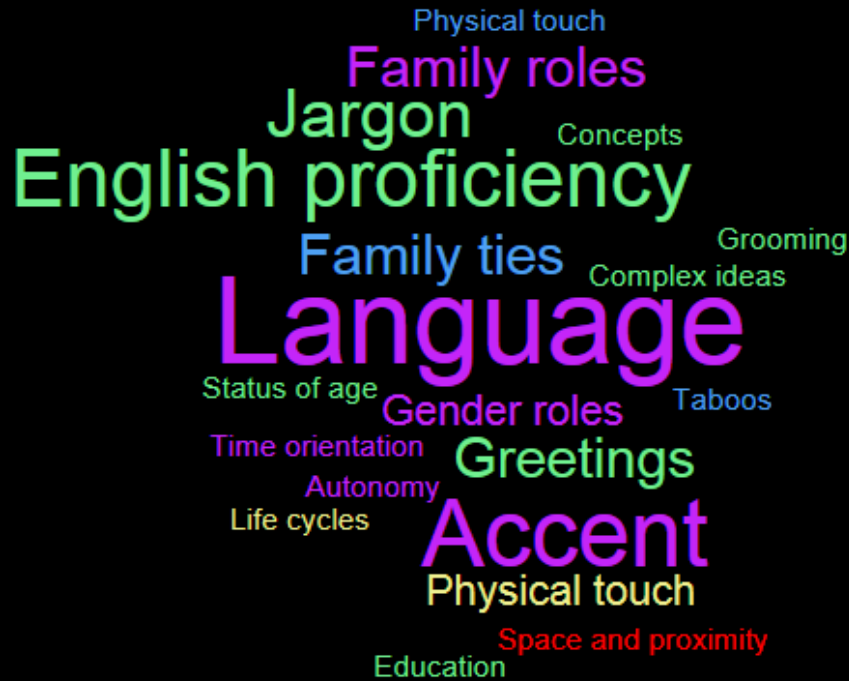


Cultural skills

- Having the ability to reflect competence in communicating and relating
- To achieve this we need to develop sensitivity, awareness, flexibility, non-assuming and non-judgmental thinking, develop cultural knowledge, and an inquiring attitude.
- Skills are needed to demonstrate these qualities in cross cultural interactions or communication



Cross-cultural communicating



- Each person is culturally unique
- Diversity within cultures
- Personal identities vs group identities

Communicating with non-English speakers

- Introduce the interpreter and their role
- Inform clients about confidentiality
- Remind clients everything said will be interpreted
- Speak to clients directly using first person language
- Use simple language
- Pause after 3 short sentences
- Allow time for interpreting
- Ask one question at a time
- Keep eye contact with the clients



- Pre-briefing
- In-session
- Post-briefing

Guidelines for Translating

- Quality of the source material
 - Use of simple English
 - Use universally acceptable symbols
 - Use of more visual
- Translation process
 - Select professional translator/translation company
 - Translator has access to the content author for checking complex words or context
 - Quality assurance: back translation process
- Translation with user in mind (co-design)
 - Consult with target community
 - Use bilingual viewers to test the acceptability of translated concepts



Culturally Tailored Text Message
Maternal Health Programme:
TextMATCH (Dobson R, Whittaker
R, Bartley H, Connor A, Chen R, Ross
M, McCool J, 2017)



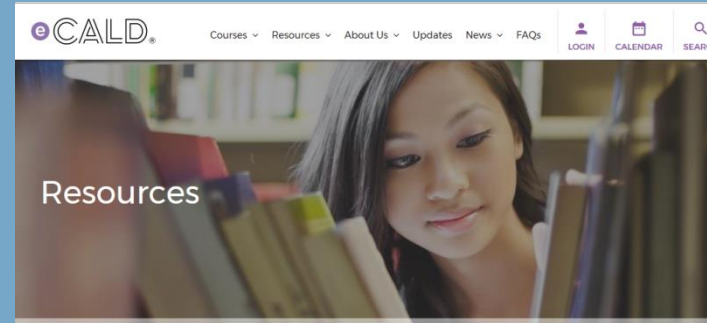
- This study demonstrated the importance of an intensive approach to the development of a culturally adapted and tailored mHealth program for multiple different cultural minority groups within the population.

Resources

eCALD® provides a range of courses and resources for the New Zealand health workforce to develop CALD cultural competencies.

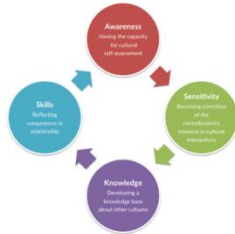


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What is Cultural Competence?

Cultural competence refers to an ability to communicate and interact effectively with people of different cultures. It is not just about knowing another person's culture. In the healthcare setting it is about understanding how cultural differences impact on the consulting relationship and being able to adjust your behaviour to accommodate these differences for the best patient outcomes. Competence involves the capacity to function effectively as an individual within the context of the cultural beliefs, behaviours and needs presented by patients and their ethnic communities.



Cultural competence comprises four components: cultural awareness, sensitivity, knowledge and skills.

Why the need for Cultural Competence?

CALD cultural competencies

Course overview

Eligibility and Enrolment



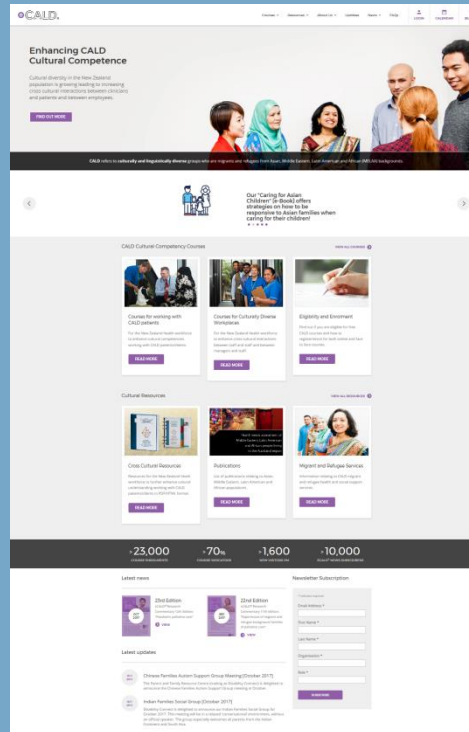
Courses for Working with CALD Patients

These courses provide learners with insight and understanding on cultural dimensions, how different cultures respond to health related situations, different health concepts, faith-based practices, and differences in expectations from health systems.



Courses for Culturally Diverse Workplaces

These courses provide learners with insight and understanding of value dimensions that cause barriers to effective cross cultural interaction and help identify strategies to enable effective working relationships in a culturally diverse workplace.



Cross Cultural Resources

Downloadable or HTML supplementary resources with additional researched cultural-topics not covered in detail within the CALD courses.



Translated Information

A range of translated brochures and information which may be useful for your CALD patients/clients and their families.



Publications

Publications related to Asian, Middle Eastern, Latin American and African populations.



Research Commentary

A series of research commentary on articles/publications discussing Asian, Middle Eastern, Latin American and African populations.



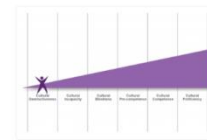
Migrant and Refugee Services

Cultural or language appropriate health and social services that may be useful for migrants and refugees from Asian, Middle Eastern and African backgrounds.



Screening Tools

Clinical assessment and screening tools in multiple languages useful for clinicians working with clients who are non-English speakers or have limited English speaking ability.



Cultural Competence Assessment Tools

Cultural self-assessment tools for determining organisation or individual's



Festive Calendar

A list of festivities celebrated by Asian, Middle Eastern, Latin American and African cultures.

Resources

- National Heart Foundation
- <https://www.heartfoundation.org.nz/resources/diabetes-chinese-a5-brochure/>
- Health Navigator
- <https://www.healthnavigator.org.nz>

Takeaways



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- Waitemata DHB eCALD® www.ecald.com.



“Culture, ethnicity and faith form the person’s personality, aspirations for the future, the core of their being.”

(www.colourmind.co.uk)

