

Culture Matters: Reaching New Heights in Cultural Proficiency



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When you change
the way you look at
things, the things you
look at change.

- Dr. Wayne W. Dyer

Objectives

- Define culture and its influence on people's beliefs, perceptions and behaviors
 - Explain five components of culture and how they influence cross cultural interactions
 - Explain the value of utilizing culturally competent strategies to enhance program implementation
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Cultural Competence

- The state of being capable of functioning effectively in the context of cultural differences

Terry Cross
NWICWA

Video - Key concepts

- Believe it and you'll see it.
 - Recognize abundance.
 - Look for possibilities.
 - Unleash your energy to fix what's wrong.
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Believe It and You Will See It

- Have high expectations
 - Commit to the results you are looking for
 - Find ways around obstacles
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Recognize Abundance

- Acknowledge all that you have to work with
 - Broaden your definition of winning
 - Look for ways to work cooperatively with others.
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Look For Possibilities

- Focus on opportunity rather than scarcity
 - Find what is working
 - Keep looking for the next possible answers
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Unleash Your Energy to Fix What's Wrong

- Connect with a positive vision
 - Believe that solutions exist
 - Focus on what is right with the situation
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Culture

Ones' World View

... values, beliefs, customs and behaviors influenced by...

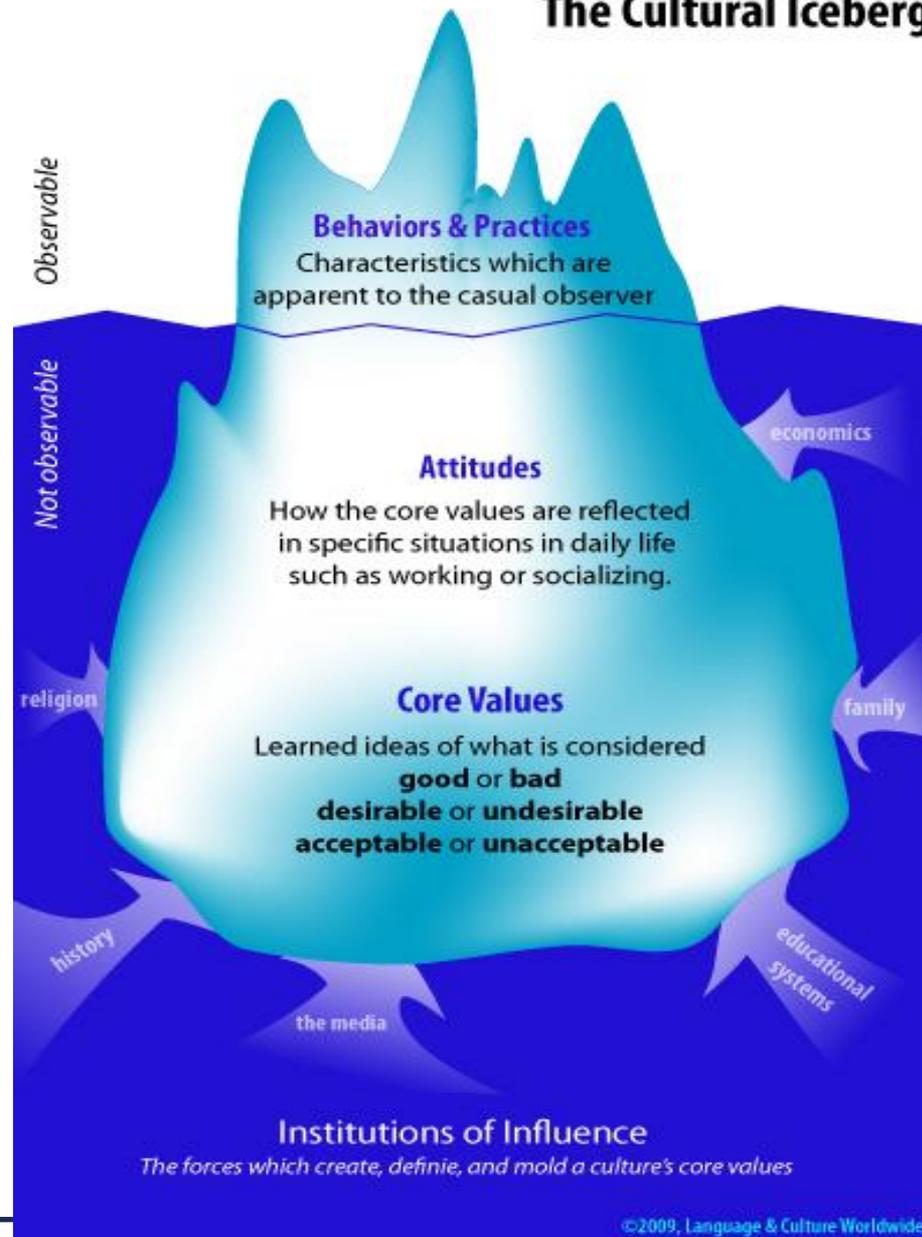
Culture Influenced By...

- Ethnicity
- National origin
- Age
- Language
- Religious/Spiritual Beliefs
- Economic/Class Status
- Gender
- Sexual Orientation
- History
- Geography

Culture

- Is learned.
 - Teaches us what to trust, respect, value and fear.
 - Involves customs and traditions.
 - Influences and guides behavior.
 - Unconscious or implicit
 - Response/adaptation to reality.
 - Passed from generation to generation.
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The Cultural Iceberg



Dimensions of Human Behavior

- Universal – refers to ways in which all people in all groups are the same.
- Cultural – refers to what a particular group of people have in common with each other and how they are different from every other group.
- Personal – describes the ways in which each of us is different from everyone else, including those in our group.

Components of Culture

- Concept of Self
 - Personal VS Social Obligations
 - Styles of Communication
 - Concept of Time
 - Locus of Control
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Concept of Self



Individualist

Collectivist



Personal VS Social Obligations



Rules Apply Universally

Particular Circumstances Dictate Rules

Styles of Communication



Direct

Indirect

Concept of Time



People Adjust to Time

Time Adjusts to People



Locus of Control



Internal - Life is what I do

External - Life is what happens to me

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Impact of Culture On Communication

- Incorrect assumptions about the other
 - Biases against the unfamiliar
 - Personal values in conflict
 - Language and communication style issues
 - Expectations that others will conform to established norms
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Cultural Competence

- The state of being capable of functioning effectively in the context of cultural differences

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What cultural lenses do you wear?

What is the key for effective cross cultural interactions?

Effective Cross Cultural Interactions...

- **Courage**

- Be present
- Lower your defenses
- Take risks

- **Curiosity**

- Have a flexible mind and an open heart
- Have a desire to learn
- Willing to accept alternative perspectives

Effective Cross Cultural Interactions...

- **Creativity**

- Understand the world from others' point of view
- Tolerate ambiguity well
- Use a variety of communication styles

- **Compassion**

- Able to walk in somebody else's shoes
- Able to be kind in difficult situations
- Able to be kind to self

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Thank you!