



Presented by UAPB-MISRGO
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CULTURAL COMPETENCY



Agenda

- How *culturally competent* are you?
 - What is *cultural competency*?
 - Why is *cultural competency* important?
 - Group Activity
 - Putting it All Together
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Cultural Competency Assessment

- (Handout)
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Defining Cultural Competency

- 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.

- Office of Minority Health, National Standards for Culturally and Linguistically Appropriate Services in Health Care (CLAS Standards), 2001



Importance of Being Culturally Competent

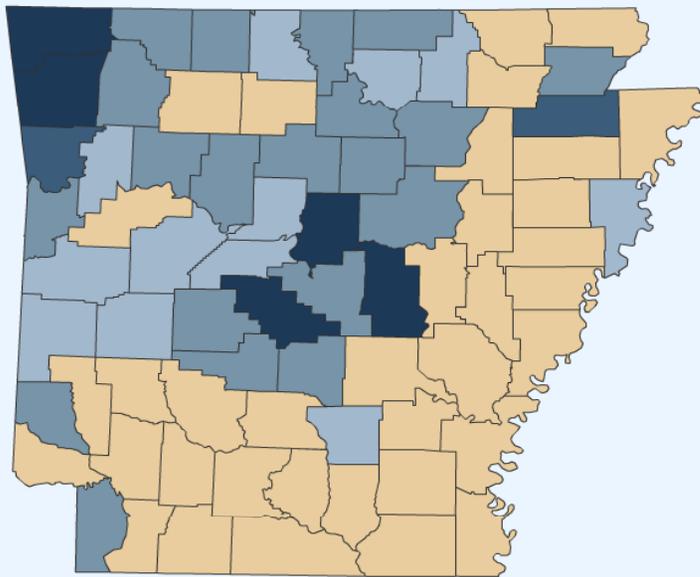
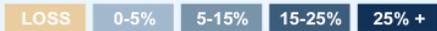
- Cultural competency is one of the main ingredients in closing the disparities gap; Moreover, services that are respectful of and responsive to the health beliefs, practices and cultural and linguistic needs of diverse individuals can help bring about positive health outcomes.
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Importance of Being Culturally Competent (cont.)

Arkansas

STATE POPULATION: 2,915,918

POPULATION CHANGE BY COUNTY: 2000-2010



STATE POPULATION BY RACE
ARKANSAS: 2010

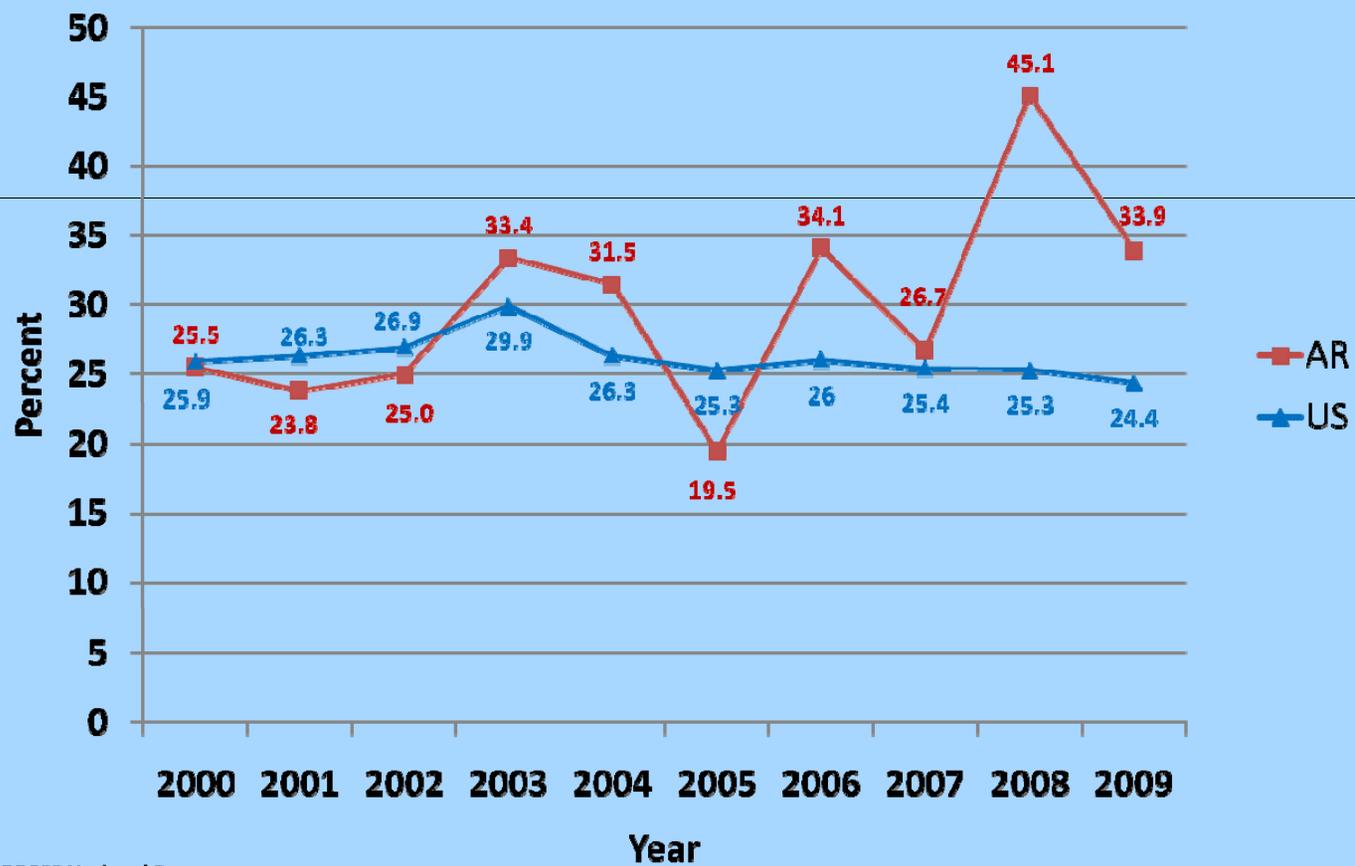
PERCENT OF POPULATION	CHANGE 2000-2010
White alone 77.0%	5.0% ↑
Black or African American alone 15.4%	7.4% ↑
American Indian and Alaska Native alone 0.8%	24.9% ↑
Asian alone 1.2%	78.5% ↑
Native Hawaiian and Other Pacific Islander alone 0.2%	251.5% ↑
Some Other Race alone 3.4%	146.4% ↑
Two or More Races 2.0%	59.5% ↑

STATE POPULATION BY HISPANIC OR LATINO ORIGIN
ARKANSAS: 2010

PERCENT OF POPULATION	CHANGE 2000-2010
Hispanic or Latino 6.4%	114.2% ↑
Not Hispanic or Latino 93.6%	5.5% ↑

Percentage of Adult Black, NH Males who are Current Users of Cigarettes

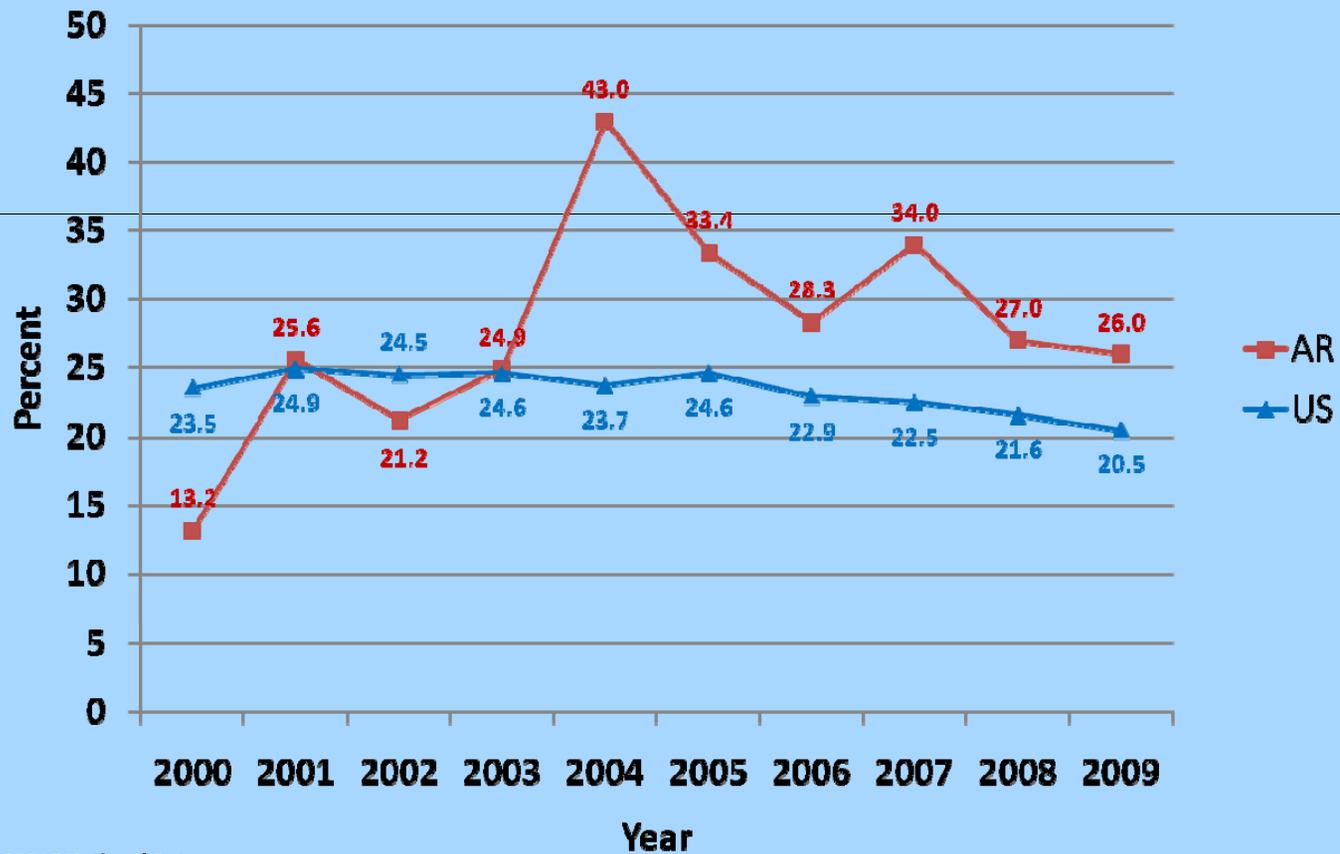
Note: Rates for AR black males are based on small sample sizes.



Source: BRFSS National Data
NH = non-Hispanic

Percentage of Adult Hispanic Males who are Current Users of Cigarettes

Note: Rates for AR Hispanic males are based on small sample sizes.



Source: BRFSS National Data



The Witness Project® is a culturally competent community-based breast and cervical cancer education program through which cancer survivors and lay health advisors increase awareness, knowledge, screening and early detection behaviors in the African American population in an effort to reduce the mortality and morbidity rate of cancer.



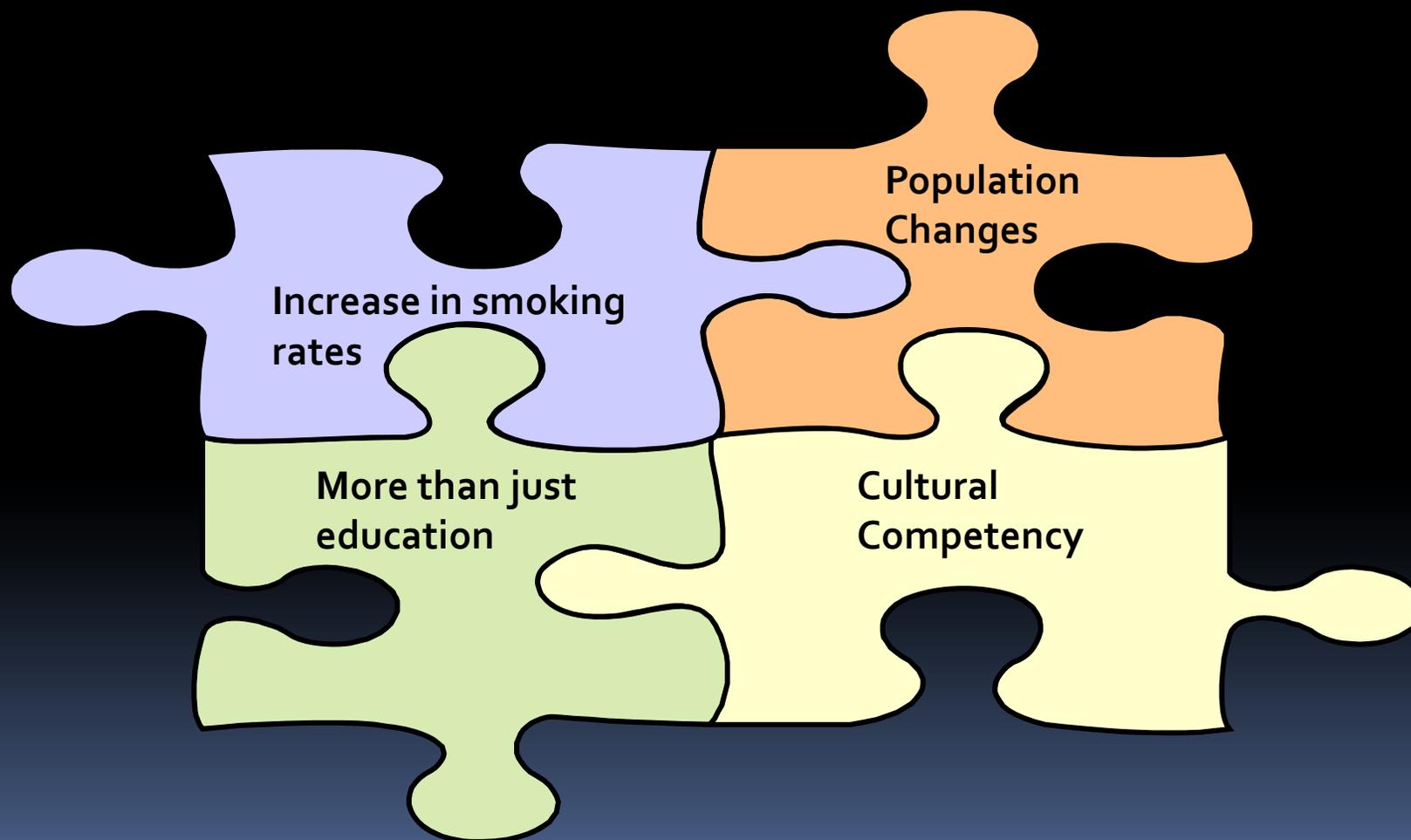
Esperanza y Vida® (EyV) represents a culturally sensitive health educational program that works collaboratively with many different community and faith-based organizations within the Hispanic/Latino community.



Group Activity

- 10 minutes-Discussion
 - 15 minutes-Report out
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Putting it All Together



Putting it All Together

Socio-economic differences, historical factors, and cultural practices—as well as aggressive marketing by the tobacco industry targeted at particular groups—have all contributed to a higher rate of tobacco use and related disease in certain populations



Becoming Culturally Competent

- Invest time and resources in training staff and volunteers in cultural competence. Carefully examine population structure, practices and policies to ensure that these elements truly facilitate effective cultural interactions
 - Display respect for differences among cultural groups
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Becoming Culturally Competent

- Expand cultural knowledge and pay attention to the dynamics of culture
 - Solicit advice from diverse communities regarding all activities
 - Hire employees who respect unique aspects of different cultures
- 



Remember

- Culture first, last and always
 - One-goal many roads
 - Diversity within diversity
 - People are unique
 - Viewpoint shift
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Resources Available

CONTACT | SITE MAP | SIGN UP | SURVEY | HOME

National Networks for Tobacco Control and Prevention

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About Us | Priority Population Info | Strategies | Collaboration | News and Events



What's New:

- [Fenway Health on HHS LGBT Data Collection](#)
- [Press Release: FDA Graphic Warning Labels](#)
- [Break Free Alliance: new webinar series!](#)

<h4>AA and NHPI Network</h4>  <p>To champion social justice and achieve parity and empowerment for Asian Americans, Native Hawaiians and Read More...</p>	<h4>African American Network</h4>  <p>To serve as a national organization dedicated to facilitating Read More...</p>	<h4>Hispanic/Latino Network</h4>  <p>To build leadership, inform, National network of tobacco activists to work with Latino Read More...</p>
<h4>LGBT Network</h4>  <p>The National LGBT Tobacco Control network works to support the many Read More...</p>	<h4>Low Socioeconomic Status Network</h4>  <p>The mission of Break Free Read More...</p>	<h4>American Indian/Alaska Native Network</h4>  <p>To provide a forum for Tribes Read More...</p>

Parity (pār'ī-tē): the state or condition of being the same in power, value, rank, etc. - equality

This website has been developed with funding from the Centers for Disease Control and Prevention. The contents do not necessarily reflect the official views of our funders.

Resources Available

LEGACY
FOR LONGER HEALTHIER LIVES

SEARCH

[Who We Are](#) [What We Do](#) [Research](#) [Get Involved](#) [Newsroom](#) [References](#)

- EX
- truth
- Policy
- Grants
- Priority Populations**
 - Cigars, Cigarillos &

Who Are You Really Targeting?

PRINT EMAIL

Priority Populations Initiative



Questions