



NEURO
INSTITUTE

Continuing Education for Rehabilitation Professionals



Cultural Differences and Rehabilitation, a Hispanic View

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Objectives of this Presentation:

1. Review concepts of Culture and Cultural Dimensions by Hofstade.
 - Define culture
 - Using cultural metaphors to understand cultures
 - Cultural Dimensions by Geert Hofstade
2. Identify Social traditions, health, and religious practices that might impact delivery of rehabilitation services
 - Time oriented versus event oriented cultures
 - The role of the “curandero” (holistic healer)
 - Decision making
3. Identify the importance of understanding the patient’s linguistic history.
 - Time of exposure to the new language.
 - Age when first exposed.
 - Language proficiency in relationship with assimilation and ethnic identity.
4. Review facts and figures regarding the Hispanic Population living today in USA.
 - According to the Pew Hispanic Center, Mexico has the lead on foreign-born population in the USA.
 - Hispanics represent approximately 17% of the total population (2013).
5. Define Cultural Competence.

Culture

- “A system of shared beliefs, values, customs, behaviors, and artifacts that members of a group use to cope with the world and one another, and that are transmitted from one generation to another through learning”
- Bates and Plog (1990)

Cultural Metaphor

“Is an activity, phenomenon, or institution with which members of a given culture emotionally and/or cognitively identify.”

<http://www.ac.wvu.edu/%7Eculture/Gannon.htm>

National Cultural Metaphors

- They reflect the underlying values of a culture.

<http://www.ac.wvu.edu/%7Eculture/Gannon.htm>



Cultural Metaphors Share...

- Common verbal expressions
- Food
- Music
- Celebrations
- People



Cultural Metaphors

Identify and elaborate on the following cultural metaphors...









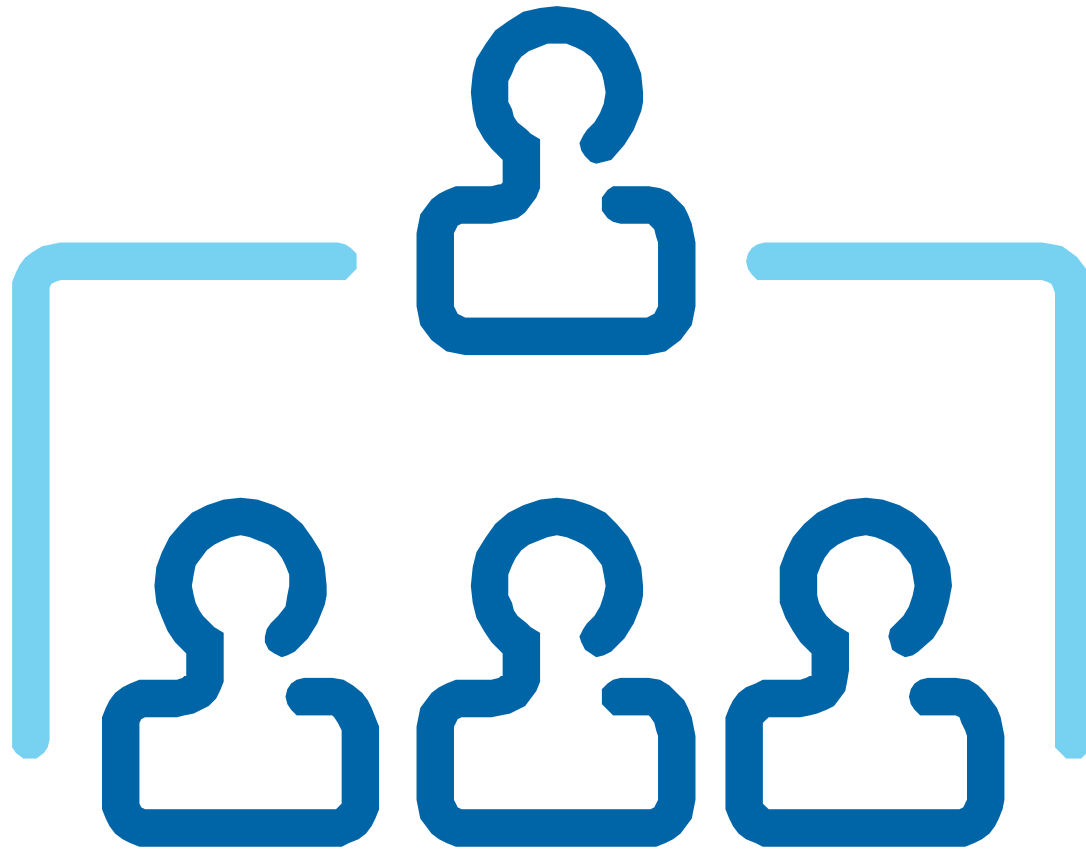


Cultural Dimensions

- Geert Hofstade
- Power of Distance
- Uncertainty Avoidance
- Individualism
- Masculinity
- Pragmatism
- Indulgence

Cultural Dimensions

- Power of Distance (high versus low)
- The extent to which the less powerful members of society accept that power is not distributed equally.
- Rate the US



Individualism Versus Collectivism

- Collectivistic cultures belong to larger groups who look after them in exchange for loyalty.
- Individualistic cultures look after themselves and their immediate family.
- Select which one US belongs to...



Masculinity (High Versus Low)

- Masculinity: The dominant values in society are achievement and success.
- Femininity: The dominant values in society are caring for others and quality of life.
- Select one for US...

Uncertainty Avoidance (High Versus Low)

- The extent to which people feel threatened by uncertainty and ambiguity
- Rate the US...

Pragmatic Versus Normative

- The extent to which a culture has a pragmatic or future oriented perspective.
- Normative, a short term point of view.

Indulgence Versus Restraint

- Indulgence: weak impulse control.
- Restraint: strong impulse control
- Select one for the US...

Key Parameters That Characterized a Culture

Richard Brislin (1994)

1. collectivist-individualist
2. views of time/space
3. language and communication style
4. roles (gender, role of elders, etc.)
5. Importance of work
6. class and status
7. rituals and superstitions
8. beliefs and values



Collectivistic versus Individualistic

- Decision Making... ?
- Perception of the problem
- Developing solutions
- Selecting a solution

Views of Space/Time

- **Monochronic:** They emphasized schedules, segmentation, and promptness. They tend to be linear in nature, focusing on interactions one at a time.
- **Polychronic:** Handling several interactions at a time, going back and forth between tasks, stressing involvement of people rather than following schedules.

Lost in Translation

New research suggest that language profoundly influences the way people see the world...

Communication Styles

- High Context
- Low Context

Language, Western Cultures Teach Nouns



Eastern Cultures Teach Verbs



Why is Cultural Competence So Vital?





Cultural Competence

Understanding and appropriately responding to variables such as: age, ethnicity, gender, identity, linguistic background, national origin, religion, ability, socioeconomic status, that the professional and the client bring to the table.

www.asha.org/PRPPPrintTemplate.aspx?folderid=8589935230

Cultural Competence

- Self- Assessment and continuous expansion of one's cultural knowledge.
- Got geography?
- Translation versus Interpretation
- Signage: the design or use of signs and symbols





Use of Acronyms

- Jargon
- Acronym
- Abbreviations

What Does PC Mean?

- Printed circuit
- Polymer concrete
- Photo conductive
- Protective clothing
- Personal computer
- Politically correct
- For the British “Police Constable”

Language Barriers

- Misdiagnosis due to language barriers
- “intoxicado”...treated as a drug overdosed
- The patient meant something he ate or drank had caused him severe stomach upset...

Facts and Figures

- Hispanics represent 17% of the population (2013)
- Hispanics are the second largest segment of the US civilian work force.

Facts and Figures

- In 2012 Mexican-born immigrants accounted for approximately 28% of the nearly 40.8 million foreign born in the US, making them the largest immigrant group in the country, followed by India and China.
- <http://www.migrationpolicy.org>

*The United States is the **world's leader** as a destination for immigrants.*

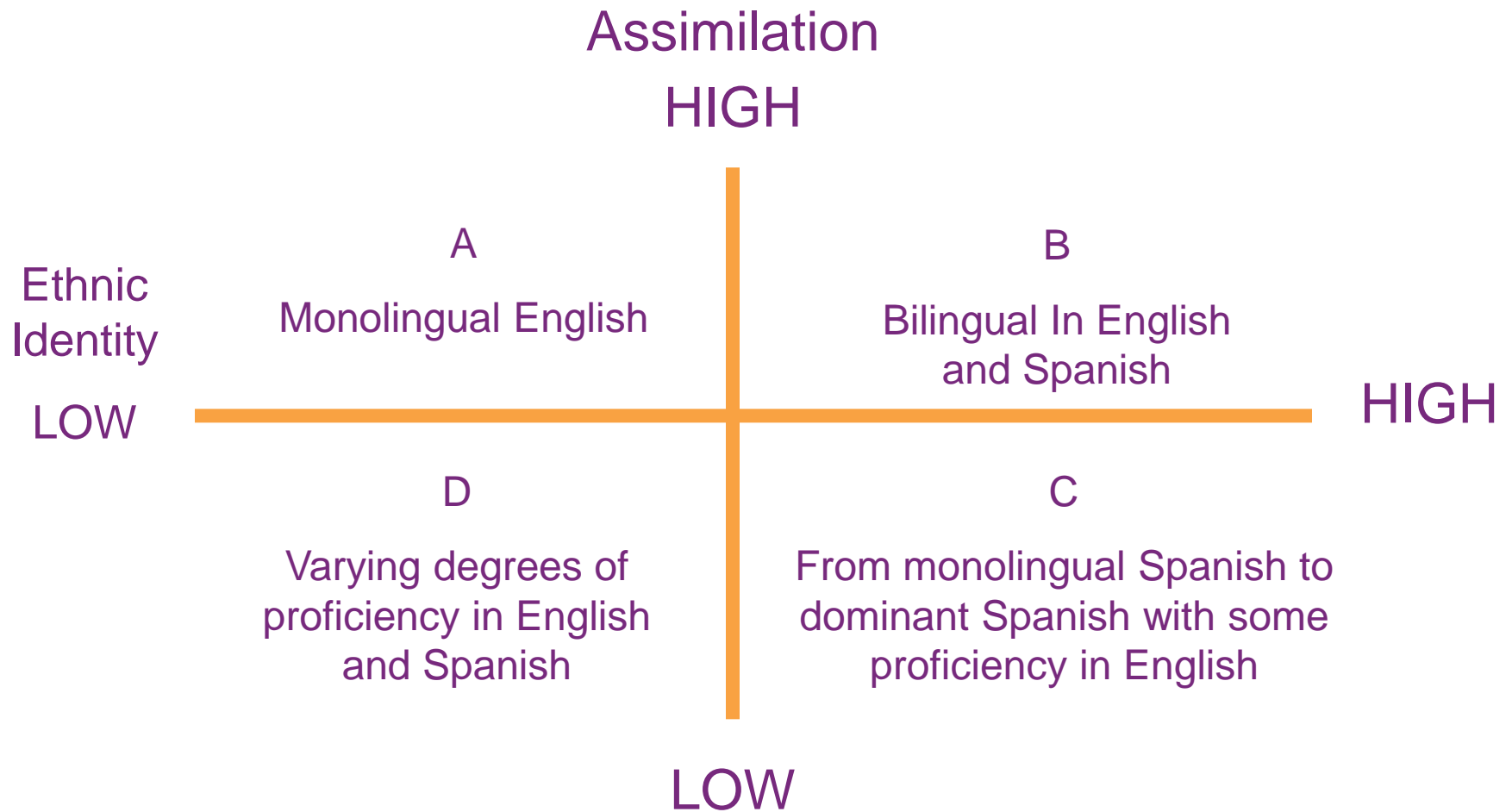


2011 American Community Survey (1% IPUMS) for U.S. and 2010 World Bank estimates for all others.

Assimilation — Ethnic Identity

- **Assimilation** could be defined as the process of becoming “Americanized”.
- **Ethnic identity or ethnicity** involves the retention of customs, beliefs, and attitudes of the culture of origin.

Assimilation, ethnic identity, and proficiency in Spanish and English



Final Recommendations

- Importance of Interpreters and Translators.
- Know the difference between Assimilation and Ethnic Identity.
- Recognize complexity of the systems.

Questions?

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