Respecting The Context
CULTURAL HUMILITY MATTERS
Learning Objectives

By the end of this session, the learner will be able to:

• Explain implicit bias and how it might impact a contact tracing or case investigation interview

• Define cultural humility and describe how it relates to contact tracing and case investigation
Meet the People in Your Queue
Respecting the Context

- Mistrust
- Anxiety
- Housing
- Socioeconomic
- Immigration Status
- Stigma
- Cultural
Poll Question 1:

Which of these contextual challenges would you have the most difficulty responding to ....

a) Mistrust
b) Anxiety
c) Socioeconomic
d) Immigration Status
e) Cultural Differences
f) Stigma
g) Housing
What Is Culture?

Culture (or cultures) consists of patterns of beliefs, values, thoughts, & norms that are transmitted from generation to generation to adapt to the natural and social environment and assure the continuity of human life.
A Practical Definition of Culture

- **Culture**: A way of life of a people. It is the sum of their learned behaviors, patterns, attitudes and materials.

- It is not *innate*, but *learned*, and it is *shared* and in effect defines the boundaries of different groups.

  *Falicov, C. J. (1998)*
Iceberg Analogy & Culture

EXTERNAL
• Explicitly Learned
• Conscious
• Easily Changed
• Objective Knowledge

INTERNAL
• Implicitly Learned
• Unconscious
• Difficult to Change
• Subjective Knowledge

Where we tend to make assumptions and start to draw conclusions about others – inaccurate.

Where we learn about others over time, gaining trust through honest engagement. People tell their story.
Our Perception Influences Biases
Perceptual Lens

*Shaped throughout our lifetime by:*

- Cultural Learning
- Individual Learning
- Social & Institutional Learning
What is Bias?

**Bias** is a prejudice in favor of or against one thing, person, or group compared with another, usually in a way that’s considered to be unfair. Biases may be held by an individual, group, or institution and can have negative or positive consequences.

There are types of biases:

- **Conscious bias** (also known as explicit bias) and
- **Unconscious bias** (also known as implicit bias)

- It is important to note that biases, conscious or unconscious, are not limited to ethnicity and race.
Implicit/Unconscious Bias

- Refers to a bias that *we are unaware of*, and which happens outside of our control. They are the biases that are *informed by our past experiences, and by learned social messages* which *influence* our thinking in the “background.” It is a bias that *happens without intentional thought* and is triggered by our brain making quick snap judgements.

- Biases can be based on stereotypes about ethnicity, skin color, gender, sexual orientation, age, height, weight, or any other characteristic.
Why Do We Have Biases

“The ability to distinguish friend from foe helped early humans survive, and the ability to quickly and automatically categorize people is a fundamental quality of the human mind. Categories give order to life, and every day we group other people into categories based on social and other characteristics. This is the foundation of stereotypes, prejudice and, ultimately, discrimination.”

Tolerance.org, Hidden Bias: A Primer.
The Evidence re: Unconscious Bias

Here’s what we know:

• Unconscious biases develop at an early age: Biases emerge during middle childhood and appear to develop across childhood (Dore, 2014).
• Unconscious biases have real world effects on behavior (Dasgupta, 2004).
• Unconscious biases are malleable—one can take steps to minimize the impact of unconscious bias (Dasgupta, 2013; Dasgupta & Greenwald, 2013).
• A substantial amount of research has been published demonstrating impact of unconscious bias in various domains including the criminal justice system, education, and health/health care (Kirwan Institute, 2014). Bias may have an impact on: Hiring and mentoring and may contribute to healthcare disparities.
Key Characteristics

- Pervasive
- Not in alignment with consciously held values
- Usually favor your own ingroup
- Malleable
Challenging Implicit Bias

- Stereotype replacement
- Counter stereotypic imaging
- Individuation
- Perspective taking
- Opportunities for contact
- Partnership building
Poll Question 2:
Which of these recommendations is most relevant to you?

a) Awareness of stereotyping
b) Seeing people as individuals rather than part of a “group”
c) Putting yourselves in someone else’s shoes
d) Finding opportunities for contact (learning about others)
e) Partnership building
What is Cultural Humility?

• A continuous, lifelong process where the individual examines their own beliefs, cultural identities, biases, and values as well as the beliefs and cultures of others.

• “Relinquishing the role of expert to becoming the student of the patient with a conviction and explicit expression of the patient’s potential to be a capable and full partner” (Tervalon, 1998)
Poll Question 3:
Which of the following is not a principle of cultural humility?

a) Institutional accountability
b) Recognizing and challenging power imbalances
c) Mastery of other languages
d) Lifelong learning and critical self-reflection
Cultural Humility Principles

- Lifelong learning & critical self-reflection
- Recognize & challenge power imbalances for respectful partnerships
- Urge institutional accountability
Recognize & Challenge Power Imbalance

Power, or lack thereof, has a notable impact on health

Power structures are socially and historically perpetuated
Institutional Accountability

- Removing structural barriers
- Self-reflection and critique required
Cultural Humility Approach

- Admit that you don’t know
- Suspend judgements
- Empathy
- Celebrate diversity
- Systematically check your assumptions
- Become comfortable with ambiguity
Example in Script: Sensitive Personal Information Gathering

• Before we finish, there are a few more details I’d like to ask you about. This will help us to better understand how to protect your household and community from COVID-19. Again, this information will be provided to the California Department of Public Health and your local health department but will not be shared with anyone else and will be kept confidential. Can you tell me your:
  - Race
  - Gender Identity
  - Sexual Orientation
Sexual Orientation & Gender Identify (SOGI)
Why is Asking About SOGI Important?

- It helps provide the best care for everybody
- It signals acceptance which can be meaningful to clients
- It supports accurate data collection
How to Frame and How to Ask

“We’re asking everyone about their sexual orientation, gender identity and race, so we can gather the best information on how COVID-19 affects every group.”

• Two-step question regarding gender to collect better data and demonstrate inclusivity.
• How would you describe your sexual orientation?
• Which of the following best represents your racial (and ethnic) identity?
Critical Self-Awareness

1. Do I offer all contacts and cases the same information, tests, and recommendations? If so, or not, what informs this?
2. What assumptions do I make about contacts based on our conversation and information they give me?
3. What are my personal and cultural values or beliefs and how do these influence my approach to this work?
4. In what ways have fear, ignorance, and systemic oppression (including, but not limited to ageism, classism, ethnocentrism, heterosexism, racism, and sexism) influenced my own attitudes and actions?
5. What are steps I can take to minimize the effects of this personal bias?
6. How can I use self-awareness to appreciate the multicultural identities of clients/patients and colleagues?
Empathy
Empathy is not a feeling, it’s an action. Show patients you care about what they’re going through. Do this by listening, using attentive body language, and using reflective language.

Curiosity
Show contacts that you’re interested and alert to the challenges posed by the pandemic. Ask direct questions about how it is impacting their lives and their loved ones.

Respect
Misinformation abounds during times of heightened fear. Avoid judging patients who follow treatment and prevention advice that is not medically-based or scientifically sound.
Practice in the Skills Lab this afternoon!
Learning Objectives Review

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