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Cultural Humility in Disasters

Learning Objectives:

- To understand what culture and/or social location is and be able to communicate your own.
- To recognize the importance of cultural competency and humility in emergency situations.
- To identify unconscious bias that may affect your ability to serve diverse communities.
- To identify ways to learn more about other cultures.

OUCH TECHNIQUE

Think about it...

- Culture!
- Differences!
- Unconscious Bias!
- Ethnocentrism vs Cultural Humility!
- Communication!
- Institutionalize it!
- Repeat...

Social location! What is it?

Profession, family, ethnicity, sexual orientation, religion, language of preference, experiences, gender, marital status, age, immigration status, disability, socio-economic status, rural/urban background and more!



What is culture?

A group's shared assumptions, values, and beliefs which result in characteristic behavior.



- **I AM FROM...** (place, landscape, familiar sights, smells growing up)
- **I AM FROM...** (food, smells, celebrations)
- **I AM FROM** (traditions, music you remember growing up)
- **I AM FROM...** (ancestors, relatives, people in your life now, nonviolence heroes and heroes)



WHAT IS CULTURAL COMPETENCY

- Like other core competencies, this is a journey rather than an objective set in stone
- Value and Respect for individual
- Changing attitudes & behavior
- Sensitive self-reflection



WHAT IS NOT CULTURAL COMPETENCY

- Something you can learn in a class
- Something someone can teach you
 - We cannot teach people anything; we can only help them discover it within themselves.
- A checklist of dos & don'ts



- Find someone who seems as if they are similar to you and talk to them to find 5 things that you do not have in common
- Find someone who seems as if they are very different from you and talk to them to find 5 things that you have in common



Concept of Self – resilience/strength

- Individualist
- Collectivist



Responsibility and Logic

- Universalist
- Particularist



Concept of Time

- Monochronic
- Polychronic



Locus of Control

IF ANYTHING BAD HAPPENS,
IT'S NOT MY FAULT. IT'S FATE.



STEREOTYPES

- Generalizations are de-humanizing
 - Even ones that are positive



Stand Up exercise



WHY IS CULTURAL COMPETENCY & DIVERSITY IMPORTANT

- Group think vs diversity of opinion or inclusive decision making – which would be better?
- We live in a global society – therefore we need to be culturally competent



Why is cultural agility needed in emergency response?

- Loma Prieta Earthquake in 1989 – Watsonville (Phillips, 1993)
- Great flood of 1927 (Gazit, 2001)
- Tornado in Saragosa Texas in 1987 (Aguirre, 1988)
- Hurricane Katrina (Finch, Emrich & Cutter, 2010)



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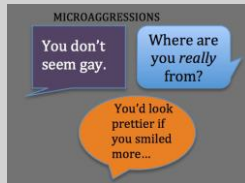
Unconscious Bias!



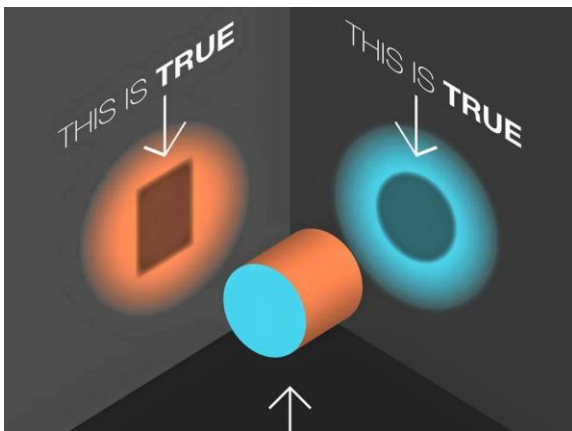
Mixal

Micro-aggressions

- "The brief and common place daily verbal, behavioral, and environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial, gender, sexual orientation, and religious slights and insults to the target person or group" (Sue, 2010, p. 5).
- Video



Unconscious Bias!



A "Psychological" Optical Illusion:

The influence of culture and environment can have an effect on our visual perception. This theory was first explored by Robert Lewis, a Scottish missionary working in Malawi, Africa, during the late 1800's. Take a look at the picture below. What you see will largely depend on where you live in the world. After you have examined the picture, scroll down for a more detailed explanation.



So What Did You See?

What is Bias, Prejudice, Discrimination?

- Bias is often unconscious – explore more at Project Implicit -- <https://implicit.harvard.edu/implicit/> (Nosek, Smyth & Hansen 2007)
- Las Vegas Police Story
- Law enforcement training video (McCaffrey, n.d.)

RACISM



People first language

People are more than their culture, ethnicity, disability or sexual orientation.

Cross cultural communication

- They said yes...
- The evaluations were all great
- No one came to the meeting!
- Apologize?

Exercise

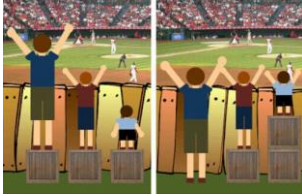


Ethnocentrism vs Cultural Humility!

- The difference between the golden rule & the platinum rule



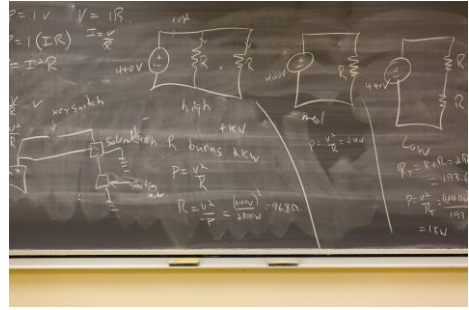
Are we all starting from the same place?



EQUALITY

EQUITY

Institutionalize it!



GeoffreyWhitney

So how do we get these skills

- This is an ongoing process
- Immerse yourself whenever an opportunity arises.
- Ask people questions
- You have already started – motivation is key



Where do we go?

- Cultural Competency is a journey
- Look for opportunities to practice
- Look for opportunities to learn



Jack Marsh