

CULTURAL AWARENESS LET'S TALK!



An interactive discussion about race, culture, perception and the potential impact on rehabilitation

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Don't judge a book by its cover





Things are *not* always what they seem...



Procession of the Reales Cofradías Fusiónadas in Malaga
<https://en.wikipedia.org/wiki/Capirotes>

A **capirote** is a pointed hat of conical form that is used in Spain.

- It is part of the uniform of some brotherhoods including the *Nazarenos* and *Phariseos*
- Worn during Easter observances and reenactments in some areas during Holy Week in Spain

Things are *not* always what they seem...

The **swastika** has an extensive history. It was used at least 5,000 years before Adolf Hitler designed the Nazi flag.

- The word *swastika* comes from the Sanskrit *svastika*, which means "good fortune" or "well being."
- Viewed as a sacred symbol in Hinduism, Buddhism, Jainism and Odinism, and can be found on temples or houses in India and Indonesia.
- Also have an ancient history in Europe, appearing on artifacts from pre-Christian European cultures.





The Meaning of "Culture"

What does the word culture mean to you?



The Meaning of Culture

Many things play into culture



- ▶ LANGUAGE
- ▶ MANNER OF INTERACTING
- ▶ THOUGHTS
- ▶ VALUES
- ▶ EXPECTED BEHAVIORS
- ▶ PRACTICES

- ◀ COMMUNICATION
- ◀ COURTESIES
- ◀ RITUALS
- ◀ ROLES
- ◀ CUSTOMS
- ◀ RELATIONSHIPS

Gestures Quiz



V for Victory

Use this gesture with caution! While in North America it signs victory or peace, in England and Australia it means something closer to "take this"



Thumbs Up

The "thumbs up" means one in German, five in Japan, but good job in North America. This can lead to confusion.



Waving Your Hand

In much of Europe waving your hand indicates a disagreement. However, in North America it is routinely used as a way to signal greeting or to get someone's attention.



The OK Gesture

While in North America it means things are going well, in France it means a person is thought to be worthless, in Japan it refers to money, and in Brazil, Russia and Germany it means something really not appropriate for the workplace.

What do you think?



Perception

"Perception is reality.
It is not what you **say**,
but what is **heard**.
It is not what you **show**,
but what is **seen**.
It is not what you **mean**,
but what is **understood**."

- Prany Sanankone
2007, Shanghai International Studies University

Application

- Listen attentively
- Ask questions
- Always demonstrate respect
- Keep an open mind
- Do not take things too personally
- Research different cultures, if possible
- Consult with peers to process an event and your actions

Examples in Rehabilitation

Differences in perception/intention:

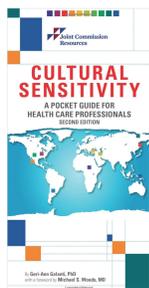
- Example with older African-American gentleman
- Unintentional ageism, "generation gap"

Positive application:

- St. Patrick's Day meal
- Prayer time and space
- German language signage

Resources

- The use of a vetted medical translation service for clinical translation is highly recommended.
- *Cultural Sensitivity* by Joint Commission Resources (formerly JCAHO)
- TTY: Michigan Telephone Relay Service (711) <https://transition.fcc.gov/cgb/consumerfacts/iprelay.pdf>



Resources

Translation Applications for Smartphones:

- TableTop Translator
- SayHi Translate
- Google Translate
- Google Voice
- Microsoft Translator
- MediBabble Translator
- Canopy Speak (click to reach live interpreter option)

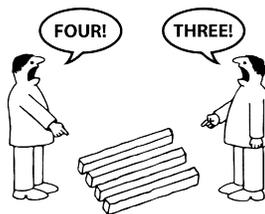


Confusion

Miscommunication and differing perception can lead to **confusion**.

In a rehabilitation setting, confusion leads to breakdown of rapport and therapeutic process.

Compromised therapeutic outcomes and lack of adherence to treatment plan.



Diversity Awareness

- It is about demonstrating respect and effort, **not perfection**
- Keep your sense of humor
- Be aware
- Apologize if you make a mistake
- Learn from mistakes and apply that for the next time
- Keep trying

Why do Diversity Training?

Benefits:

- Inspires creativity and drive innovation
- Local market knowledge makes a business more competitive and profitable → higher quality targeted marketing
- Drawing from a culturally diverse talent pool allows an organization to attract and retain the best talent
- Allows an organization to offer a broader and more adaptable range of products and services
- Increases productivity **but it's harder**
- Greater opportunity for personal and professional growth

<http://www.hult.edu/blog/benefits-challenges-cultural-diversity-workplace/>
<https://hbr.org/2015/09/overseas-teams-feel-less-confident-and-thats-why-they-perform-better>

Why do Diversity Training?

Challenges:

- Individuals from some cultures may be less willing to participate
- Integration across multicultural teams can be difficult in the face of prejudice or negative stereotypes
- Professional communication can be misinterpreted across languages and cultures
- Navigating visa requirements, employment laws, cost of accommodating workplace requirements
- Different understandings of professional etiquette
- Conflicting working styles

<http://www.hult.edu/blog/benefits-challenges-cultural-diversity-workplace/>

Evolution of Diversity Training

- **Shaming:** generated backlash from trainees; **generally failed**
- When diversity training is “mandatory” or mentions “the law” the results are usually **poor**
- **Discovering:** accepting and introspection; **more successful**



Evolution of Diversity Training

“People often respond to compulsory courses with anger and resistance – and many participants actually report more animosity towards other groups afterwards. But voluntary training evokes the opposite response (*I chose to show up, so I must be pro-diversity*), leading to better result.”

- Increase of 9% to 13% in black men, Hispanic men, Asian-American men and women in management five years out (with no decline in white or black women).
- When they felt the choice was theirs, the reading reduced bias.

Evolution of Diversity Training

IDEA IN BRIEF

THE PROBLEM

To reduce bias and increase diversity, organizations are relying on the same programs they've been using since the 1960s. Some of these efforts make matters worse, not better.

THE REASON

Most diversity programs focus on controlling managers' behavior, and as studies show, the approach tends to activate bias rather than quash it. People rebel against rules that threaten their autonomy.

THE SOLUTION

Instead of trying to police managers' decisions, the most effective programs engage people in working for diversity, increase their contact with women and minorities, and tap into their desire to look good to others.

https://www.pediatrics.com.edu/sites/pediatrics.com.edu/files/why_diversity_programs_fall_09-2016.pdf

What is Bias?

Bias – a particular tendency, trend, inclination, feeling or opinion, especially one that is preconceived or unreasonable.

(Merriam-Webster)

Two Types:

1. Conscious (or *explicit*) Bias
2. Unconscious (or *implicit*) Bias

Conscious vs. Unconscious Bias

Conscious (explicit) Bias: you are *aware* of your bias

Unconscious (implicit) Bias: you are *unaware* of your bias

Explicit and implicit biases are **related but distinct**. They are **not mutually exclusive** and may even reinforce each other.

Increasing Your Personal Knowledge

Become aware of any biases that you may have that may affect your interactions and planning

Write down things anonymously that you feel you have a bias for/against regarding a person with a brain injury

Unconscious (Implicit) Bias

Key attributes of unconscious bias:

- Everyone has them
- Often in direct conflict with your conscious beliefs and declared beliefs
- Widely believed that they CAN be changed with introspection and analysis

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Unconscious (Implicit) Bias

- The implicit association in our subconscious causes us to have feelings and attitudes about others based on characteristics including race, ethnicity, age, etc.
- These associations develop over the course of a lifetime beginning at an early age through exposure to direct and indirect messages.
- News and social media are also cited as origins for implicit associations.

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Unconscious (Implicit) Bias

A Few Characteristics of Implicit Bias:

- Pervasive – Everyone possesses them, including people with avowed commitments to impartiality such as judges
- Do not necessarily have to align with our declared beliefs
- Favor our own ingroup
- Malleable – Our brains are incredibly complex, and implicit associations that we have formed can be gradually unlearned

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Unconscious (Implicit) Bias

Unconscious (implicit) biases predict behaviors in the real world:

- Extensive research has documented the effects of implicit racial biases in a variety of realms ranging from classrooms to courtrooms to hospitals.

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/>

Unconscious (Implicit) Bias

A 2012 study used identical case vignettes to examine how pediatricians' implicit racial attitudes affect treatment recommendations for four common pediatric conditions.

- Results indicate that a pediatricians' **pro-Caucasian implicit biases increased**, they were more likely to prescribe painkillers for Caucasian vignette patients as opposed to African-American vignette patients.

- Recent events

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/> accessed July 15, 2018; 1330

How does bias affect our actions?

"Most of us believe that we are ethical and unbiased. We imagine we're good decision makers, able to objectively size up a job candidate or a venture deal and reach a fair and rational conclusion that's in our best interest."

Mahzarin Banaji, Ph.D.

Harvard University

<https://www.socialtalent.com/blog/recruitment/9-types-of-unconscious-bias>

How does bias affect our actions?

- **Our Perception** – How we see people and perceived reality.
- **Our Attitude** – How we react towards certain people.
- **Our Behaviors** – How receptive/friendly we are towards certain people.
- **Our Attention** – Which aspects of a person we pay most attention to
- **Our Listening Skills** – How much we actively listen to what people say
- **Our Micro-affirmations** – How much or how little we comfort certain people in certain situations

<https://www.socialtalent.com/blog/recruitment/9-types-of-unconscious-bias>

Different types of Biases

Either type can be **for** or **against** a particular group:

- Conformity Bias
- Beauty Bias
- Affinity Bias
- Halo Effect
- Horns Effect
- Similarity Bias
- Contrast Effect
- Attribution Bias
- Confirmation Bias

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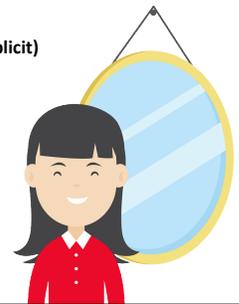
Discussion



Self-Reflection

How can a person's bias (implicit or explicit) impact rehabilitation?

- Treatment planning
- Goal setting
- Interaction with clients, family, staff and other involved entities



Tools for Self-Reflection

Two examples of the most used:

- Project Implicit and the IAT: Implicit Association Test
<https://implicit.harvard.edu/implicit/selectatest.html>
- IDI: Intercultural Development Inventory
<https://idiinventory.com/>

Bias Cleanse

The Kirwan Institute (OSU) worked with MTV to create a seven-day race and gender bias cleanse

- Includes five strategies that provide daily tasks to help you "de-bias" yourself

<http://kirwaninstitute.osu.edu/research/understanding-implicit-bias/> Accessed July 15, 2018, 1:30

A Different Kind of Resource



<http://www.lookdifferent.org/what-can-i-do/see-that-say-this>

Bias Cleanse

Strategy 1a: Become aware of first thoughts

Strategy 1b: Would your thoughts be the same if person was part of a different group

Strategy 2: Use of logic

Strategy 3: Hit the pause button to override the "primitive brain"

<http://www.institute.edu/research/understanding-implicit-bias/> Accessed July 15, 2018; 1330

Bias Cleanse

Strategy 4: Act as if the bias does not exist

- Intentionally change behavior to counter the bias (ex: listen as they speak, ask follow up questions, take notes)
- Specific, concrete, measurable behaviors that run counter to your bias
- If we behave in a way that is inconsistent to our bias then something has to give; either bias stops or the behavior changes

Strategy 5: Cultivate common ground

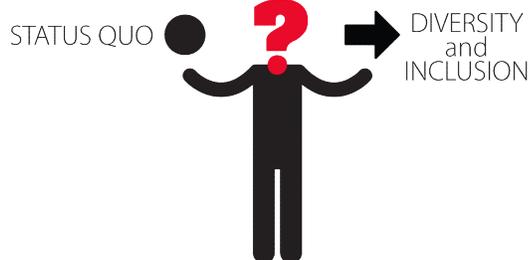
- Ex: Cat lover/Dog lover = animal lover; MSU fan/UofM fan = college football fan

<http://www.institute.edu/research/understanding-implicit-bias/> Accessed July 15, 2018; 1330

Recommendations for Institutions

- Develop concrete, objective indicators & outcomes for hiring, evaluation, and promotion to reduce standard stereotypes
(Fiske & Taylor, 1991; Heilman, 2001; Bernat & Manis, 1994)
- Develop standardized criteria to assess the impact of individual contributions in performance evaluations
(Heilman & Haynes, 2005)
- Develop and utilize structured interviews and develop objective evaluation criteria for hiring
(Martell & Guzzo, 1991; Heilman, 2001)
- Provide unconscious bias training workshops for constituents

DIVERSITY HAS ITS CHALLENGES



Cultural awareness is about demonstrating respect and making the effort, not perfection!



Our differences make us **unique!**



Thank You for Attending!

We appreciate any feedback, concerns, suggestions or questions!

You can speak to us in person, or via email at:

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