Inter-professional Education for HIV Professionals Focused on the Four Cs:

CULTURE, CARE, COMMUNICATION, AND COLLABORATION

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For audio connection details, click the Event Info tab above.
The 4 C’s

- Culture
- Care
- Communication
- Collaboration
GOAL of 4C Program

Learn to create a healthcare environment in which the best medical practices can be safely accessed and people feel

WELCOME

Kalæs ërbate

Vitejte

Dobro došli

Bem-vindo

ยินดีต้อนรับ
Part 1: Cultural Awareness Basics

LYNN DEITRICK, RN, PHD
CLINICAL EDUCATOR
Part 1: Learning Objectives

After participating in this webinar, the learner will be able to:

- Define culture
- Explain complementary and alternative medicine (CAM)
- Describe how an understanding of CAM practices can enhance cultural awareness
- Discuss how cultural practices can impact a patient’s HIV treatment adherence
The Journey Begins...
Cultural Awareness

Cultural competence
Cultural Awareness

Cultural competence

Cultural sensitivity
Polling Question #1

What setting do you work in?

A. Department of Health
B. Community Health Center
C. Private Practice
D. Federally Qualified Health Center
E. Hospital/Emergency Department
F. Community Based Organization
G. Other
Polling Question #2

What are some of the issues you may have in providing healthcare to HIV patients from diverse backgrounds in your community?
Culture

Culture binds a group of people together

Culture

- Customs
- Language
- Traditions
- Beliefs

Adults and Children Estimated to be Living With HIV 2013

- North America and Western and Central Europe: 2.3 million [2.0 million – 3.0 million]
- Eastern Europe & Central Asia: 1.1 million [980 000 – 1.3 million]
- Middle East & North Africa: 230 000 [160 000 – 330 000]
- Sub-Saharan Africa: 24.7 million [23.5 million – 26.1 million]
- Asia and the Pacific: 4.8 million [4.1 million – 5.5 million]
- Caribbean: 250 000 [230 000 – 280 000]
- Latin America: 1.6 million [1.4 million – 2.1 million]
- Caribbean: 250 000 [230 000 – 280 000]

Total: 35.0 million [33.2 million – 37.2 million]

Culture Can Influence...

Understanding of and priorities about health and illness

The way people interact with a health care system

Decisions about seeking medical help and adherence to treatment

Individual participation in prevention and health promotion programs
Cultural Awareness

- Respect
- Engage
- Communicate
- Understand
Rationale for Cultural Awareness

- Respond to current and projected demographic changes in US
- Improve quality of services & outcomes
- Reduce long-standing disparities in the health status of people of diverse racial, ethnic and cultural background
- Meet legislative, regulatory and accreditation mandates
Cultural Knowledge of Patient Populations Should Include:

- Effects of migration, racism and discrimination & poverty
- Incidence/prevalence of HIV/AIDS in the population
- Concerns relative to disclosure of HIV status
- Perceptions of trustworthiness of providers
Who Are Your Patients?

- Culture
- Language
- Gender
- Socioeconomic variables:
  - Education
  - Insurance
  - Housing
  - Employment status
- Health status:
  - Chronic conditions
  - Health beliefs
  - Access to care issues
Worldview
Ethnocentrism

Belief that our own native culture and language are the best; every other culture and language is inferior to our own.
Cultural Relativism

Belief that other cultures and ways of doing things are different but equally valid
Communication Variations

- Conversational Style and Pacing
- Time Orientation and Personal space
- Gender and Gender Identity
- Touch and Gestures
Chicken Soup
Humoral Medicine
Hot/Cold Framework

Cultural Construct

Many ideas about life, health, and spiritual matters are shaped and explained by the culture we grew up in.

Examples:

- Definitions of health and illness
- Disease causality
- Gender roles
- Culture-bound syndromes
- The supernatural/spirit world
Rain Example:

Scientific model
- Rain caused by atmospheric conditions

Religious perspective
- Pray for rain - God makes it rain

Navajo perspective
- Spirits of ancestors who died live in the clouds. They make it rain.
Illness Explanatory Model

**Epilepsy Example:**

- **Scientific/Biomedical model**
  - Problem with electrical functioning in the brain

- **Religious perspective**
  - God is challenging you
  - Spirit possession

- **Hmong perspective**
  - The spirit catches you and you fall down.
The Spirit Catches You...
CAM Knowledge is Important Because...

People choose to use CAM practices because they believe in them.
Folk or Traditional Medicine

Many cultures have folk medicine traditions that may co-exist alongside biomedicine

- Medicinal plants
- Spiritual cures
- Teas, potions, lotions, aromatics
- Poultices
- Food
Most cultures have people designated as healers.

Healer is often first point of contact when person gets sick.

Can be called many things: Curandero, Spiritista, Hougan, Granny, etc.
Latino Traditional Medicine
Health consists of both physical and spiritual elements.

Fatalismo
Respeto
Personalismo

Curanderos serve as influential source of medical advice for some people from Latin America

- Emphasis on holistic treatment
- Physical health linked to spiritual, emotional and social factors

Photo by Baltimore Bob
Botanicas often are focal points in the Latino community for health treatment and information. Botanicas and associated traditional medicine practices also serve as a treatment source when other conventional Western health treatments are unwanted or unavailable.
Vodou

Nature and its relationship to living elements is sacred and spirit world is powerful.

- Vodou priest is **Hougan**, priestess is **Mambo**
- Soul loss = illness
- Magic & sorcery believed to bring good fortune and healing
Santeria

In spiritual world there are forces and entities that can lend their support to healing

- Need for internal balance and personal and social well-being

- Priest is a Santeros, Priestess is a Santera

- Use ritual dancing and songs (membe), herbs, prayer & trance to address physical issues associated with illness

Islam is a religion practiced by people from many different countries.

Key tenants of Islam:
- Monogamous relations
- Abstinence from sex outside marriage
- Ritual washing after intercourse
- Abstinence from alcohol consumption
- Fatalistic view of health—it is all in Allah’s hands

Tend to see very low rates of HIV due to these practices

LBGTQ Patients

- Gender preference vs genetics
- Disclosure of gender identity
- Risk of HIV
- Stigma
- Respect
Traditional Chinese Medicine

- Balance of **Yin** and **Yang** inside the body to maintain health
- Illness due to **internal imbalances**
  - Correct imbalances to allow body to heal itself
- Harmony and avoidance of conflict
- Use of herbal remedies common

Zen

Includes meditation practices of classic Ch’an (Zen) Buddhism and Tai Chi movement meditation.

Body comprised of 3 aspects that together constitute health when in balance and harmony and illness when out of balance.

3 body aspects are:

1. Jing = essence
2. Chi = energy
3. Shen = spirit

Promote overall sense of well being with quantifiable benefits in pain management, neuropathy, high blood pressure and immunity strength.

Spirituality and faith influence health practices and behavior and promote quality of life for many people with HIV/AIDS.

Spirituality is an important component of many cultures.

Spiritual/faith practitioners can be important sources of guidance and comfort during illness.

Cultural Awareness

- Respect
- Engage
- Communicate
- Understand
Individual Cultural Awareness Elements

- Acknowledge & respect cultural differences
- Understand your own culture
- Engage in self-assessment
- Acquire cultural knowledge & skills
- View behavior within a cultural context

How do others see YOU?
Person-Centered Care

Culture
Care
Communication
Collaboration
Communication: Know your patients

- **Explore both the disease and the illness experience**: differential diagnoses, dimensions of illness, including feelings and expectations

- **Understand the whole person**: the whole person includes life story, personal and developmental issues; the context includes anyone else affected by the patient’s illness

Stewart et al. (1995) Patient Centered Medicine, p.25
Opportunities to Assist Patients Living with HIV in Managing their Health

Talk about:

- Sex
- HIV testing
- Prevention
- Self-care
- Taking ARVs
- Healthy living
- Behavioral health
Create Partnerships with Patients Exploring Culturally Relevant Health Practices & Ideas

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#1 Communication Skill

Listening
The Art of Listening

- Focusing all of one’s purpose, attention, and energy on understanding what the SPEAKER’S message means to the SPEAKER

- Focus on what the SPEAKER is experiencing right now as well as hearing what the SPEAKER is NOT saying
Next Week: Person-Centered Care

CULTURE
CARE
COMMUNICATION
COLLABORATION
Culturally Appropriate Care Means...
WELCOME
Suggested Readings

- *Walkin' over Medicine*
- *The Spirit Catches You and You Fall Down: A Hmong Child, Her American Doctors, and the Collision of Two Cultures* by Anne Fadiman
- *Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, A Man Who Would Cure the World* by Tracy Kidder
- *Cultural Sensitivity: A Pocket Guide for Health Care Professionals* by Joint Commission Resources
- *The River: A Journey to the Source of HIV and AIDS* by Edward Hooper
- *AIDS & Accusation: Haiti and the Geography of Blame* by Paul Farmer
- *Ethnomedicine* by Pamela L. Erickson
HIV and Culture
Suggested Reading List


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