

Issues in Cross-Cultural Communication

Office of Communication

February 22, 2000

Course Objectives:

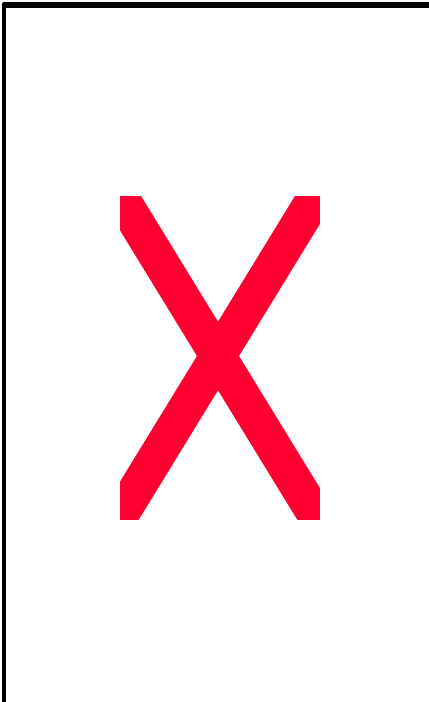
- Understand challenges in the delivery of public health services to culturally diverse clients, as well as examples of best practices nation-wide
- Use culturally-specific information to plan health communication strategies for diverse audiences
- Analyze focus group transcripts and other information to develop a culturally competent health message strategy

Course Objectives:

- Prepare a “Creative Brief” to transmit a culturally specific health message strategy for creative interpretation and execution.
- Know of many useful resources for building cultural competency in health communication.



The Changing Face of America



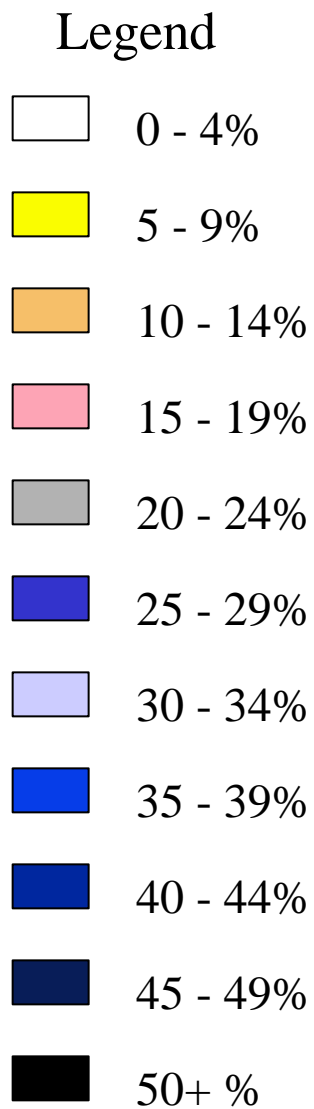
1995

White non-Hispanic	72%
African-American	12%
Hispanic	11%
Asian/Pacific Islander	4%
Native American	1%

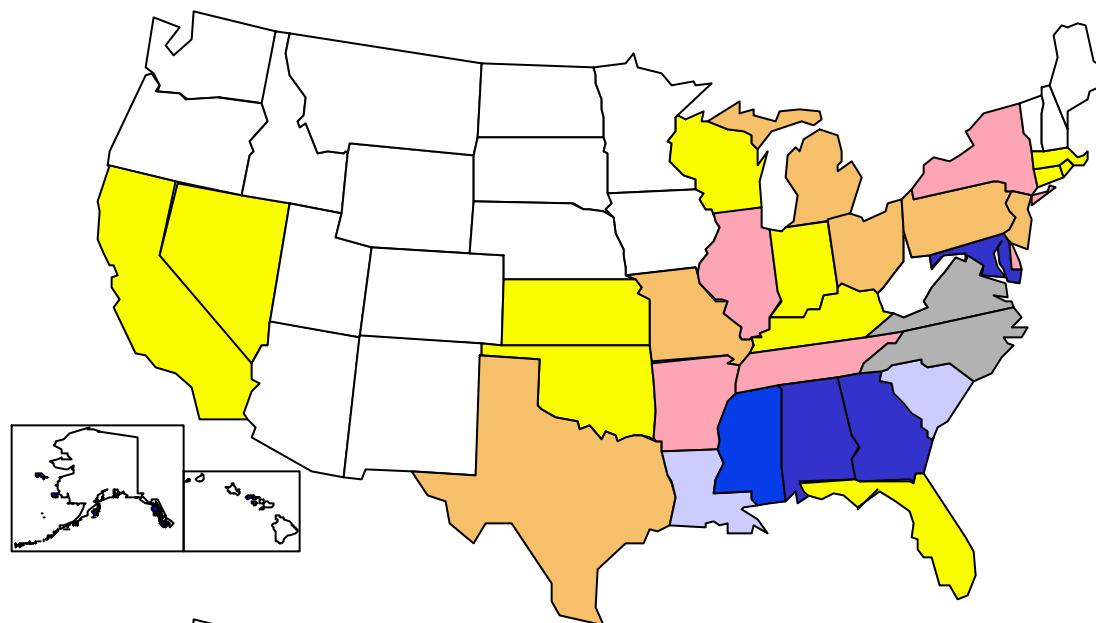
2025

White non-Hispanic	62%
African-American	13%
Hispanic	18%
Asian/Pacific Islander	6%
Native American	1%

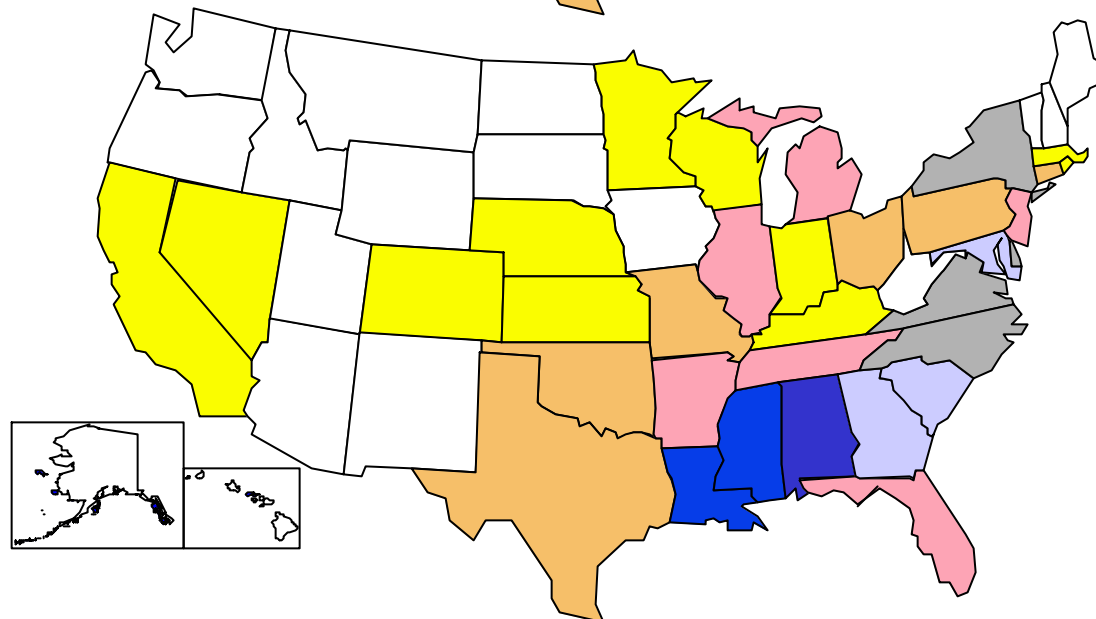
US African American Population 1995 and 2025



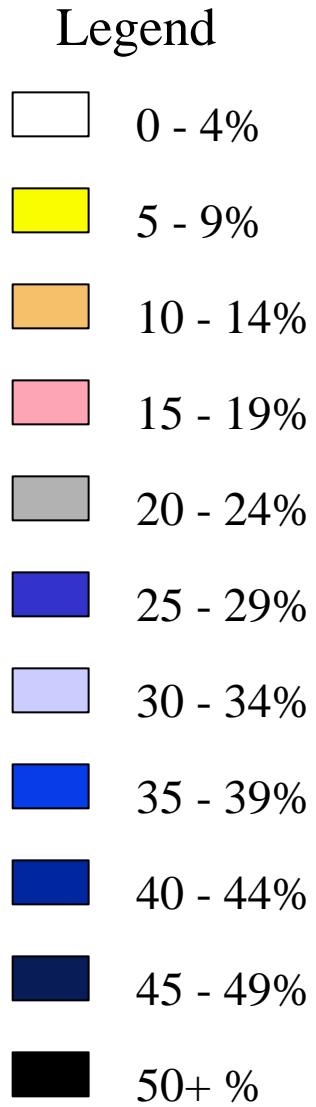
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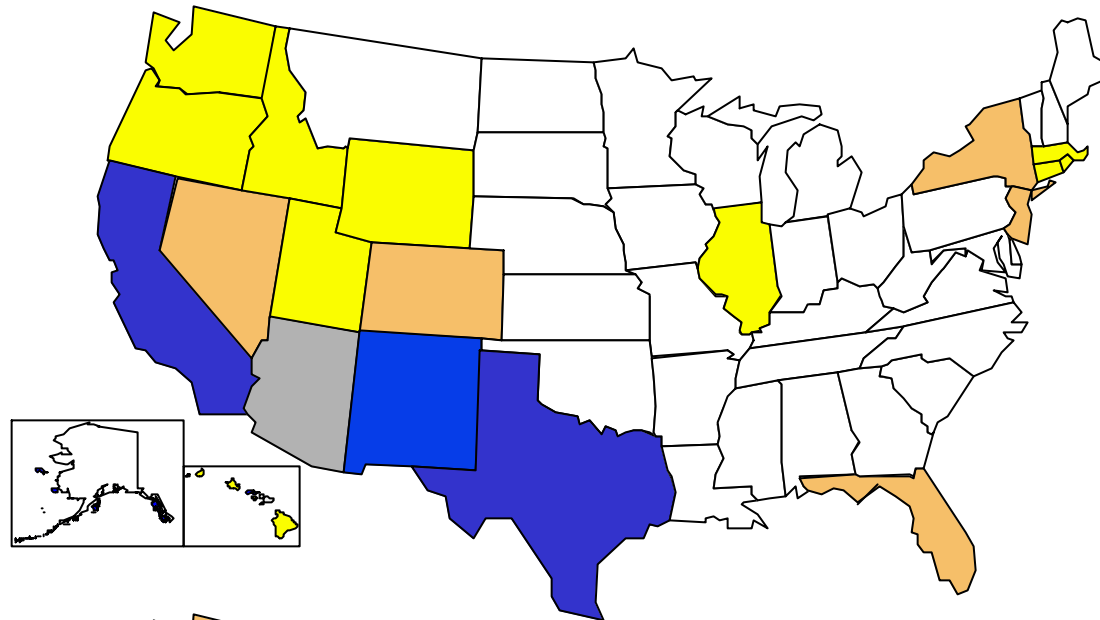
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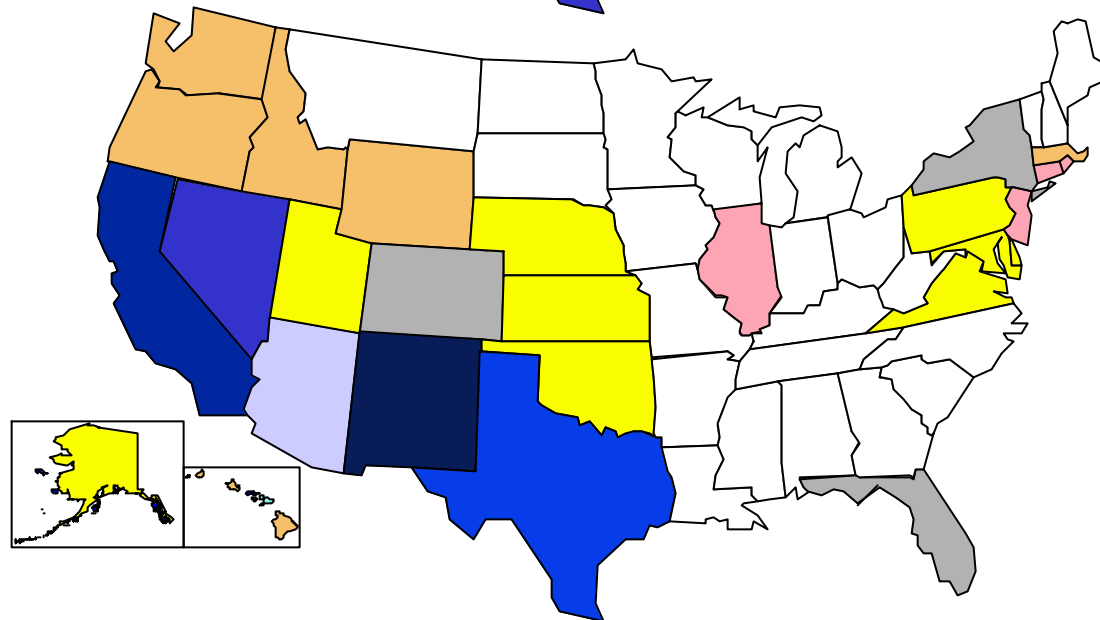
US Hispanic Population 1995 and 2025



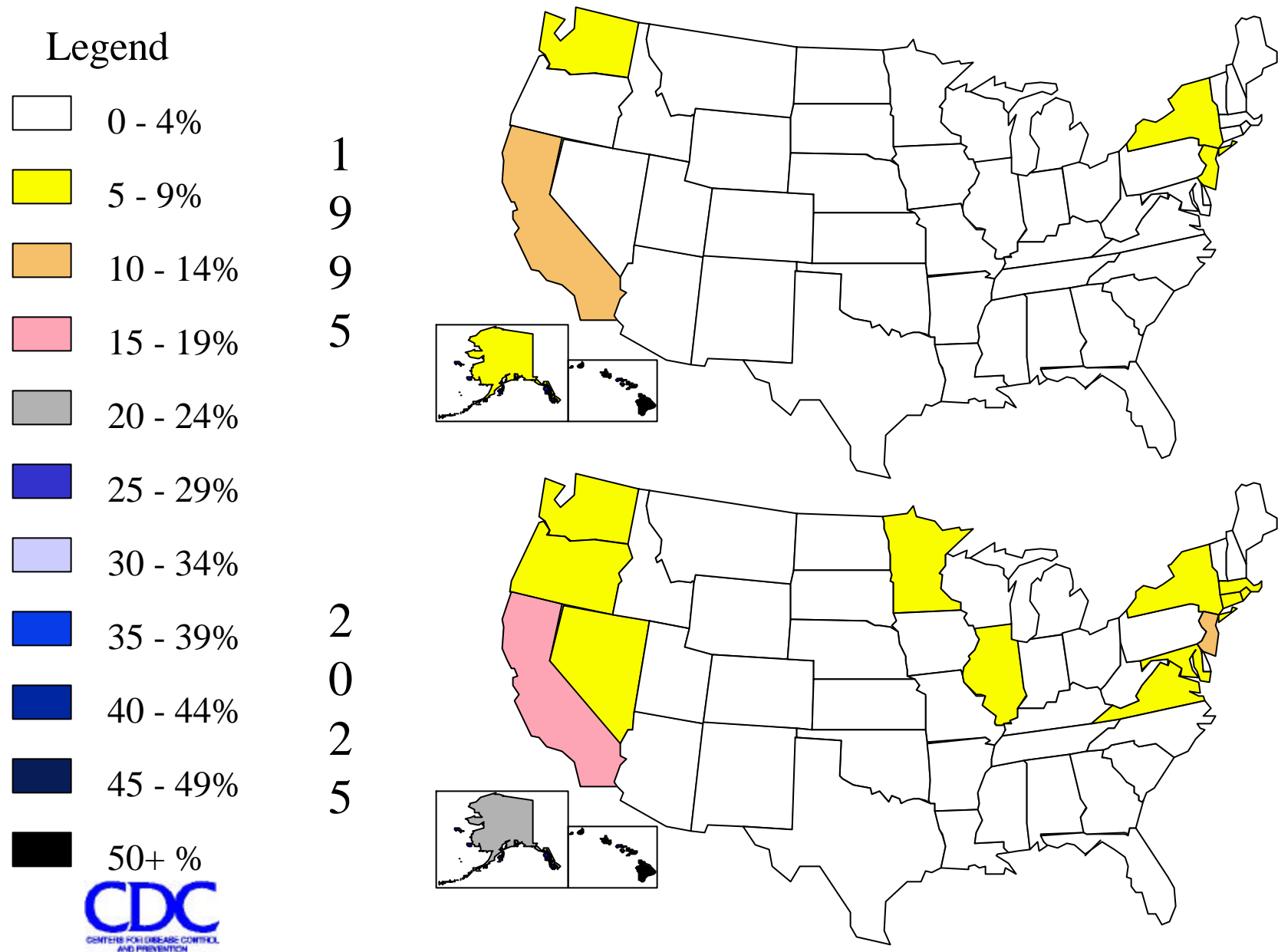
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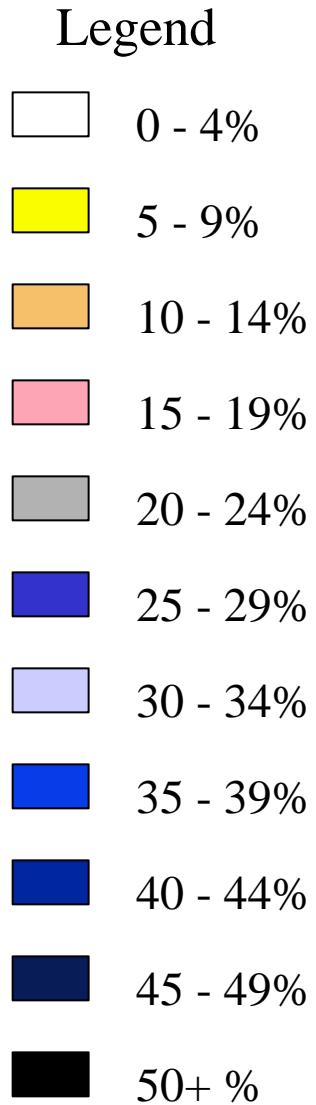
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US Asian/Pacific Islander Population 1995 and 2025



US American Indian/Native Alaskan Population 1995 and 2025

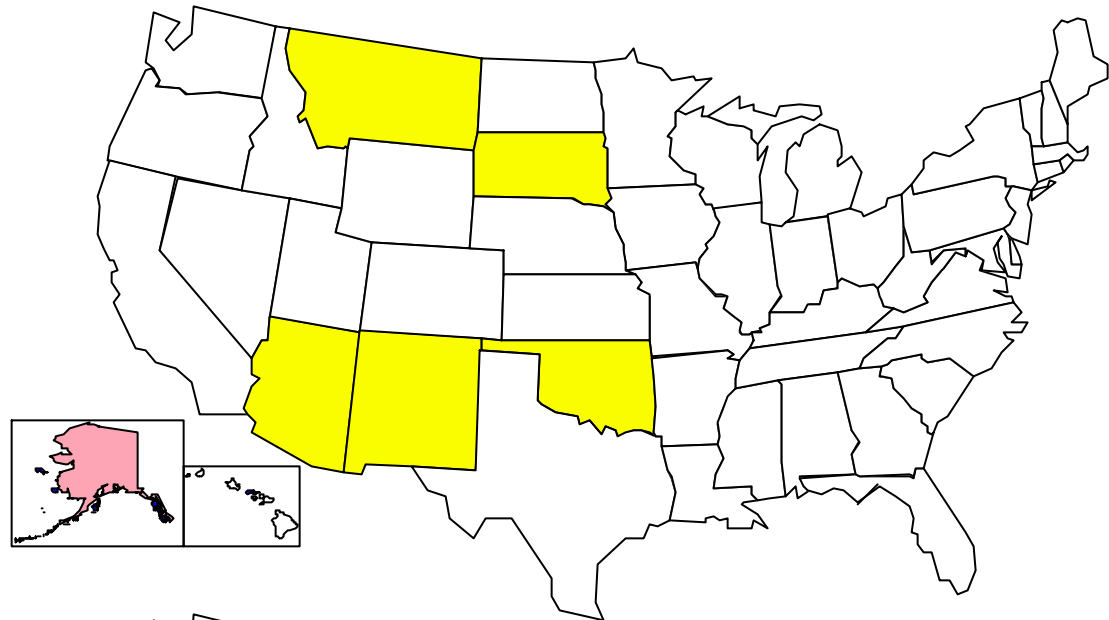


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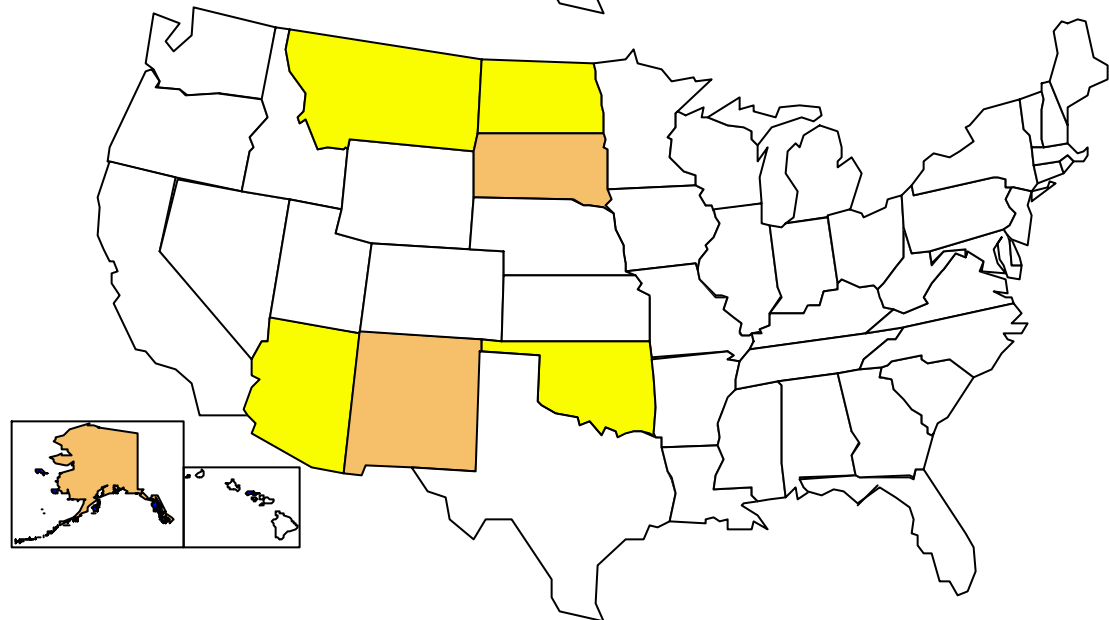


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Largest Minority Population in the State, 1995 and 2025

Legend



Black



Hispanic



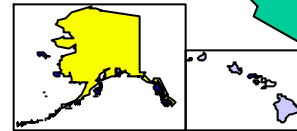
Asian



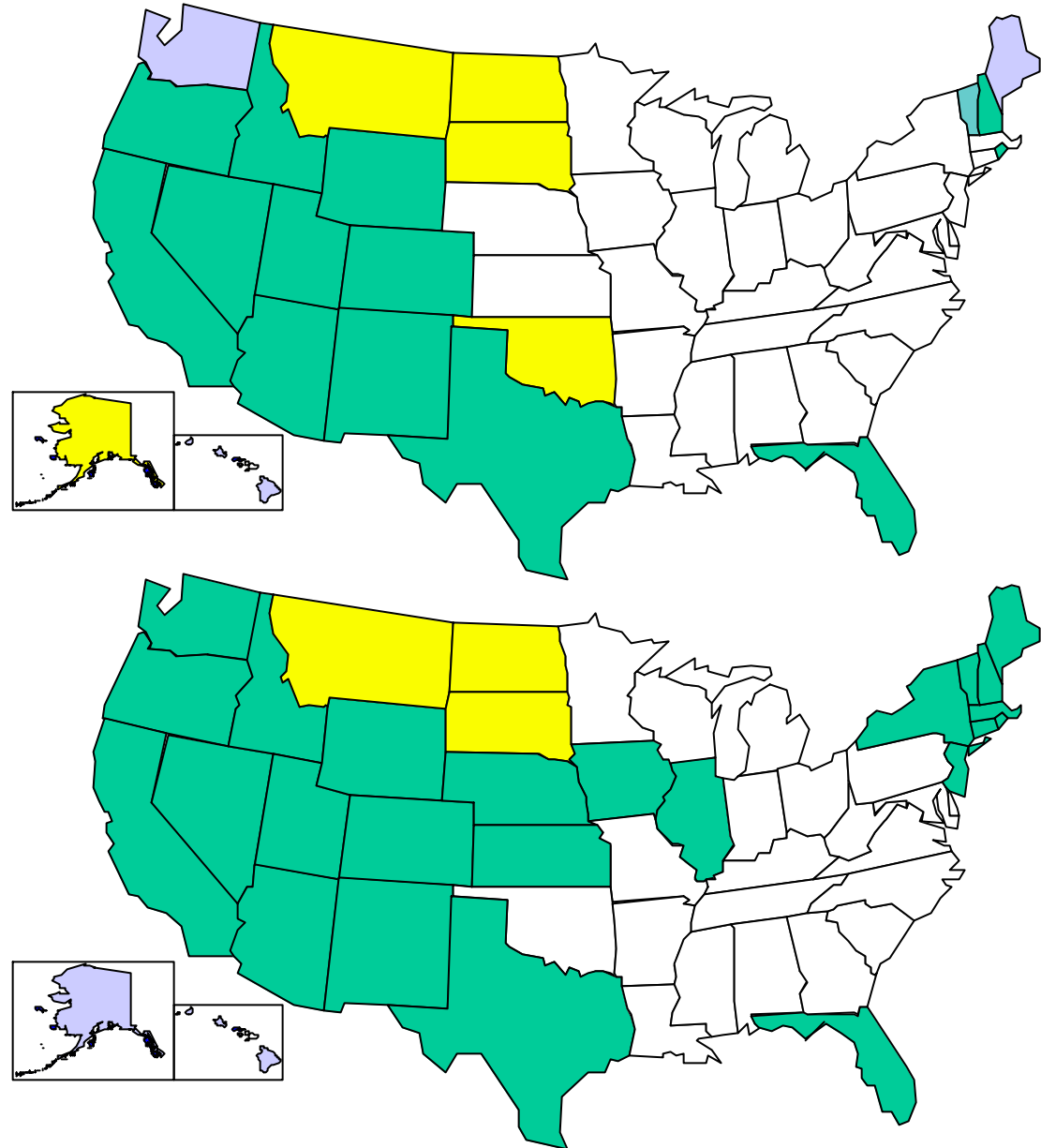
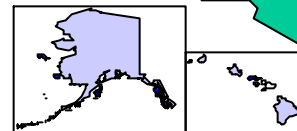
Native American



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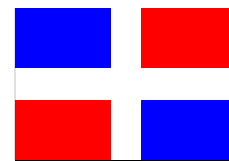
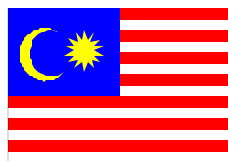


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Sub-cultural group:

- ❖ According to the Census Bureau, the category “Asian- and Pacific Islander-American” includes 50 subgroups.
- ❖ Hispanic-Americans may come from the Caribbean, Mexico, Central America, South America or Spain.
- ❖ Although people from 22 different countries all use Arabic script, their language and spoken dialects vary considerably.



Sub-cultural group :

- Country of origin
- US born vs. foreign born
- Religion
- Political background
- Native language



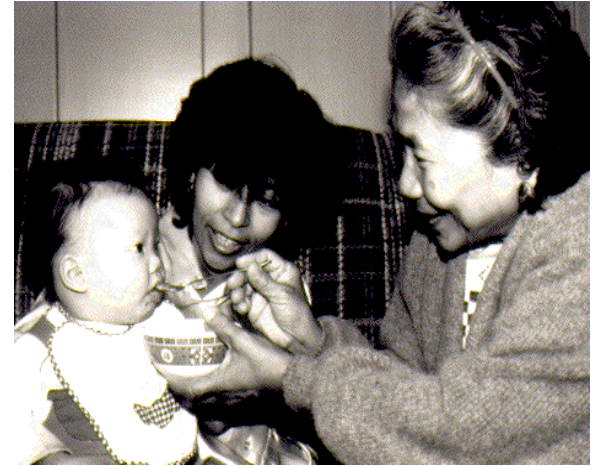
Within group diversity is also an issue:

- Age
- Gender
- Education
- Socioeconomic status
- Acculturation



Acculturation Spectrum

The process by which a minority ethnic/racial group adopts the culture of the main stream population.



Assimilation process:

- Immigration history
- Bi-cultural
- Inter-generational conflict

Role Models for Children of 10-17

“People I’d Like To Be.....”

<u>White</u>	<u>Black</u>	<u>Latino</u>	<u>Asian</u>
Jerry Seinfeld	Michael Jordan	Will Smith	Michael Jordan
Michael Jordan	Moesha	Michael Jordan	Jerry Seinfeld
Bart Simpson	Will Smith	Jerry Springer	Bart Simpson
Tim Allen	Martin Lawrence	Moesha	Will Smith
George Clooney	LL Cool J	Ricki Lake	Oprah Winfrey
Will Smith	Oprah Winfrey	Oprah Winfrey	Moesha

Source: Children Now, National Poll of 1,200 children aged 10-17, March 1998

Stereotypes and Myths

Positive

“Athletic”

“Romantic”

“Genius”

Negative

“Living in poverty”

“High school-dropout”

“Passive, repressed”

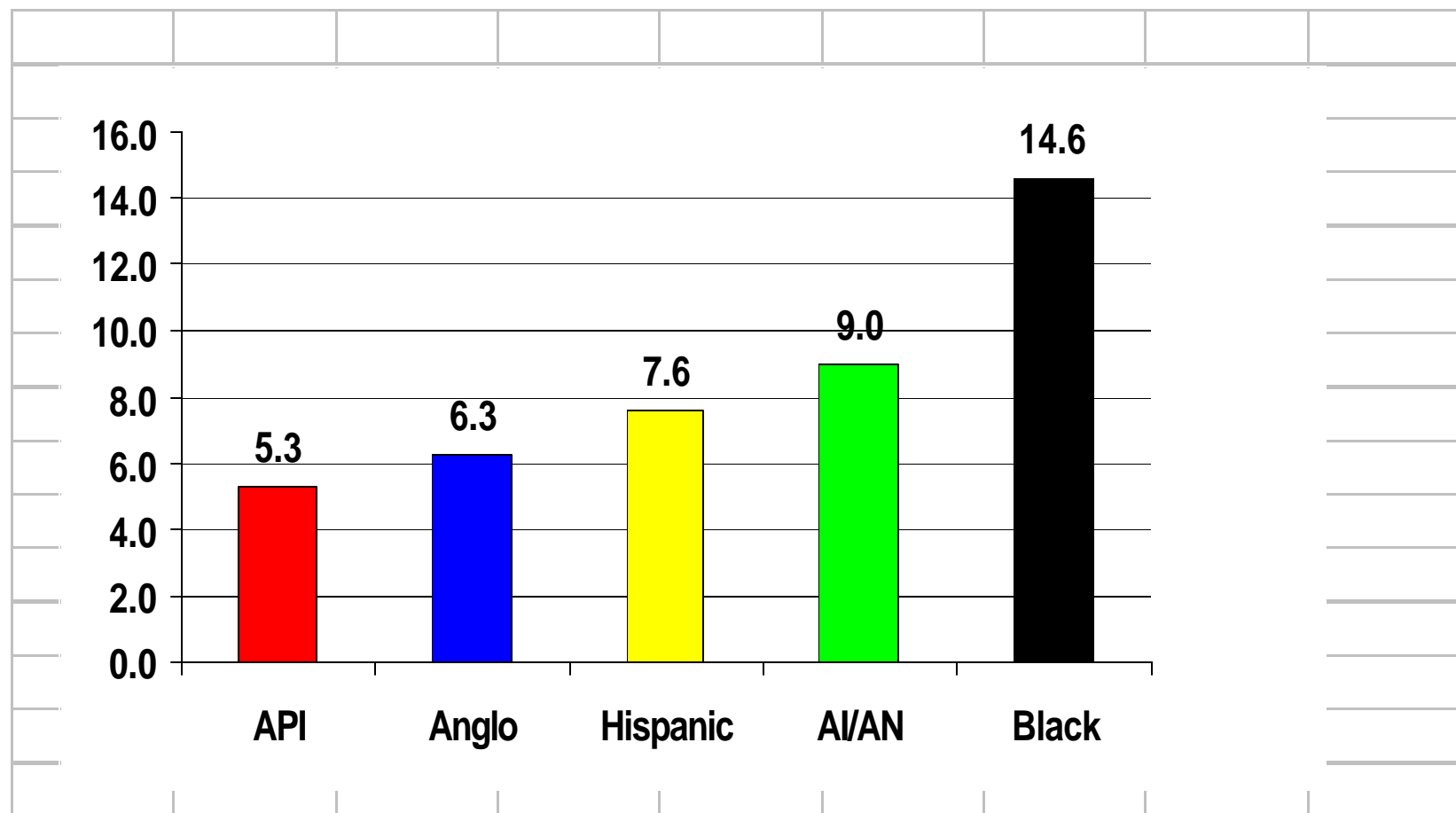
The President Race Initiative

Eliminate the disparities in health status by racial and ethnic minority populations by the year 2010.

- Infant mortality
- Immunization
- Cancer
- Cardiovascular disease
- Diabetes
- HIV/AIDS

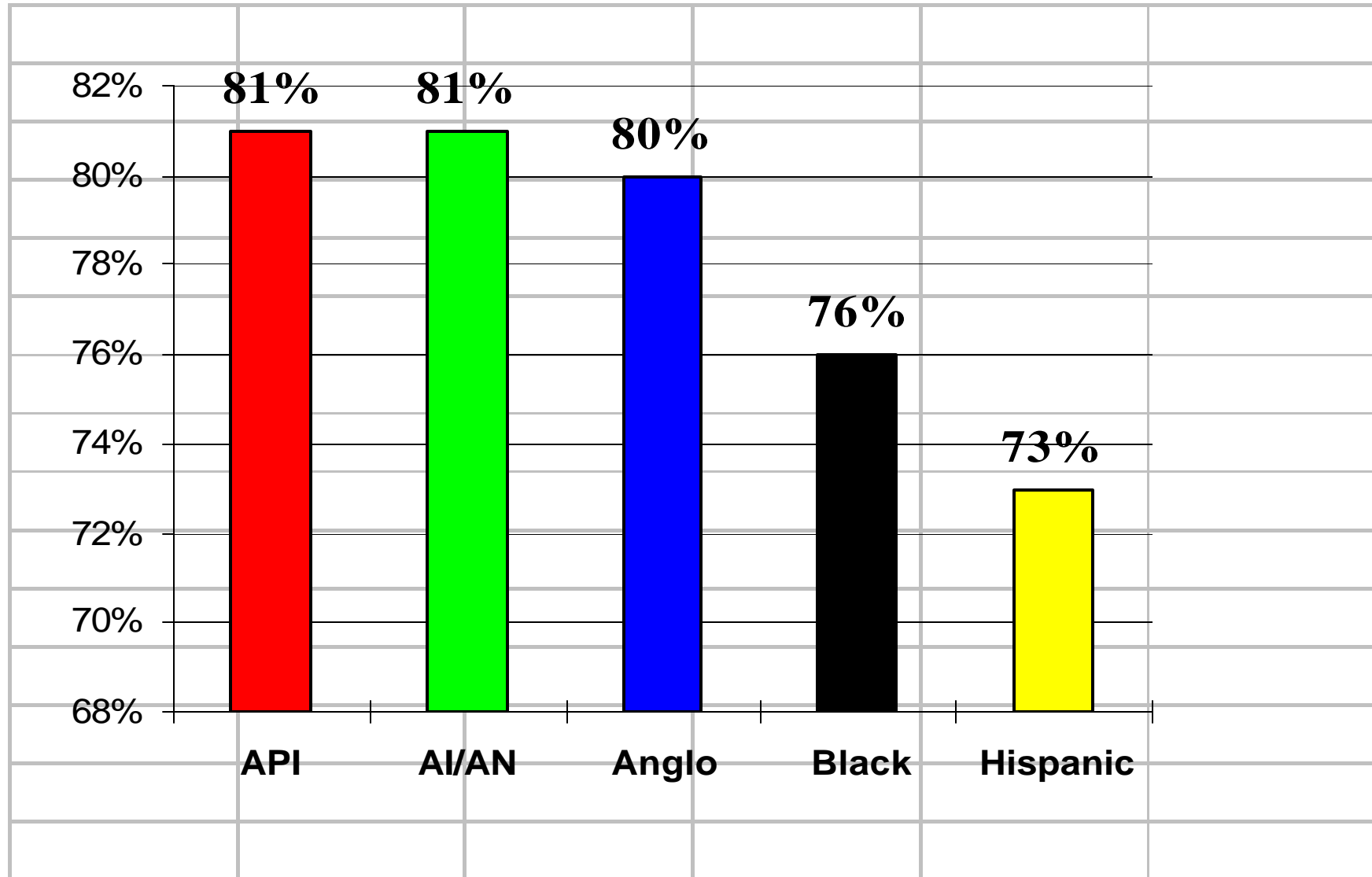
Infant Mortality:

Rates per 1,000 Live Births, 1995



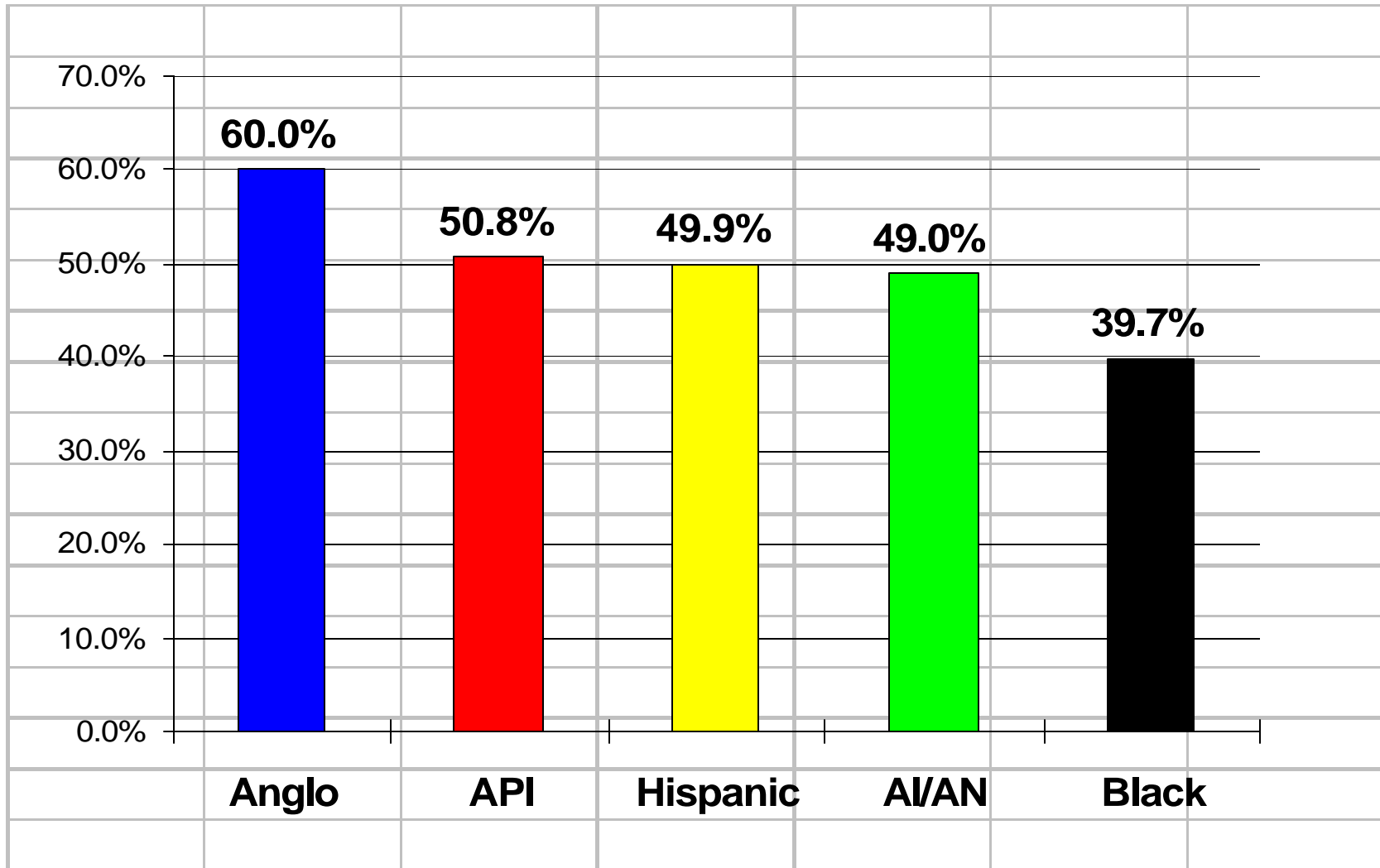
Childhood Immunization Rates:

1996



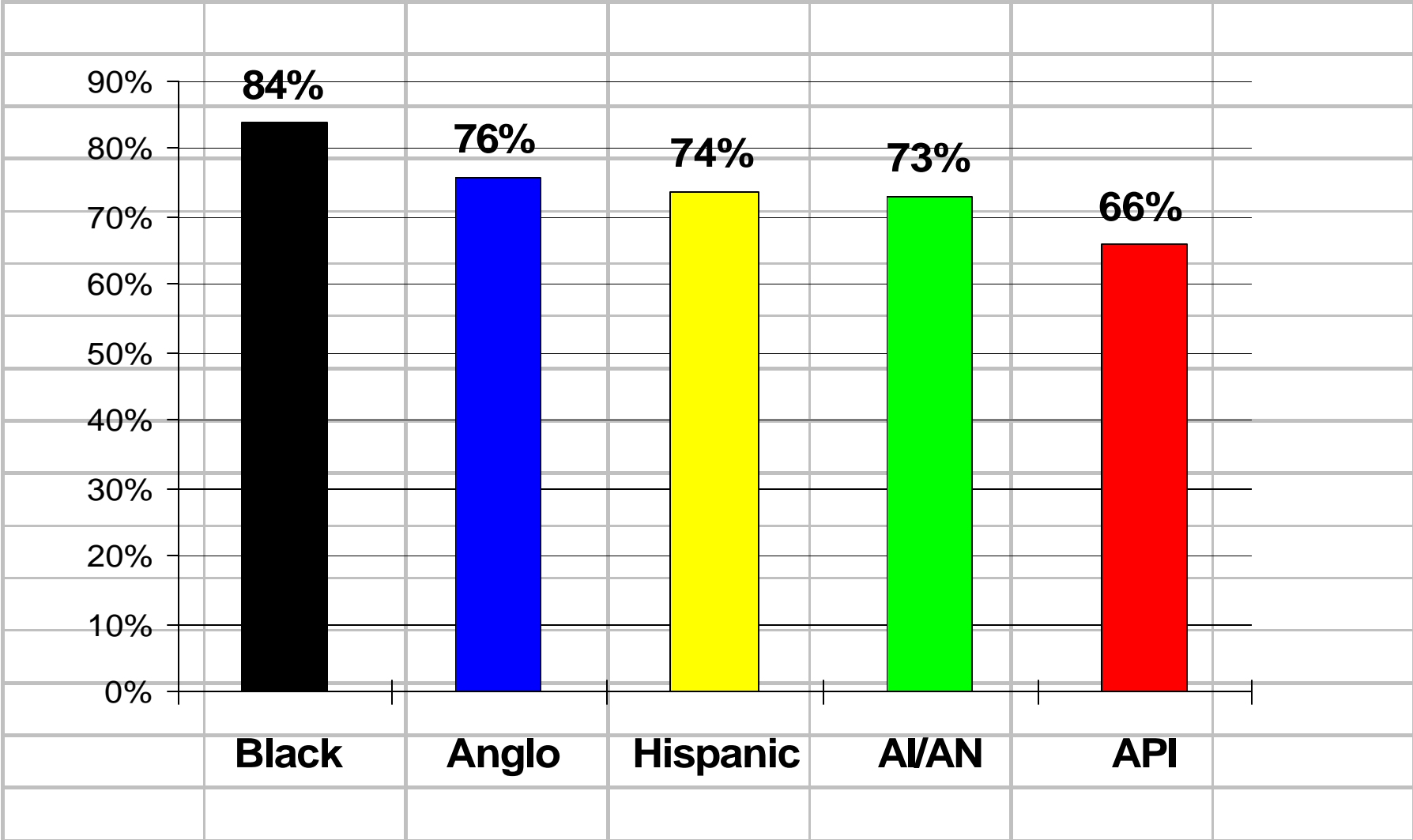
Influenza Immunization Rates:

Persons 65 and Older, 1995



Pap Smear Rates:

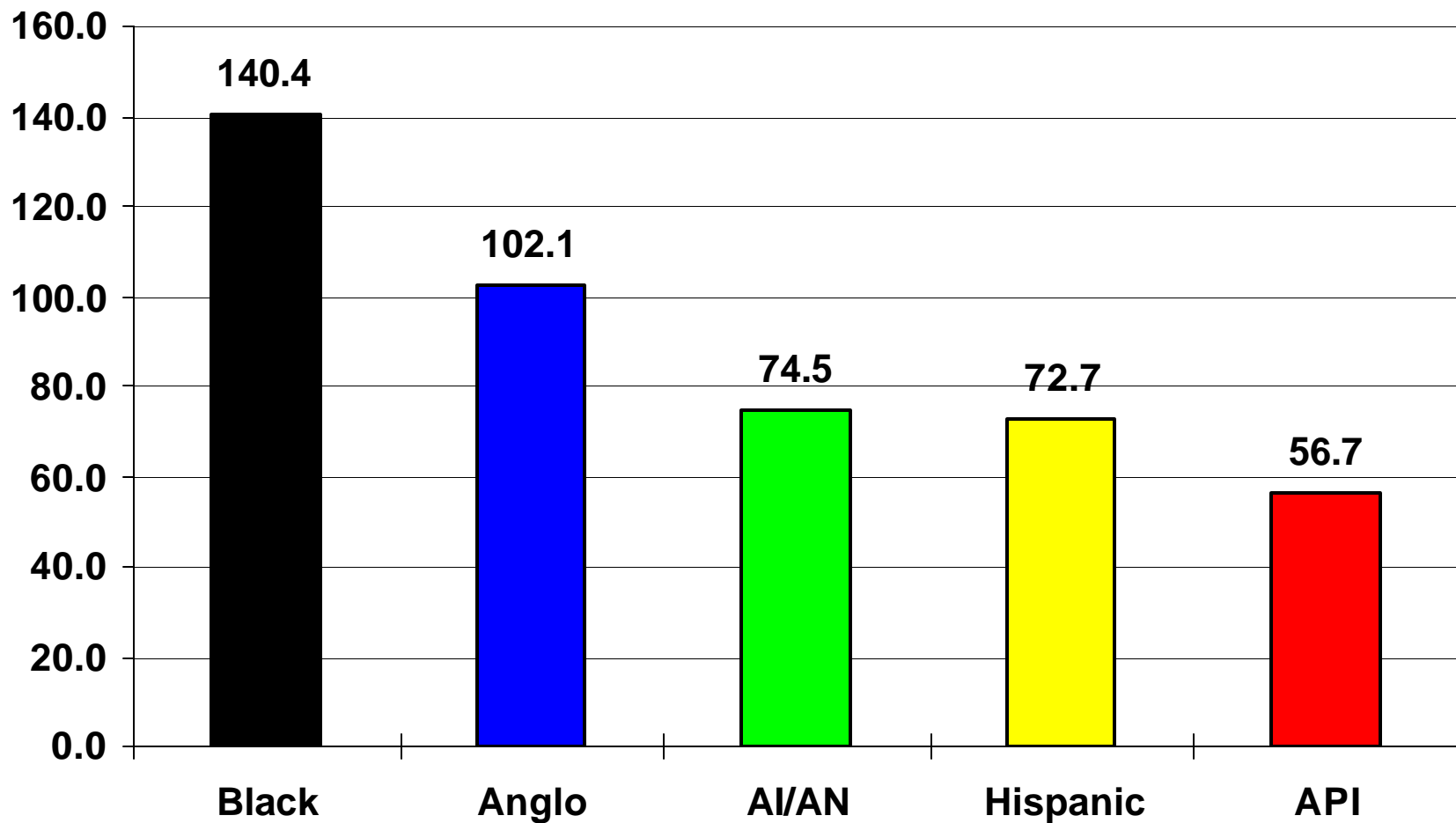
Women 18 and Older in the Past 3 Years, 1995



Source: DHHS Initiative on Race and Health

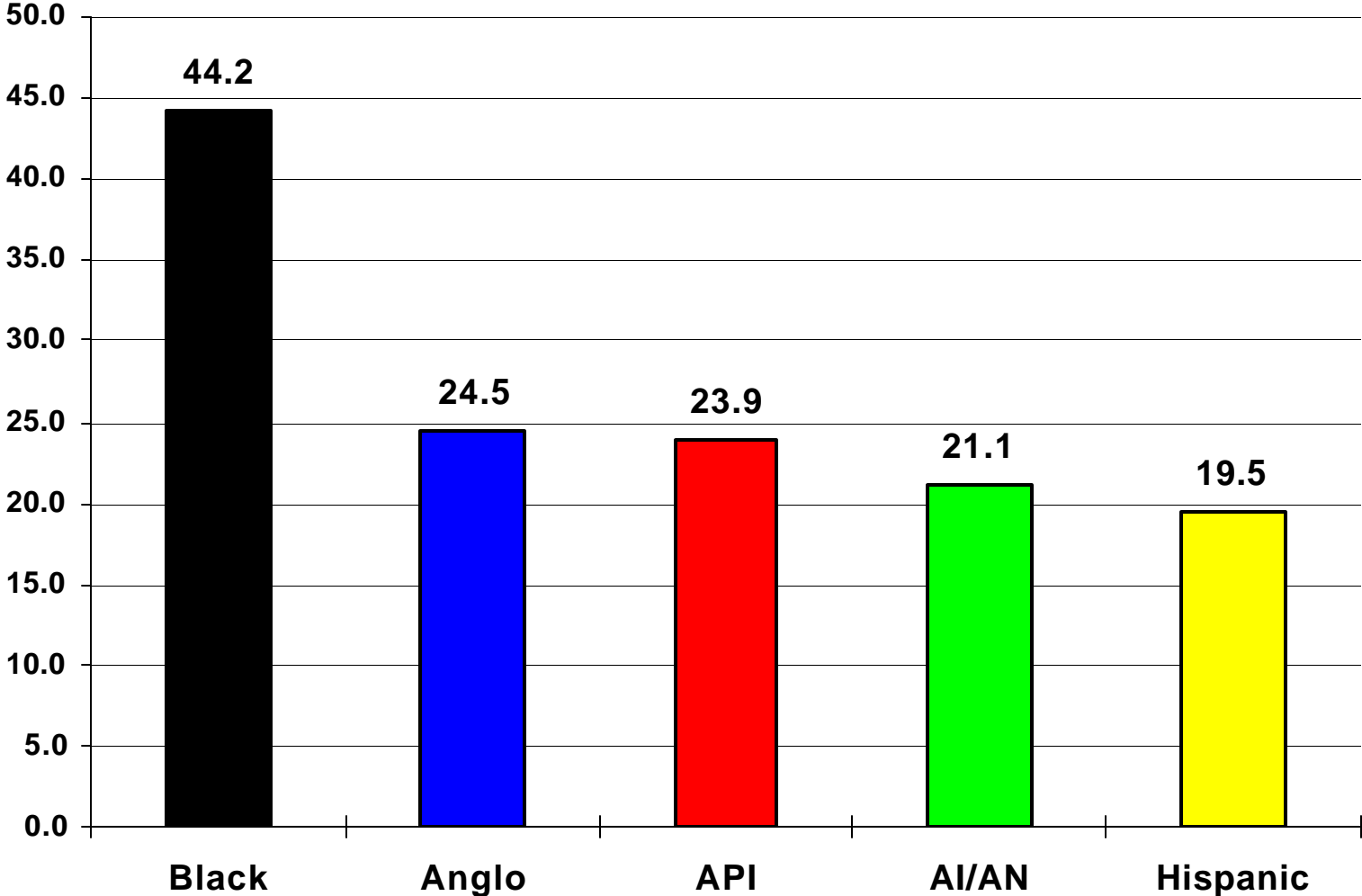
Coronary Heart Disease:

Deaths per 100,000, 1996



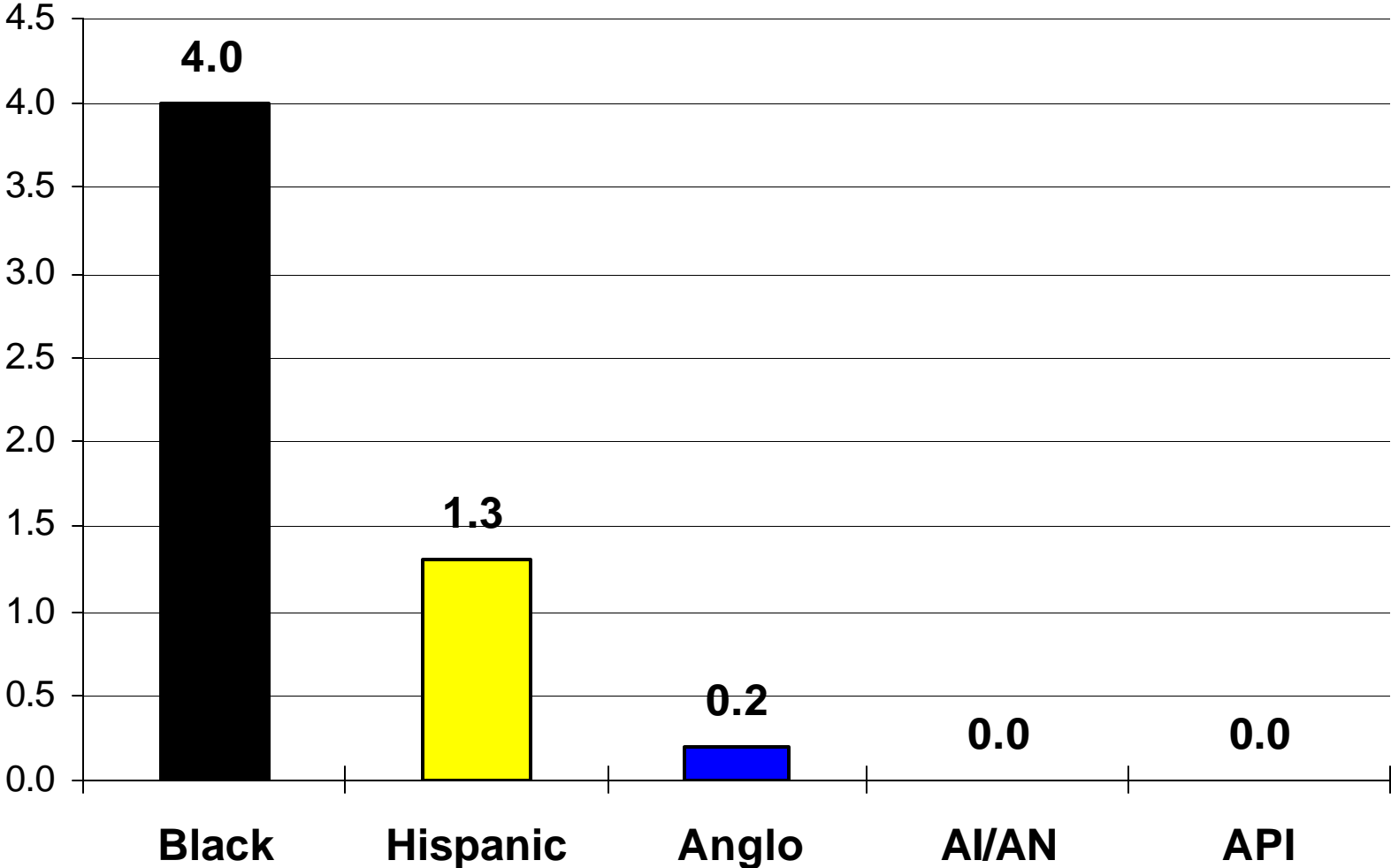
Stroke:

Deaths per 100,000, 1996



AIDS Rates for Children under 13:

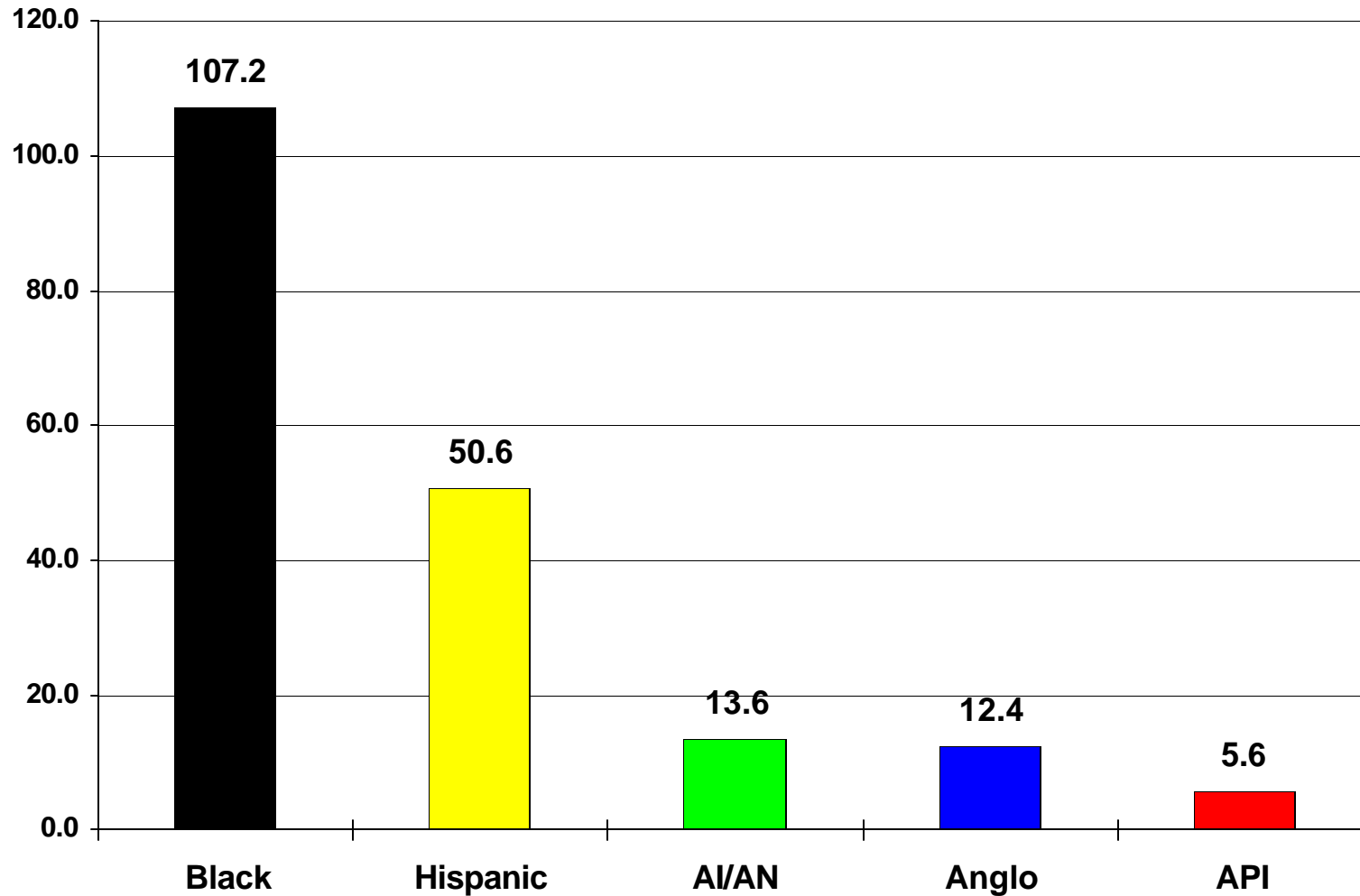
Per 100,000, 1997



Source: DHHS Initiative on Race and Health

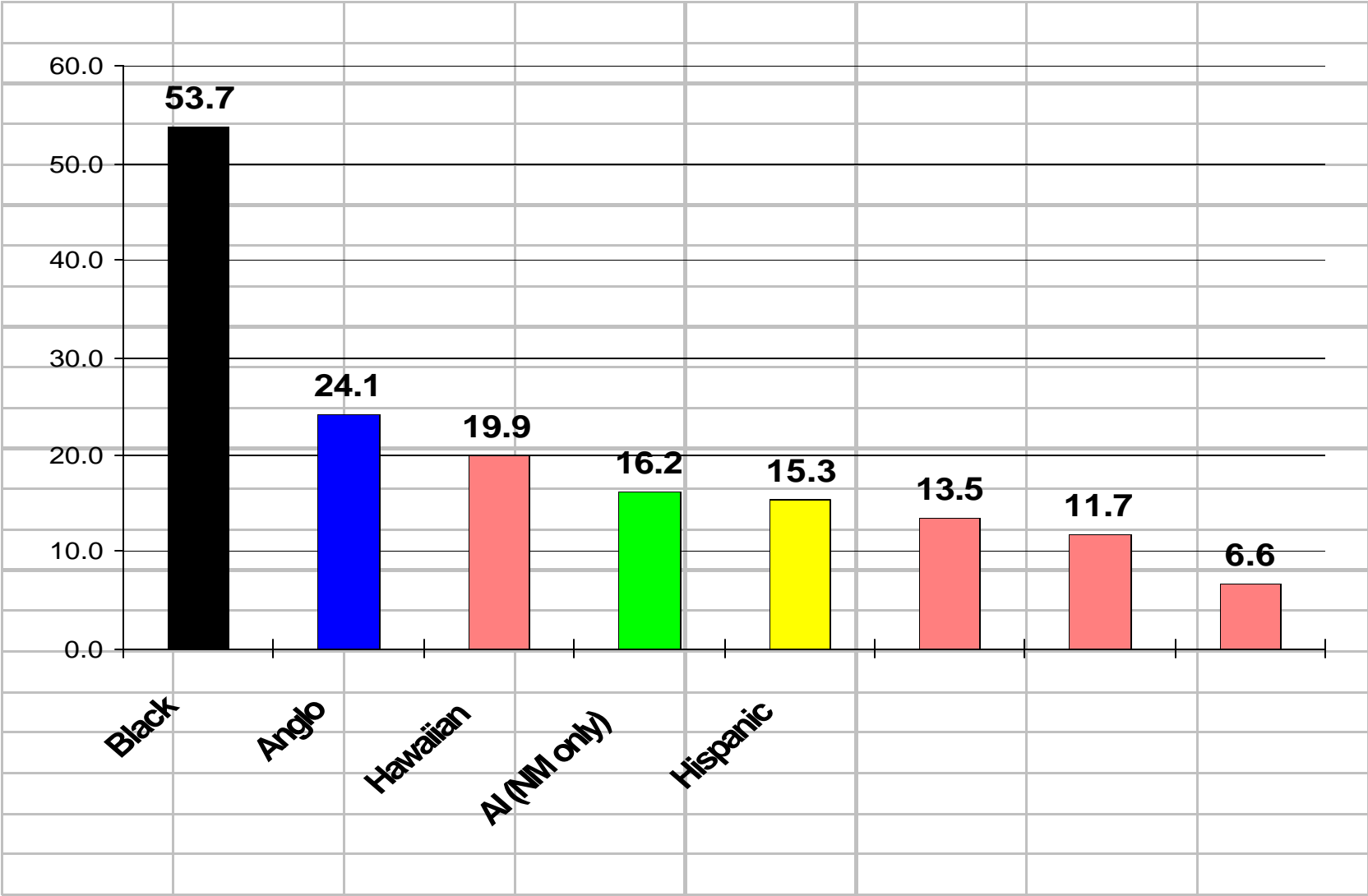
AIDS Rates for Persons 13 and Older:

Per 100,000, 1997



Prostate Cancer Mortality:

Rates Per 100,000, 1988 - 1992



Source: National Cancer Institute