

IMPACT OF CULTURE ON

Preparedness



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PRESENTATION OVERVIEW

The application of theory to design health behavior change interventions requires an understanding of the intended audience and their problems, assets, perceptions, cultural milieu, and social environments .

Green and Kreuter, 1999



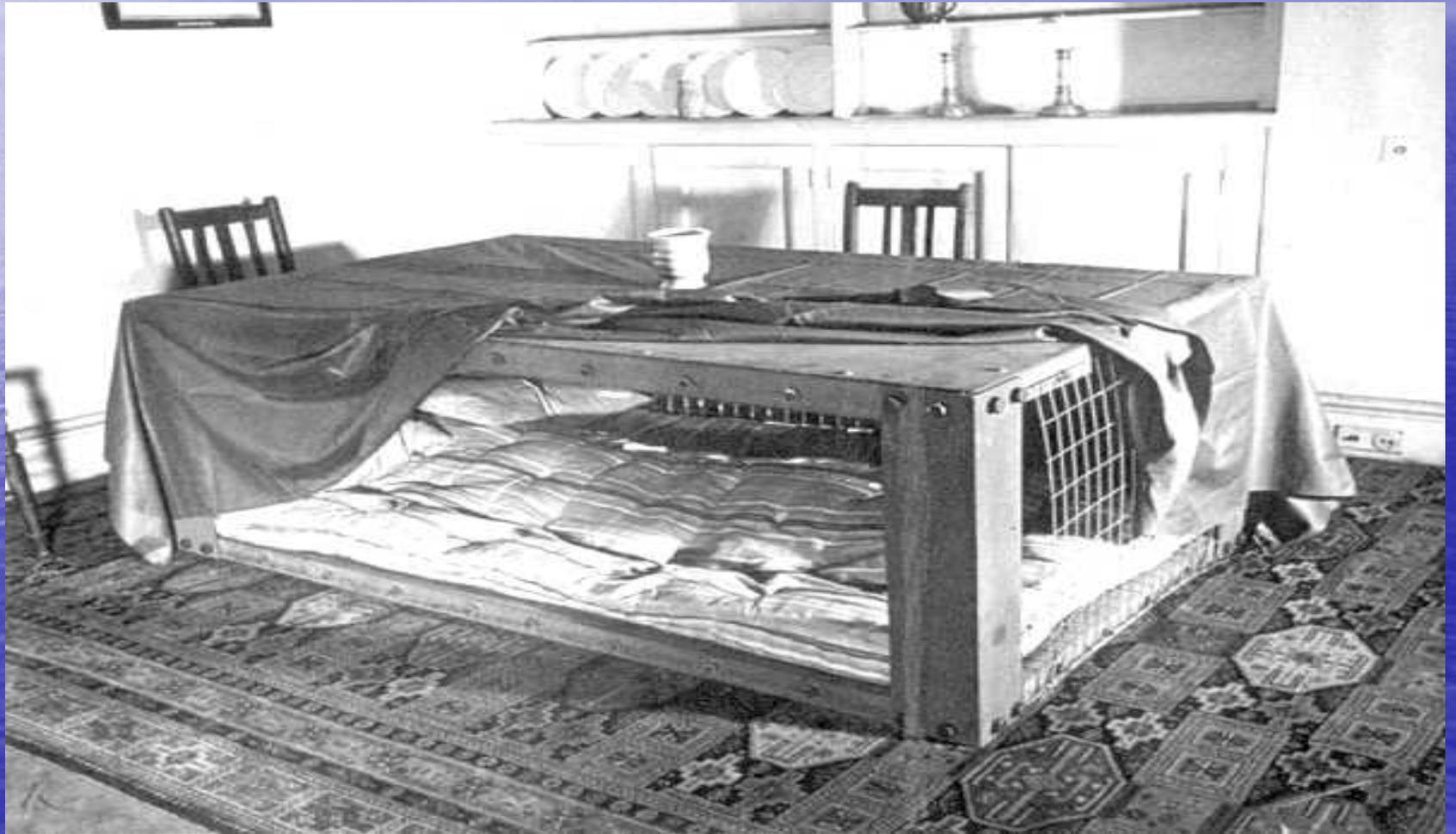
Air Raid Preparation



The Haves



The Have Nots





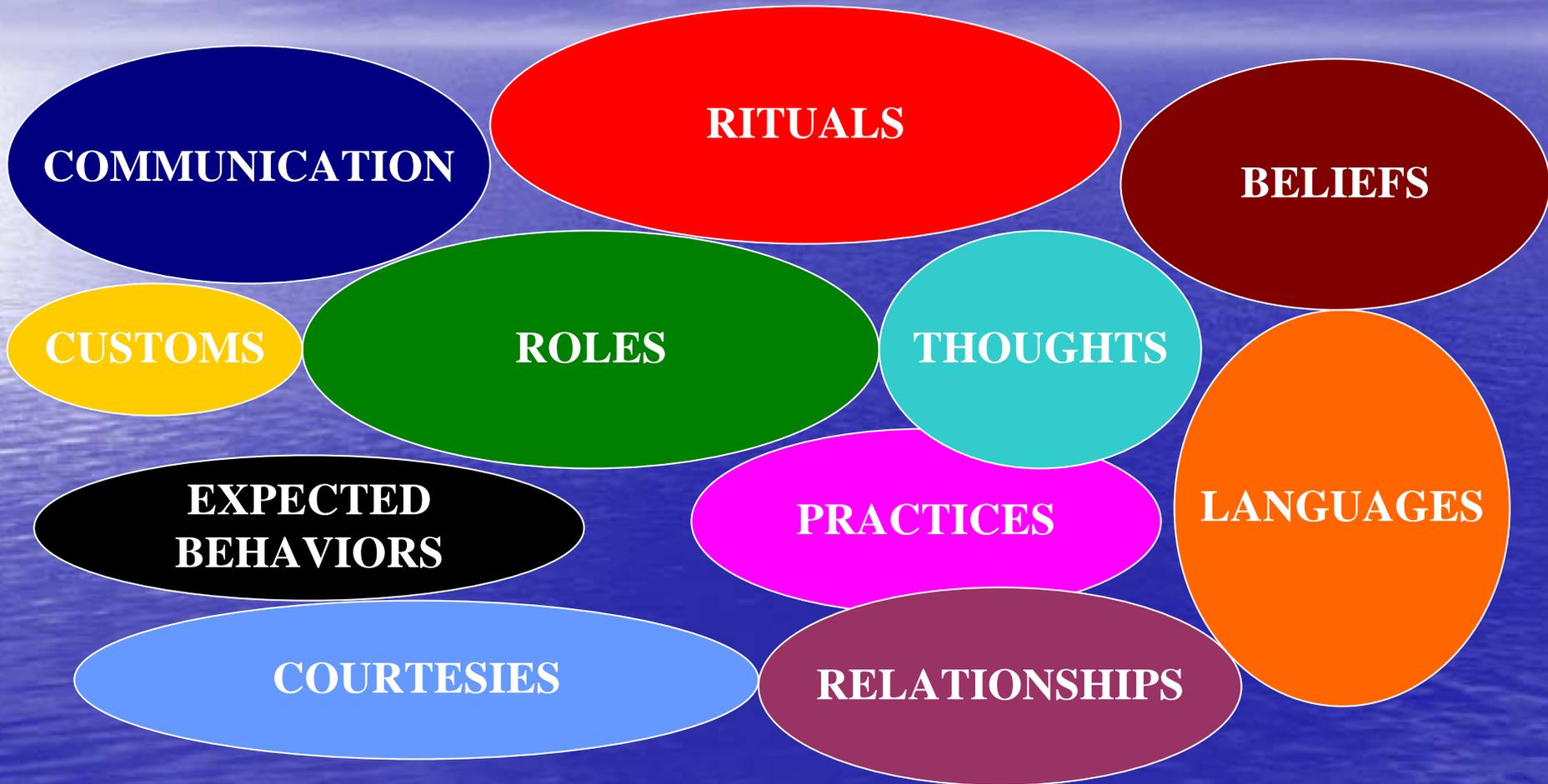
DISASTER Preparedness Does Culture Matter?



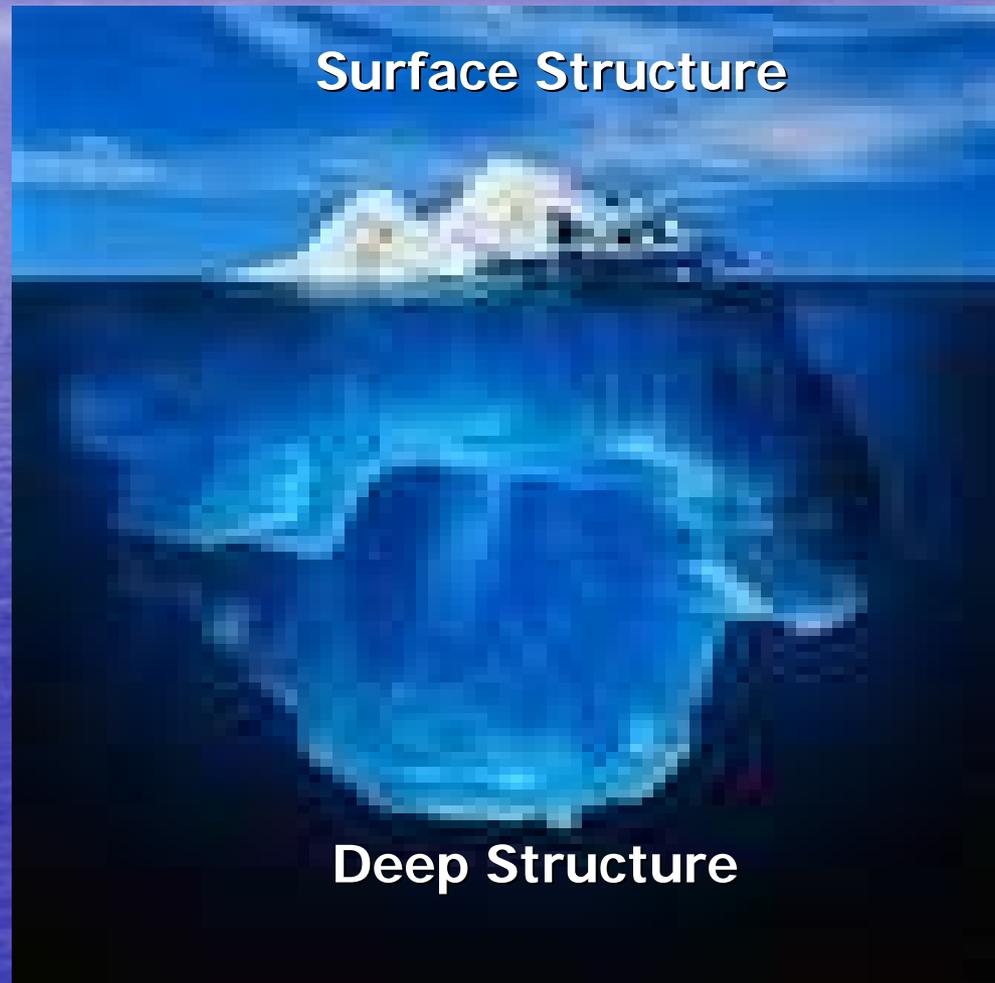
- People prepare, respond, and recover from disaster within the context of their culture.
- **Culture offers a protective system that is comforting and reassuring.**
- It defines appropriate behavior and furnishes social support, and identifies a shared vision for recovery.
- **Despite the strengths of culture, response makes some groups more vulnerable than others.**

Source: SAMHSA, 2003

CULTURE



Culture: Seen and Unseen



CULTURAL COMPETENCE

- Set of values behaviors, attitudes, and practices within a system, organization, program, or among individuals that enables people to work effectively across cultures.
- **It refers to the ability to honor and respect the beliefs, language, interpersonal styles, and behaviors of individuals and families receiving services, as well as staff.**
- It is a dynamic and an ongoing developmental process that requires a long term commitment and is achieved overtime (SAMHSA, 2003)

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

- **70%** were somewhat prepared or not at all prepared and 17% were completely prepared for Hurricane Isabel/tornado.
- **50%** of the respondents were not too or not at all confident that the public health system would respond fairly to their health needs during a disaster regardless of race/ethnicity, income, or other personal characteristics.
- **33%** of respondents were confident they would.

How does being cultural competent help us to deal with the 50% who lack confidence in us?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

CC Individuals or organizations:

- Value diversity;
- Have the capacity for cultural assessment;
- Are aware of cross-cultural dynamics;
- Develop cultural knowledge; and
- Adapt service delivery to reflect an understanding of cultural diversity

Using these characteristics and the example I gave, how would you rate the cultural competence of Yourself or your organization?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

Individual level CC

requires:

- Understanding ones own culture and worldview as well as those of others.
- What is your worldview of low-income populations and how well do you understand the culture of poverty?
- Within this culture, how well do you understand the worldview of the 50% who lack confidence in you?
- What about the 33% that were confident in the public health system?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

Individual level CC

requires:

- An ability to demonstrate values, knowledge, skills and attributes needed to work sensitively and effectively in cross-cultural situations (Good et al., 2000)
- Do you have the values, knowledge, skills and attributes to work effectively with the 50% that lack confidence in the public health system?
- What approach would you use to increase disaster preparedness awareness among this audience?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

Cultural Competent programs and organizations require:

- A comprehensive, coordinated plan that cuts across policymaking, infrastructure building, program administration and evaluation, and service delivery.
- How does your disaster preparedness plan address populations that may lack confidence in PH are those who are disengaged in preparedness activities?
- What about those who have confidence in PH but have not taken steps to get prepared?
- What resources have been allocated to address the needs of populations who are more vulnerable and less trusting of the system?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

Program and Organizational Levels:

- Acknowledges and incorporates the importance of culture, assess cross-cultural differences and ethnocentric attitudes, expand cultural knowledge, and adopt service that meet unique cultural needs.
- What steps has your organization taken to assess cross-cultural differences of those you serve?
- What resources have been allocated to collect information to expand your knowledge of low-income populations?
- How would adopt services to meet the unique cultural needs of those who lack confidence in the PH system?

APPLYING CULTURAL COMPETENCE PRINCIPLES TO DISASTER PREPAREDNESS

- **Developing Culturally Competent Disaster Plans**
- **Developing Culturally Competent Community Engagement Strategies**
- **Developing Culturally Competent Preparedness Materials**



Developing Culturally Competent Disaster Plans



- Assess and understand the community's composition;
- **Identify culture-related needs of the community;**
- Be knowledgeable about formal and informal community institutions that can help meet diverse health needs;
- **Gather information from and establish working relationships with trusted organizations, service providers, and cultural group leaders and gatekeepers; and**
- Anticipate and identify solutions to cultural problems that may arise in the event of a disaster.



Developing Culturally Competent Community Engagement Strategies



The culture of the community provides the lens through which its members view and interpret the disaster, and the community's degree of cohesion helps determine the level of social support available to survivors of a disaster.



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**WHY CULTURE MATTERS WORKGROUP FOR
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