



**INTRODUCTION TO CULTURAL  
COMPETENCE: AWARENESS**

# AWARENESS: A BUILDING BLOCK TO THE DEVELOPMENT OF CULTURAL COMPETENCY

Cultural awareness is the first stage of development, which begins with examination of one's personal value base and belief.

## Awareness

Self Awareness

Cultural Identity

Heritage Adherence

Ethnocentricity

Stereotyping

Ethnohistory

# CULTURE

The word “Culture” is used because it implies the integrated pattern of human behavior that includes thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social group; and the ability to transmit the above to succeeding generations.

Source. National Center for Cultural Competence Georgetown University

# DEFINING CULTURAL SELF AWARENESS

Hoopes suggest, “We assume that everyone perceives and experiences the world as members of our own particular ethnic, racial or cultural groups. The way we perceive the world, what we expect of it and what we think about it is basic and ingrained. It is buried so deep in our consciousness that we continuously act and react without thinking”.

# CULTURAL CONDITIONING

David Hoopes and Margaret Pusch define cultural conditioning as “how learning provided by a cultural and/or social group fits a growing child to assure its survival”. They suggest we are all culturally conditioned by our past and present socialization experiences with family, friends, role models and teachers, (institutions).

# CULTURAL CONDITIONING

A decided outcome of this cultural conditioning is the tendency to recognize the problem in others and deny it in ourselves.

The only way we come to grips and take significant steps toward cultural self-understanding is to become fully engaged with our own perceptions, behaviors, and communication patterns.

# UNDERSTANDING OUR SOCIAL IDENTITY

One part of our self-concept is our personal identity, how each of us thinks of ourselves as a unique being.

Another important part is our social identity, groups to which we perceive we belong. Group identification or membership influences our outlook and behavior to the degree that we accept and adhere to the values, beliefs, customs, and actions of a group.

# UNDERSTANDING OUR SOCIAL IDENTITY

We can also form “group identities” about others on the basis of appearance or some other attribute, making assumptions that categorize the members of a group or subgroup.

However, the identity we form about a group may not be correct.



# WHAT KNOWLEDGE SHOULD GUIDE OUR TEACHING?

The culture of the student can only enter the classroom once it has entered the mind of the teacher.



*-Beth Graue, University of Wisconsin in Madison*

# DEVELOPMENT & CULTURE

- “Humans develop through participation in changing socio-cultural activities in their communities” (Rogoff).
- Culture isn’t what other people do.
- Understanding your cultural background requires comparison.
- Cultural practices fit together and are connected.
- Cultural communities change as do individuals.
- Children are socialized for survival.
- There is no one best way.

*-Beth Graue, University of Wisconsin in Madison*

# VIEWS ARE LIKE ICEBERGS

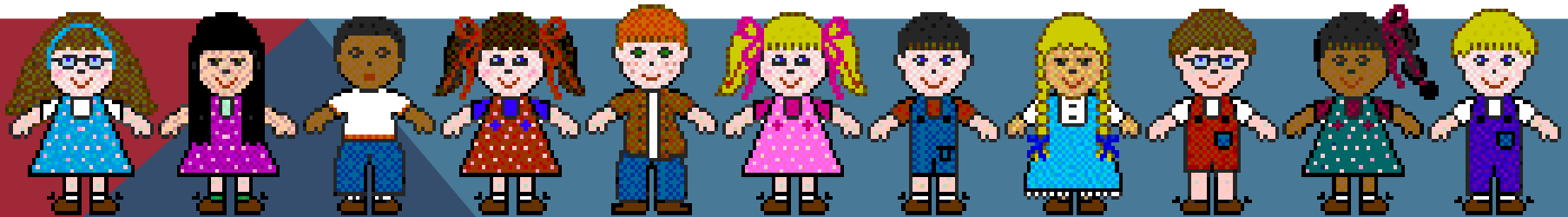
Just as 90% of an iceberg is out of sight, very little can be determined about a person based on their appearance. Stereotypes are opinions based on their appearance.



# WHAT EXACTLY IS CULTURAL DIVERSITY?

Definition: “the integrated pattern of human behavior that includes thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social group.”

(Glover, S and Thoms, F)




# WHAT IS CULTURAL COMPETENCY?

“Cultural competency is the ability to work effectively across cultures. “



# Diversity Involves:

- Recognizing our unique differences
  - Attracting people of all backgrounds
  - Recognizing how attitudes affect us all
  - Creating an environment where all can succeed
  - Acting to promote diversity
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# ELEMENTS OF DIVERSITY

Age

Gender

Ethnicity

Race

Physical Ability

Sexual Orientation

Physical

Characteristics

Income

Education

Marital Status

Religious Beliefs

Geographic Location

Parental Status

Personality Type



**PREJUDICE**

Generalized *attitude* towards members of a group.

**STEREOTYPE**

Generalized *belief* about members of a group.

**DISCRIMINATION**

*Behaviors* directed towards people on the basis of their group membership.

# **LABELING = STEREOTYPE, PREJUDICE, & DISCRIMINATION**

Categorizing can be dangerous. Labels can become too rigid and when there is no room for growth the label becomes stifling, both for the individuals who are labeled and for the category itself.

This leads to Stereotypes, Prejudice, & Discrimination.



# SECONDARY CHARACTERISTICS:

Religion

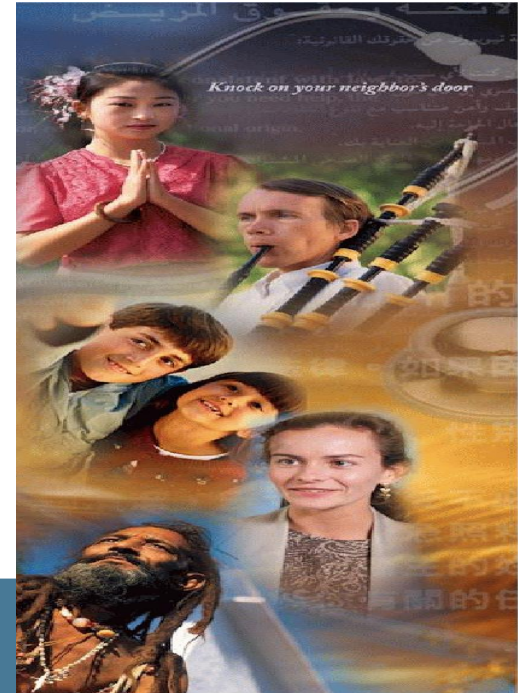
Educational Level

Parental Status

Geographic Location

Socioeconomic Status

Sexual Identity



# PREJUDICE, STEREOTYPE, & DISCRIMINATION

Prejudice is learned.

If we become prejudiced against groups because they threaten us, perhaps groups that trigger *certain* threats will also trigger *certain* prejudices and *certain* reactions.

Thank you for your time and I hope you all enjoyed this topic. If you have any questions, feel free to contact me directly at [jarcermiami@gmail.com](mailto:jarcermiami@gmail.com) or by calling at 213-709-9189

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