

**A New Dawning:  
Cultural Awareness in the  
Twenty First Century**

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# Overview of Class

- Students will demonstrate and explain their perception of Cultural Desire, Cultural Awareness, Cultural Knowledge, Cultural Skill, and Cultural Encounters.



# Cultural Desire

- Caring and Love

We are all unique individuals who belong to the same race- the human race, with similar basic human needs.

- Our goal in providing culturally responsive health care is to find this common ground.
- Van Hooft (1999), "...caring is a virtue...should be seen as a practical comportment toward others,...goal of enhancing the health-related existence of others (p.193).

- Chapman maintains, "Nurses don't choose the nursing profession to become rich. The best nurses choose care giving out of a passion to serve" (p.12). "...mandates a genuine passion and commitment to caring" Campinha-Bacote, 2007, p.22

# A desire to understand another's Culture



# Cultural Desire continued

- What is “Servant’s Heart”?
- What does this mean to you?

## Sacrifice

- Campinha-Bacote, 2007, One must be willing to sacrifice one’s prejudice and biases towards culturally different clients in order to develop cultural desire (p.23).

- Social Justice
- Martin Luther King Jr. once said, "Of all forms of inequality, injustice in health care is the most shocking and inhumane" (King, n.d.)
- Humility is not thinking less of yourself; but thinking of yourself less, according to Campinha-Bacote, 2007, p.25

# Cultural Awareness

- According Campinha-Bacote (2007), Cultural awareness is the deliberate self-examination and in-depth exploration of our personal biases, stereotypes, prejudices and assumptions that we hold about individuals who are different from us (p. 27).

# Cultural Consciousness Continuum

- As Campinha-Bacote, 1996 and Purnell, 1998 states there are four levels of cultural competence: *Unconscious incompetence, conscious incompetence, and unconscious competence* (p.29) defined below as Campinha-Bacote states pages 29-31.
- *Unconscious Incompetence*- Is being unaware that one is lacking cultural knowledge. Being of the same ethnic group does not mean you share similar values, beliefs, lifestyles and practices.

- *Conscious incompetence- is being aware that one is lacking knowledge about another cultural group (Purnell, 1998).*
- In other words you are aware you lack knowledge and desire to learn about another's culture.
- *Conscious competence-* is described by Purnell (1998) as the conscious act of learning about the client's culture, verifying generalizations and providing culturally relevant interventions.
- Meaning that you are aware that cultural differences must be respected and understood in order to have successful and effective cross-cultural interactions.

- Campinha-Bacote definitions continued.
- *Conscious competence* cont. healthcare professionals may not feel comfortable applying what they know for fear of not being “politically correct”. Which interferes with effective communication.
- *Unconscious competence*- the healthcare professional has the ability to provide spontaneously healthcare due to many encounters with culturally diverse clients.
- But Purnell (1998) states that “unconscious competence is difficult to accomplish... most healthcare providers can expect to reach only the conscious competence stage of cultural development.

- Interacting Styles include:
- Overt racism-interacts out of deep seated prejudices; dehumanizes the client
- Covert (hidden) racism-is aware of their fears of a specific cultural group, but knows that open expression of those attitudes is inappropriate. Results in lack of empathy for client.
- Cultural ignorance-little or no exposure to specific cultural groups
- Color blind- treats all the same equal. Fails to acknowledge there are differences.

- Culturally Liberated-encourages the client to express feelings about their cultural and ethnic background and uses these feelings as a shared learning experience.
- What is "Lethal "Isms""???

# Cultural Awareness

- Reflect on cultural awareness
- [http://www.transculturalcare.net/Cultural\\_Competence\\_Model.htm](http://www.transculturalcare.net/Cultural_Competence_Model.htm)
- "Cultural Competency in Health Care Deliver: Have I "asked myself the right questions?"
- Reflect on personal biases, stereotypes, prejudices and assumptions.

The Process of Cultural Competence in the Delivery of Healthcare Services (Campinha-Bacote, 2002) [www.transculturalcare.net/Cultural\\_Competence\\_Model.htm](http://www.transculturalcare.net/Cultural_Competence_Model.htm)

- Explore health related beliefs, disease incidence and prevalence, treatment efficacy, and interacting styles within different cultural groups

# Cultural Skill

- Campinha-Bacote's 5 Step Assessment
- Purnell's 12 Domains
- Giger's and Davidhizar's Transcultural Assessment Model
- Leininger's Culturalogical Assessment, Kleinman's Explanatory Model, Jacobsen and Chong's Ethnoculturally Translocated Clients, GREET Model, CONFHER, BATHE, ESFT, LEARN, ETHNIC, BELIEF, RISK, ADHERE

- [http://www.transculturalcare.net/Cultural Competence Model.htm](http://www.transculturalcare.net/Cultural_Competence_Model.htm)

The Process of Cultural Competence in the Delivery of Healthcare Services  
(Campinha-Bacote, 2002), Figure 3,

[www.transculturalcare.net/Cultural Competence Model.htm](http://www.transculturalcare.net/Cultural_Competence_Model.htm)

# Cultural Encounters

- Cultural encounter is the act of directly interacting with clients from culturally diverse backgrounds.
- Interacting directly with clients from diverse cultural groups will refine or modify one's existing beliefs about a cultural group and prevent stereotyping.

# Linguistic Competence

- TRANSLATE mnemonic for keeping medical interpreters
- Trust
- Roles
- Advocacy
- Non-judgmental Attitudes
- Setting
- Language
- Accuracy
- Time
- Ethical issues

- Health Literacy
- Models For cultural Encounters
- Cultural Conflict and Compassion
- Sacred Encounters
- Non Face to Face Encounters

Should you need help or assistance  
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Campinah-Bacote, 2007, pp. 71-87

# Reference page

Campinha-Bacote, J. (2007). The process of cultural competence in the delivery of healthcare services (5<sup>th</sup> Ed.). Cincinnati: Transcultural C.A.R.E.

The Process of Cultural Competence in the Delivery of Healthcare Services (Campinha-Bacote, 2002),

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