Cultural Competence: Understanding our Constituencies

by Cruz C. Torres, Ph.D.

Rural Sociology and Community Studies
Dept. of Recreation, Parks & Tourism
Texas A&M University
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Better Living for Texans
What we see

The Physical

color  size  Sound
What is Invisible

Core Characteristics
Temperature  Density  Age

10% visible
Social Interactions

• Like the iceberg, we can only see 10% of a person’s cultural attributes
• We tend to make assumptions and interact based on the visible portion, the 10% we see
• Cultural competence requires we look below the surface
CRUZ TORRES

¿Quién Soy?

¿Qué Soy?

Who am I?

What am I?
Who are the Latinos?

- A very heterogeneous population
- Differences in national histories
  - Mexican American, Mexican, Salvadorian, Nicaraguan, Cuban, Puerto Rican, Dominican, etc.
- Differences in nativity
  - 68.1 percent native-born
  - 31.9 percent foreign born
- Differences in citizenship for foreign born
  - 26.4 percent naturalized citizens
  - 73.6 percent not citizens
Latino Heterogeneity

- Our identities are molded historically
- These historical intra-group differences affect our values, attitudes, beliefs, behaviors
- Yet, most of us **cannot** detect these identity building characteristics
- So, what is at the core of Cruz Torres?
  - What makes me tick?
    - How many layers of the onion do we have to peel to discover the real me?
Latino Heterogeneity

- First hurdle in intercultural communication
  - Mexican, Cuban, Salvadoran
  - Catholic, Protestant, Mormon, Jewish, Christian Orthodox
  - Doctor, lawyer, cook, bottle washer
  - Democrat, Republican, Independent
  - Primary contact experience with dominant population
  - Immigrant experience differences
    - Immigrant vs. native born
    - Immigrant vs. refugee
    - Legal vs. undocumented
    - Level of acculturation

- Immigrant vs. native born
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- Legal vs. undocumented

- Level of acculturation
2000 Census Latino Historical Roots

- Latinos = 6,669,666
  - 32 percent of Texas population
- Mexican > 5,071,963
- Puerto Rican > 69,504
- Cuban > 25,705
- Other Hispanic or Latino > 1,502,494
Where did Latinos come from?

- Latinos moving into Texas between 1995-2001 totaled 671,533
  - 32 percent of out-of-state migrants to Texas were Latinos – of these:
    - 224,082 out-of-state migrants (33.3%)
    - 447,451 migrants from abroad (66.6%)
- Over 78 % of Texas growth between 2000-2040 will be attributed to Latinos
Differences in level acculturation

- Generational difference
  - Recency of immigration

- Ethnocultural differences in self-identification
  - Latino
  - Hispanic
  - Mexican American
  - Mexican
  - Chicano

- Biculturalism vs. monoculturalism
LATINO AGE DISTRIBUTION

- Latinos youngest population
  - Cubans oldest subpopulation
  - Mexicans and Central Americans youngest
  - Several counties in Texas have over 1/3 of the population under 18 years old
  - Age distribution varies across Texas regions
Population Pyramids for Anglo and Hispanic Ethnic Groups in Texas, 2000

Anglo

Age
- 100 + years
- 95 to 99 years
- 90 to 94 years
- 85 to 89 years
- 80 to 84 years
- 75 to 79 years
- 70 to 74 years
- 65 to 69 years
- 60 to 64 years
- 55 to 59 years
- 50 to 54 years
- 45 to 49 years
- 40 to 44 years
- 35 to 39 years
- 30 to 34 years
- 25 to 29 years
- 20 to 24 years
- 15 to 19 years
- 10 to 14 years
- 5 to 9 years
- < 5 years

Hispanic

Male                 Female
Male                 Female

500,000  400,000  300,000  200,000  100,000  0  100,000  200,000  300,000  400,000  500,000
500,000  400,000  300,000  200,000  100,000  0  100,000  200,000  300,000  400,000  500,000
Percent of Texas Population by Age Group and Ethnicity, 2040*

* Projections are shown for the 1.0 scenario
Percent Change from 2000 to 2040 in Selected Age Groups in the Texas Population Under the 1.0 Scenario

- <18 years: 83.6%
- 18 to 24 years: 109.4%
- 75+ years: 302.0%
Implications of Youthful Population

- Higher fertility rates
- Greater demand for employment opportunities
- Greater demand on educational services
- Greater demand for housing stock
Characteristics of Latino households

- 82.5% of households are married couples
- 59.7% of households have minor children
- 16.0% are female-headed households
Latino Differences in Language Use

- **Monolingual English only**
  - 18.5 percent of Hispanics speak only English

- **Spanish Speaking**
  - 81.5 percent of Hispanics speak a language other than English
Latino Educational Outcomes

- 31.5% Less than 9th grade education
- 49.3% high school diploma/equivalency
- 14.9% some college/no degree
- 3.5% Associate degree
- 6.0% Bachelors degree
- 2.9% Graduate/professional degree
Implications of Low English Proficiency & Education Attainment

- High levels of underemployment
  - Part-time
  - Seasonal
- High levels of unemployment
- Low-skilled occupations
- Low-wage occupations
  - Low/no benefits
  - Low/no security
- High sensitivity to economic downturns
  - Last hired – first fired
- Difficulty navigating social institutions/bureaucracies
Employment Level for Texans

<table>
<thead>
<tr>
<th>Group</th>
<th>Employed</th>
<th>Unemployed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>94</td>
<td>6</td>
</tr>
<tr>
<td>White NH</td>
<td>96</td>
<td>11</td>
</tr>
<tr>
<td>Black NH</td>
<td>90</td>
<td>11</td>
</tr>
<tr>
<td>Asian NH</td>
<td>96</td>
<td>9</td>
</tr>
<tr>
<td>Hispanic</td>
<td>91</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent of the Population
Median Household Income in 1999 in Texas by Age of Householder

Thousands

Age of Householder

<25 25-34 35-44 45-54 55-64 65-74 75+

$0 $10 $20 $30 $40 $50 $60

Thousands

<25 25-34 35-44 45-54 55-64 65-74 75+
Median Household Income In 1999 in Texas by Race/Ethnicity of Householder

- Anglo: $47,162
- Black: $29,305
- Hispanic: $29,873
- Asian: $50,049
Latino Economic Profile

- Median Household Income > $29,873
  - Non-Hispanic whites > $47,162
- Median Family Income > $30,840
  - Non-Hispanic whites > $57,194
- Per Capita Income > $10,770
  - Non-Hispanic whites > $26,197
Economic Well-Being

Median HH Income
Median Family Income
PerCapita Income

Income Dollars

Texas
white NH
Black NH
Asian NH
Hispanic

Median HH Income
Median Family Income
PerCapita Income
Latino Economic Profile: Poverty

- **22.8%** of Latino families below poverty level
  - Non-Hispanic white 5.2%

- **25.4%** of Latino individuals below poverty level
  - Non-Hispanic whites 7.8%

- **25.7%** of Latino Elderly below poverty level
  - Non-Hispanic whites 8.0%

- **31.2%** of Latino Children below poverty level
  - Non-Hispanic whites 8.3%
Percent Below Poverty

- Families
- Individuals
- Elderly
- Children

- Texas
- White NH
- Black NH
- Asian NH
- Hispanic
What does all these mean for better living for Texans?
Shifts in Settlement Patterns

- Continued increase in Latino population size
  - Changes the demographic, economic, political and cultural character of our communities, places of worship, work, play and education

- Demographic change can disrupt social patterns

- Add tension to social relations
Projected Percent of Net Change Attributable to Each Race/Ethnicity Group in Texas for 2000-2040*

<table>
<thead>
<tr>
<th>Race/Ethnicity Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>78.2%</td>
</tr>
<tr>
<td>Anglo</td>
<td>3.9%</td>
</tr>
<tr>
<td>Black</td>
<td>5.3%</td>
</tr>
<tr>
<td>Other</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

* Using U.S. Census count for 2000 and Texas State Data Center 1.0 population projection scenario for 2040.
Current Situation

- Cultural competence has emerged as the most critical aspect of service provision.
- Cultural Competence acknowledges and incorporates differences in:
  - Beliefs
  - Values
  - Behaviors
- Cultural competence requires:
  - Cultural knowledge
  - Adaptive skills
  - GANAS – a willingness to value the differences
Knowledge-based issues related to cultural competence

● Knowledge about:
  – Latino, class and rural cultures and the intersection of these cultural systems
  – acculturation and the impact that modernity and conflicting intergenerational values have on Latinos
  – social stressors and cultural coping mechanisms that affect Latino well-being
  – scarcity of personal and community resources that affect accessibility and utilization of existing resources
  – the changing role and relative position of family members in the family hierarchy due to education, language skills, rural outmigration and shifting family patterns.
Cultural Competence (cont).

- Knowledge about
  - the acculturation continuum, the behaviors associated with the different stages and how this impacts the interactions of Latinos with their families and community
  - familismo, jeraquismo (family hierarchy), curanderismo (folk healing) and presentismo (present-time oriented) operationalized according to the Latino reality
Cultural Competence (cont).

- Knowledge about
  - individual and structural factors and the interaction between Latinos, their families, communities and society in the cultural context
  - the individual and family life course of Latinos and the effect that biopsychosocial, cultural and spiritual systems have on their behavior.
Skills Needed for Intercultural Practice

- Ability to adapt formal skills to new environment
- Ability to develop new approaches or adapt old ones to assure cultural relevance and congruence with needs
- Ability to communicate effectively
- Ability to recognize temporal and spatial differences
Needed Skills for Intercultural Practice

- Ability to recognize and integrate natural support systems into formal delivery systems
- Ability to make culturally competent assessments that incorporate personal and cultural strengths
  - (coping mechanisms, care-seeking behaviors)
- Ability to apply ethnocultural factors in client-provider interactions
- Ability to recognize family structures, roles and expectations based on cultural tradition and level of acculturation
  - Extended family, fictive kin, decision-making
Intercultural Communication

- Hurdles (not problems) to overcome
  - Agency Visibility
    - **Who are you?**
      - non-traditional users of your resources need to be able to identify not only your facilities but the personnel that serves these facilities

- **Where are you?**
  - Relative to the population you are trying to reach
    - How accessible are you?
    - Are you in the phone book? The church bulletin, school programs?
Cross-Cultural Encounters

- Values will differ between provider & Latino consumer (even if it is a Latino provider!!!)

- Latino cultural values reflect:
  - personalismo with emphasis on confianza (mutual trust),
  - confianza en confianza (trusting mutual trust)
  - respeto (respect)
  - orgullo (pride ≠ arrogance) y dignidad (dignity)

- Value their language
Cross-Cultural Encounters

- Value their sense of place and belonging
  - They have invested in your community

- Value their socio-historical experiences
  - Their personal biographies & critical life events reflect their life course and reality

- Value their sense of spirituality and faith
  - It buffers them against social, economic & cultural affronts and sustains them in profound ways
Verbal Communication

- Goes beyond a common language
  - Common language does not necessarily equal good communication

- More than knowing the words, the grammar and recognizable pronunciation
  - Must navigate the nuances – the meanings

- A greater peril to misunderstanding is when we think we understand – and we don’t
  - Frankness/directness = rude
  - precede important discussions with small talk
Verbal Communication

- One must learn to “speak” a different culture the same way we learn to speak a foreign language
  - Columbia very formal – Venezuela very informal
  - Respeto ≠ Respect “a la americano”
    - Deferece and propriety towards others not to the hierarchy of social organization (power/position)
    - Courtesy very important; polite to all
  - The use of “YOU” – you is not always “tu”
    - ¿Qué dormimos juntos?
Nonverbal Communication

- 2/3 to 3/4 of all communication is nonverbal
- **Time Sense**
  - waiting in line – Columbians different from Mexicans and Mexicans different from Mexican Americans
- **Body Language**
  - Eye contact, posture, facial expressions, touch
- **Space Sense**
- **Physical characteristics**
  - extensions of self
- **Speech Characteristics**
  - Drawl, accent, tone of voice
Communication Points to Ponder

- Appropriate written communications
- More effective ways of information delivery
- Over reliance on English as feedback mechanism
- Overuse of agency jargon/acronyms
- Over reliance on technology as vehicle for communication
Capabilities Required

- To make it work we need 3 basic ingredients
  - A conviction that things should be different
  - A commitment to make things different
  - A series of experiences that assures us that things can be different.

I hope that this meeting moves us closer towards these basic ingredients ---
REMEMBER

- Diversity is here to stay
  - it is value added

- Diversity is not “the problem”

- But our inability to be culturally mobile is!!
Muchas Gracias

http://www.rpts.tamu.edu
ctorres@tamu.edu