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Cultural Sensitivity (CS):

Counseling Hispanic/Latino Families

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Learning Outcomes

- 1. Identify the 5 critical questions and how they can be used to assist in counseling Hispanic/Latino families
- 2. Explore personal triggers and tools that can diffuse negative reactions regarding cultural differences
- 3. Develop an action plan on how to work towards cultural sensitivity and competency
- 4. Identify the Hispanic demographic in the United States and at least one cultural value of this population.

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Disclosure

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Annie Rodriguez, AuD., FAAA
Consumer Engagement Manager
Bilingual Programs

Myriam De La Asuncion, AuD., CCC/A
Consumer Outreach Program Manager
Bilingual Programs



Annie and Myriam are both employees with MED-EL

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Mission Statement


Overcome hearing loss as a barrier
to communication and quality of life

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Myriam's Story



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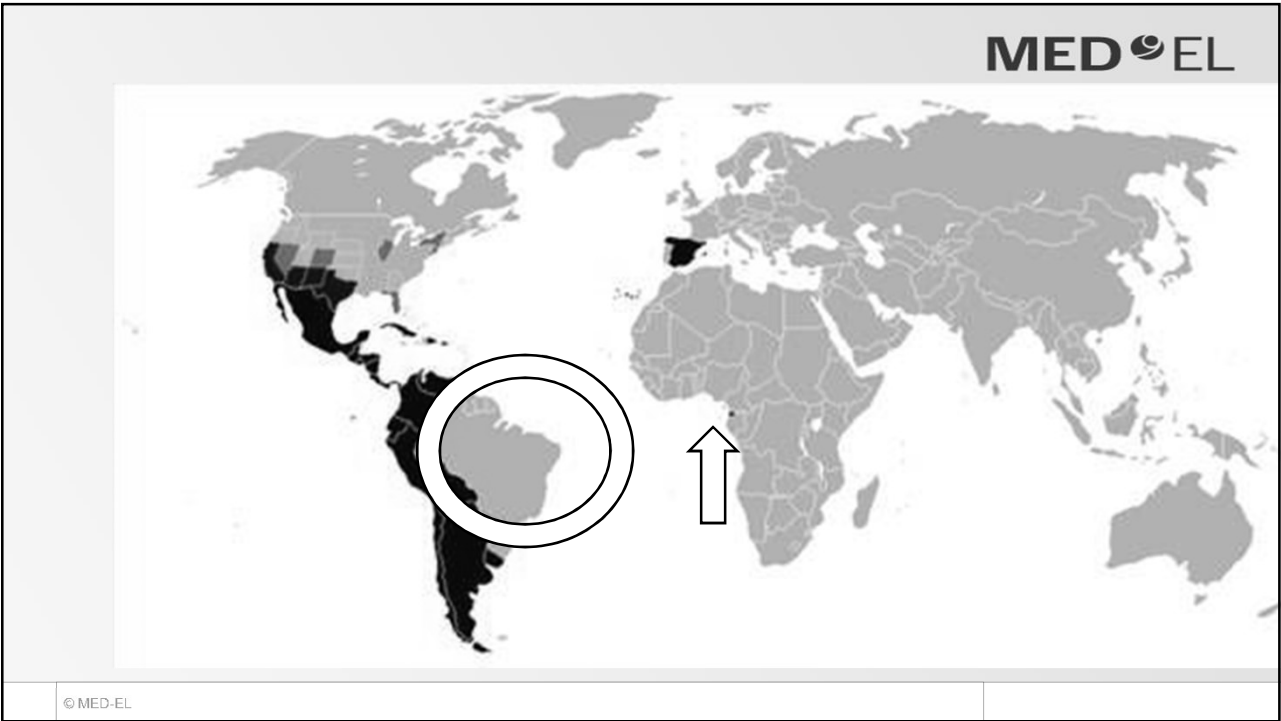
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	Hispanic vs Latino	



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	Culture and Cultural Sensitivity	
	Hispanic Population	

Cultural Components

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**Que
Bacán**


Ya Sabe
búsqueda local

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Cultural Sensitivity (CS)




An awareness that differences AND similarities exist and that they have an effect on values, learning, and behavior
(Stafford, et al., 1997).

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Cultural Sensitivity



companion accessory alarm clock

*Culture is the way
you think, act, and
interact.*

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Why is CS Important?

Hispanic Population

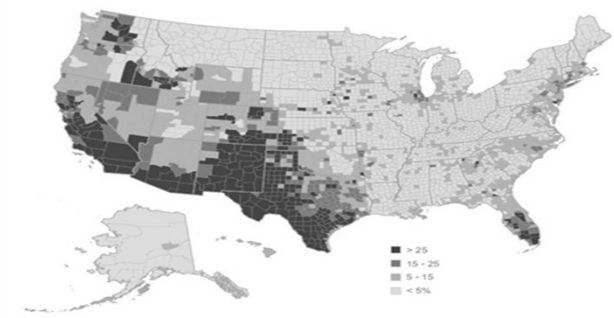
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Why is CS Important?

Figure 1

The Distribution of the Nation's Hispanic Population, 2011


Hispanic population share by county



Source: U.S. Census Bureau county population datasets
PEW RESEARCH CENTER

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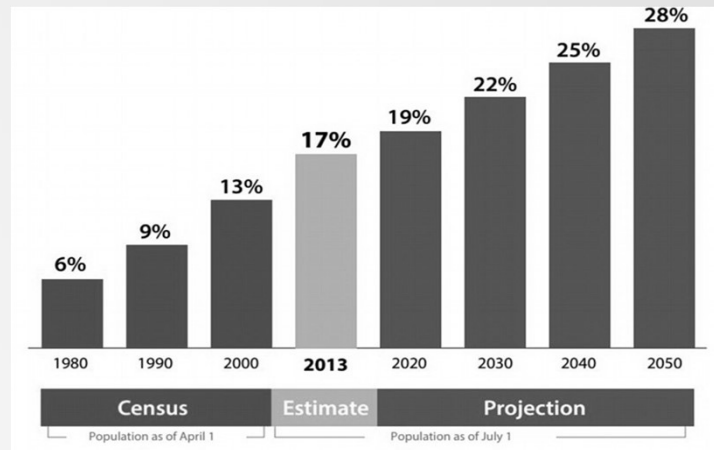
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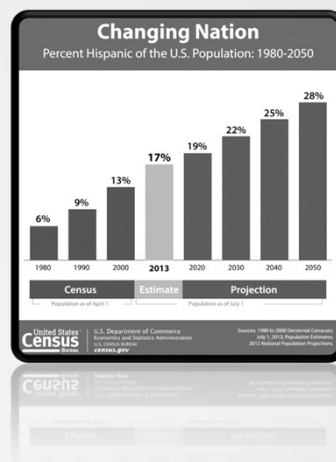
Percent Hispanic of the US Population



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Hispanic Population



102.5



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Hearing loss in the Hispanic Population



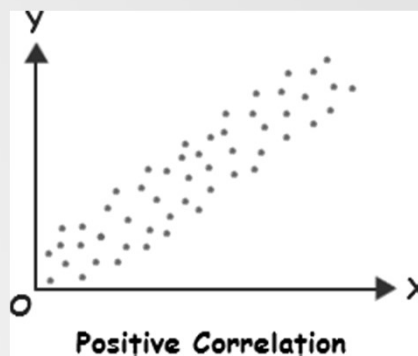
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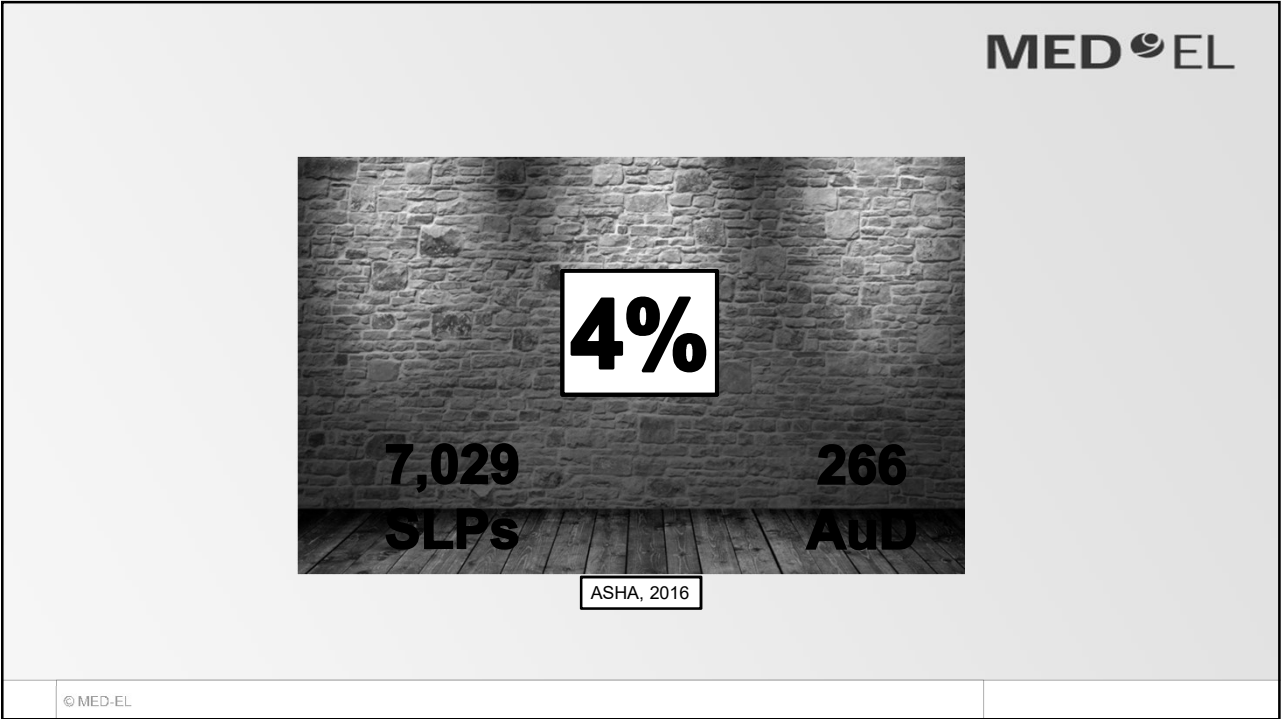
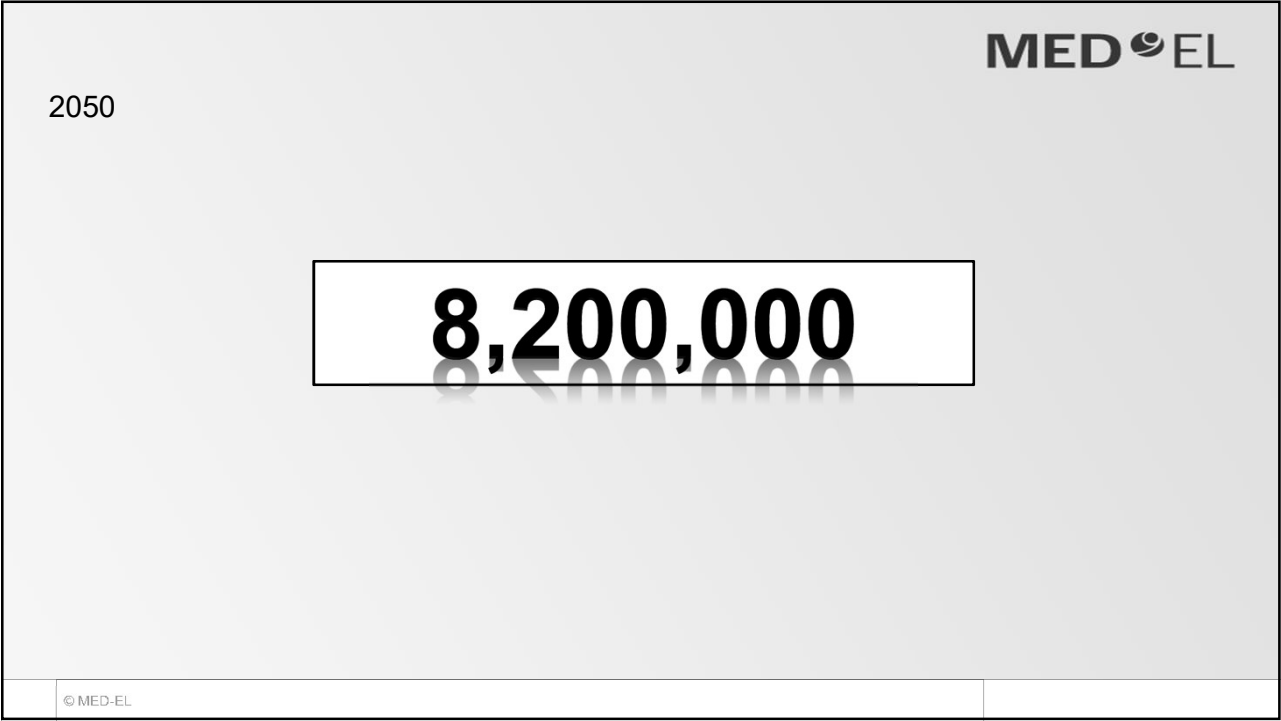
Hearing Loss Incidence



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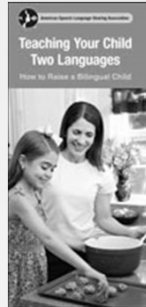
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ASHA, 2004
Multicultural Issues Board

Knowledge and Skills Needed by SLPs and Audiologists to Provide Culturally and Linguistically Appropriate Services



“...all service providers must assume responsibility for effective services and be prepared to competently respond to issues of diversity”.

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Trigger	How I feel	What did I do	The cost	Reality: It was just lost in translation!

Lack of ownership

Criticize, dismiss

Annoyed, irritated

Open, honest relationship

TRIGGERS

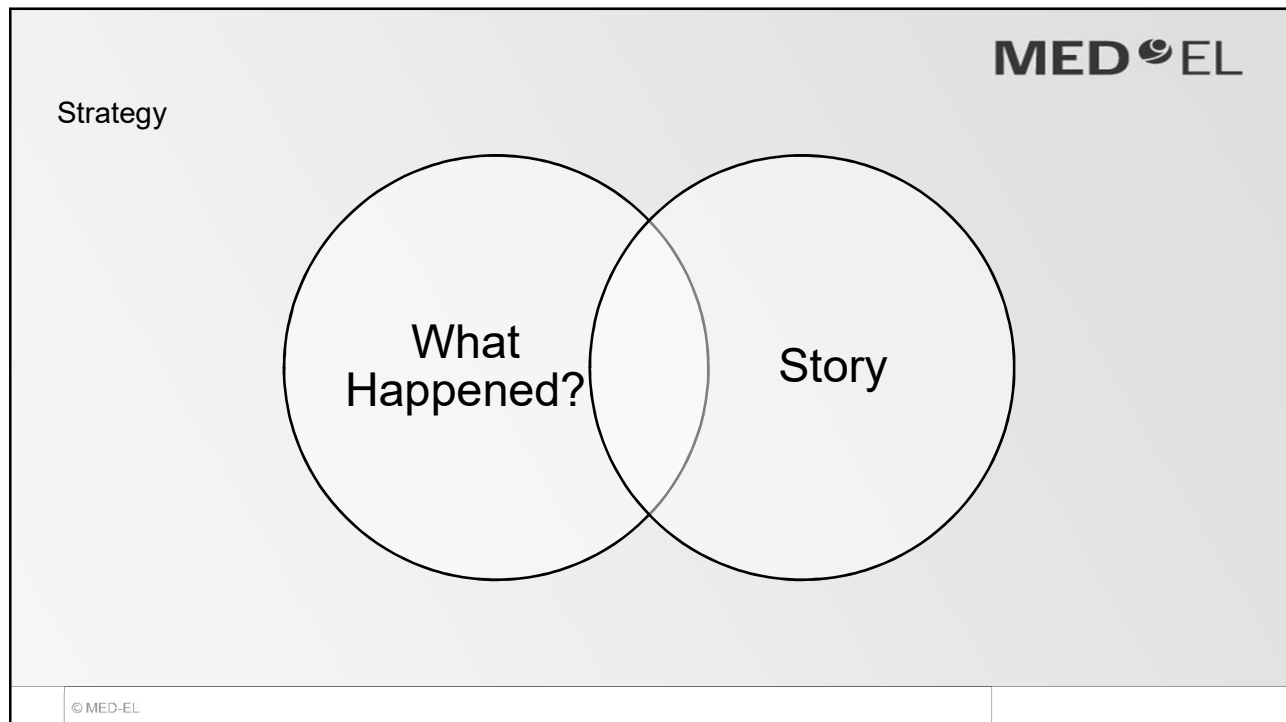
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Trigger	How I feel	What I do	The cost	The Reality

What triggers influence your clinical care and counseling for Spanish-speaking populations?

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5 Critical Questions

For Health Care Providers

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1

Have I given this family
time to seek counsel from
their family unit?

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Familismo



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Other Strategies to Consider

- Finding out who is the primary decision maker?
- Invite those important members of the family to an additional appointment
- Adjusting/flexing appointment times

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2


Does this family think I'm too much of an authority?

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Other Strategies to Consider	
<ul style="list-style-type: none"> – Personable Body Language – No White Coat – Keep it simple 	
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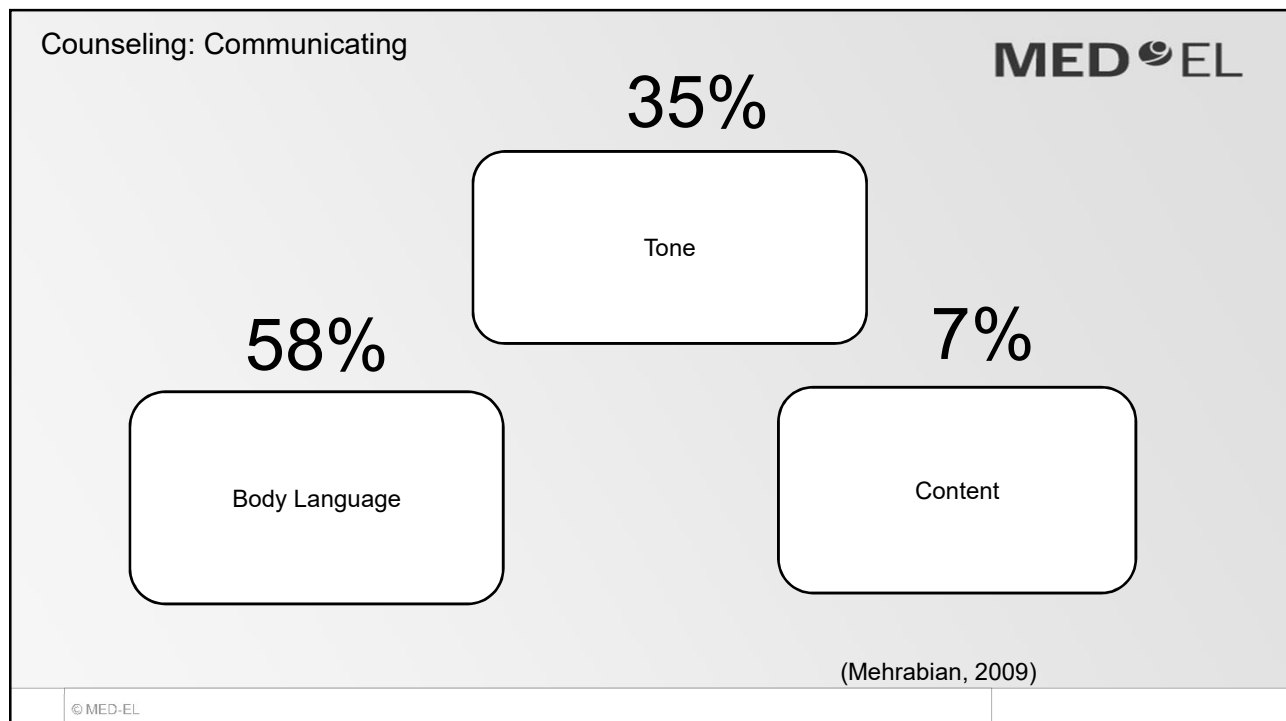
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3	
<div style="border: 1px solid black; padding: 10px; display: inline-block;"> <p>Does my environment say “You’re safe and welcome here?”</p> </div>	
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Body language

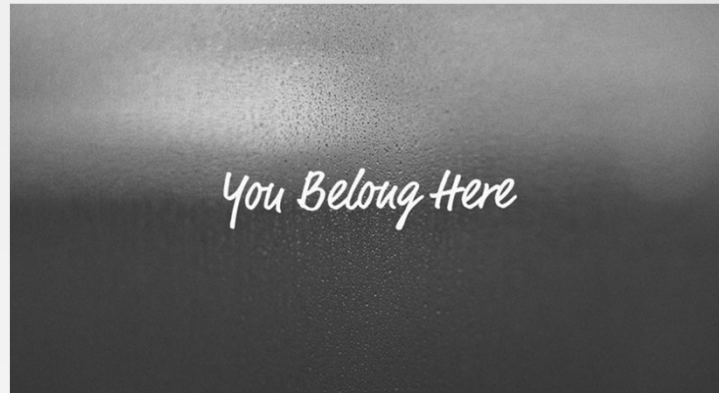


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Create Community

MED^{EL}**Cultivate Compassion**

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Other Strategies to Consider

– Hire multi-cultural staff

– Provide skilled services in the home language

– Family support groups

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4

Do I have a clear perspective on what this family is going through?

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Seek First to Understand,
Then to Be Understood

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Understanding Priorities



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Unique Needs and Challenges



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Tell me what you know about..?

What's your day like?

What's the most important thing for you and your child right now?

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Answers will vary!

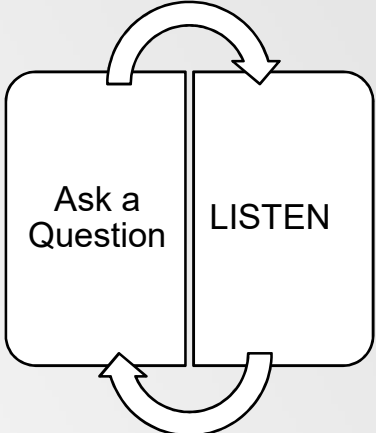


Country:
States
Provinces
Regions

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Counseling: Understand by Listening

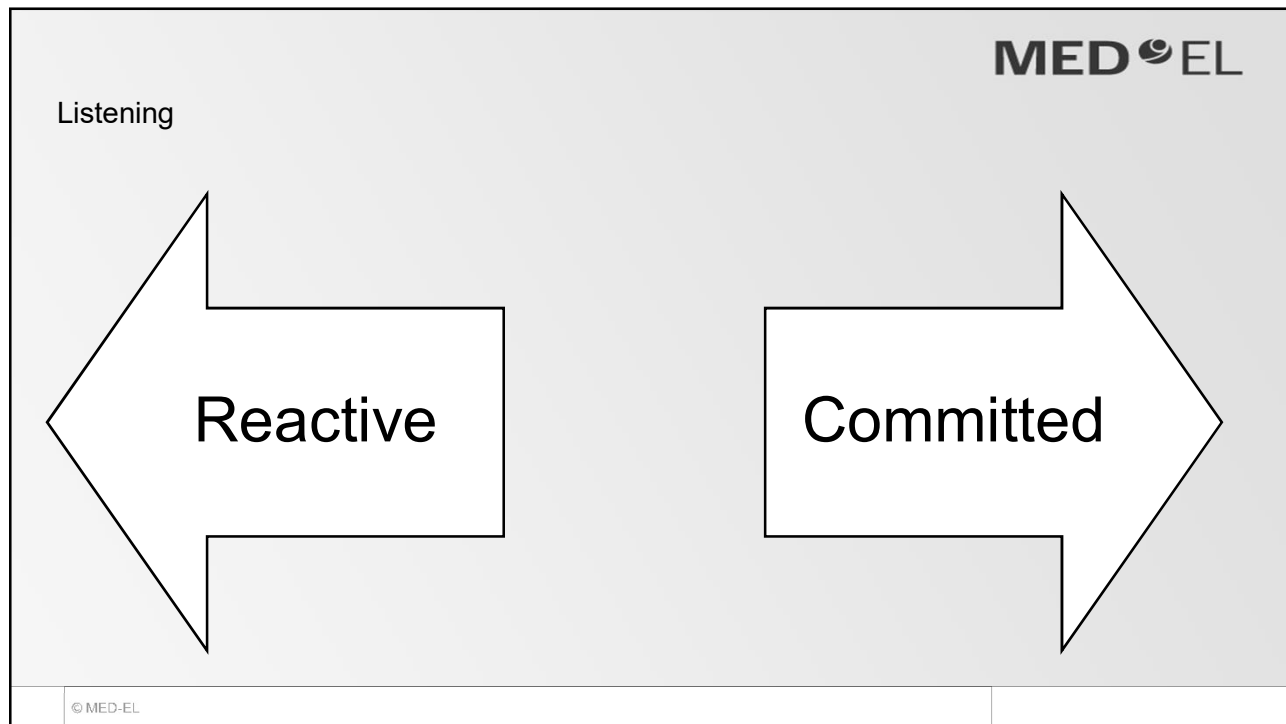


Ask a Question LISTEN

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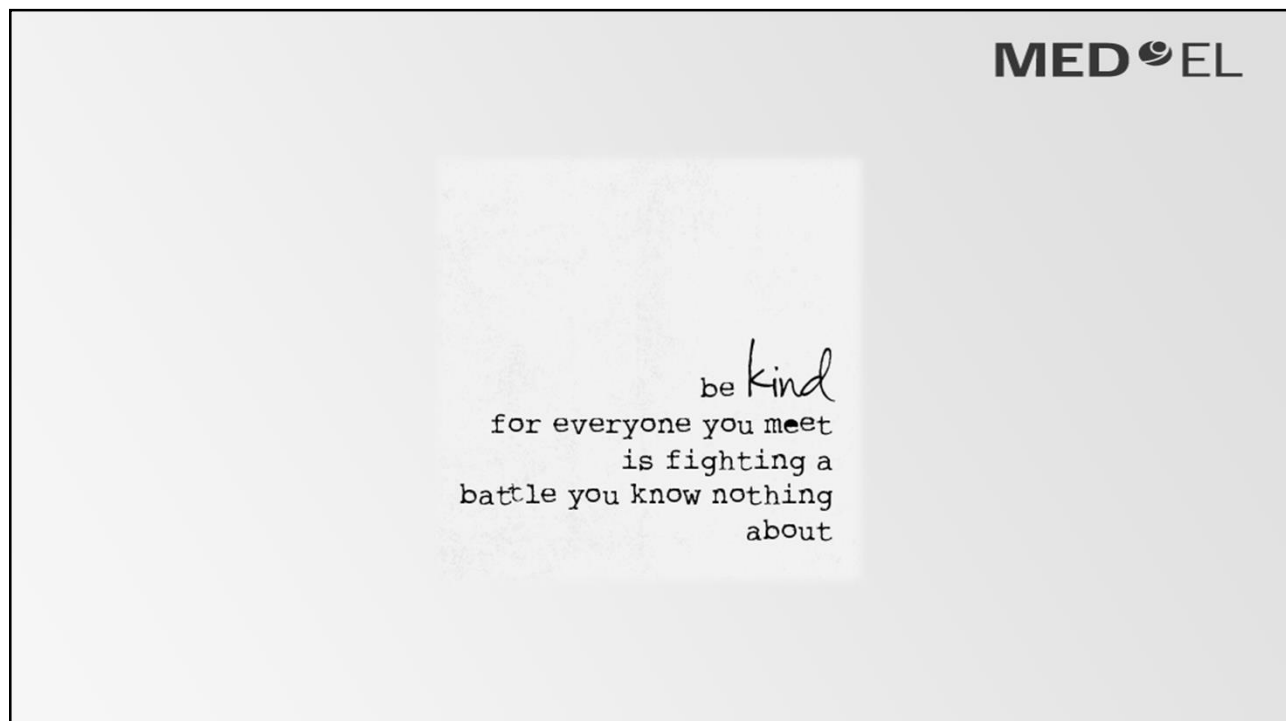
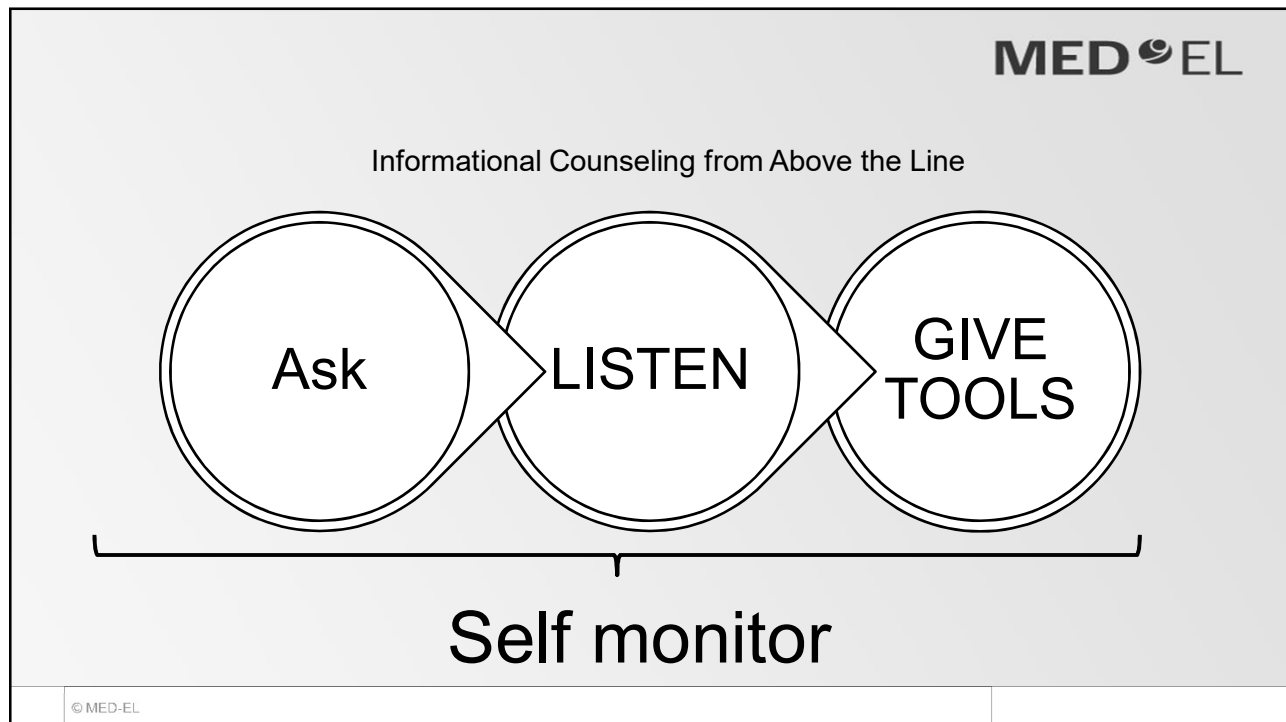
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5

Do I have the support tools I need?

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MAKE YOUR WORKPLACE INCLUSIVE
FOR ALL CULTURES



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Tools and Support

- University of Arkansas
 - <http://cda.uams.edu/cmte/diversity-inclusion/test-your-cultural-sensitivity/>
- ASHA Practice Portal
 - <http://www.asha.org/practice-portal/>






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Tools and Supports

- IDA Institute
 - <http://idainstitute.com>
- Care Project
 - <http://www.thecareproject.com>

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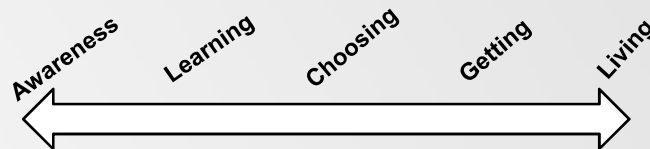
Bilingual Program

- The **FIRST** program in the industry
- Created to meet the unique needs of the Spanish speaking (in the US and Canada) population
- Goals: to empower and equip candidates, parents, families, recipients and the professionals who serve them on their journey to optimal hearing and communication
- We provide support and education before, during, and after!

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*Providing Support and Education
Before, During, and After!*



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This is OUR WHY

- Increase awareness
- Empower families
- Cultural competency
- Support the entire family
- Become our family



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This is OUR HOW

MED-EL is Bridging the Cultural Gap



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Spanish Materials

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¿Por qué elegir a MED-EL?

ESTAS SON LAS RAZONES

- 1. SOMOS NÚMERO UNO EN SEGURIDAD.**
El implante coclear SYNCHRONY es el único IMPLANTE COCLEAR aprobado para una resonancia Magnética (MRI) de 3.0T sin la necesidad de cirugía adicional para sacar el implante.
- 2. OFRECEMOS PROTECCIÓN MÁXIMA DE LAS ESTRUCTURAS DELICADAS DE LA CÓCLEA.**
Nuestros electrodos tienen estructuras frías y es importante conservarlas para la tecnología del futuro. Lo hacemos usando electrodos que tienen aislantes conductivos. Nuestros electrodos entran a la cóclea suavemente y sin trauma preservando las estructuras.
- 3. NUESTROS ELECTRODOS CUBREN TODA LA CÓCLEA.**
No todos los electrodos son iguales. Igual al tacto del piano, la cóclea está organizada de una manera específica. Para tener mejor oportunidad de percibir todos los sonidos de forma natural, es necesario estimular toda la cóclea. Somos los únicos que tienen los electrodos más largos y flexibles que cubren que toda la cóclea.
- 4. TENEMOS COMPATIBILIDAD INMEDIATA.**
Cuando desarrollamos nuevas tecnologías siempre estamos pensando en el futuro. Por esa razón nuestros procesadores auditivos son inmediatamente compatibles con implantes anteriores.
- 5. OFRECEMOS CONECTIVIDAD INALÁMBRICA.**
A través de accesorios que son fáciles de usar como el accesorio COCLAR, los procesadores auditivos de MED-EL ofrecen una calidad de sonido excepcional para poder hablar por teléfono, escuchar música, y participar en conversaciones en ambientes ruidosos.
- 6. TENEMOS LA PROTECCIÓN MÁS ALTA CONTRA EL AGUA.**
El accesorio WaterWear ofrece la mejor protección contra el agua. Sus cubiertas son desmontables y pueden tolerar hasta 4 metros de profundidad.
- 7. LA OPCIÓN MÁS FIABLE.**
Durante más de 10 años los implantes cocleares de MED-EL son al menos un 30% más fiables que los implantes de Cochlear y Advanced Bionics. MED-EL es la única compañía que no ha tenido que retirar implantes del mercado.

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Cómo Funciona un Implante Cóclea

Los implantes cócleares convierten sonidos ambientales en pulsos eléctricos que estimulan al nervio auditivo. El cerebro interpreta estos pulsos como sonidos bien definidos. El contenido describe la información para que las personas escuchen a medida que los sonidos ocurren.

1. El micrófono del procesador auditivo recoge el sonido.
2. El procesador audita y convierte los sonidos en un código especial.
3. El código se envía a la bobina y se transmite a través de la piel comunicándose con el implante.
4. El implante y envía pulsos.
5. El nervio audita y transmite como su.

hearLIFE

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Formulario de Contacto

Nombre: _____

Dirección de envío: _____

Ciudad: _____ Estado: _____ Código postal: _____

Correo electrónico: _____

Teléfono: _____

Soy un:

☐ Candidato

☐ Padre / Madre de Candidato

☐ Audiólogo

☐ Patólogo de lenguaje y habla

☐ Maestro de Sordomudo / Problemas de Audición

Implantes Cócleares: Guía

La importancia de un MRI

La resonancia magnética (MRI) es una tecnología médica muy importante que permite a los médicos ver imágenes detalladas del interior de su cuerpo.

¿Otro a considerar un MRI?

La mayoría de nosotros probablemente necesitaremos por lo menos un MRI en nuestra vida.

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iQubies

¡DIVIÉRTASE ESCUCHANDO!

Aumente las habilidades auditivas de su pequeño con nuestro recurso interactivo para educación y rehabilitación. Este recurso es para padres de niños con pérdida auditiva y los profesionales que los sirven.

Recomendar: Sugar Conductor. El cuento va al frente con esta actividad creada para ayudar con la práctica auditiva a través del juego.

Para obtener sus iQubies GBATS, complete el formulario en la parte posterior y envíenlo a su representante de MED-EL.

Contenido interactivo a través de un sitio de redes sociales. El contenido de iQubies es para uso personal.

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Next Steps

Moving into action

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In Review:
5 Critical Questions

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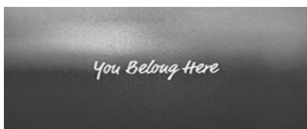
Action Plan

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AHA! moment...

**I'm going to learn
more about...**

I'm going to try to...



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Sensitivity

Competence

Being

Doing



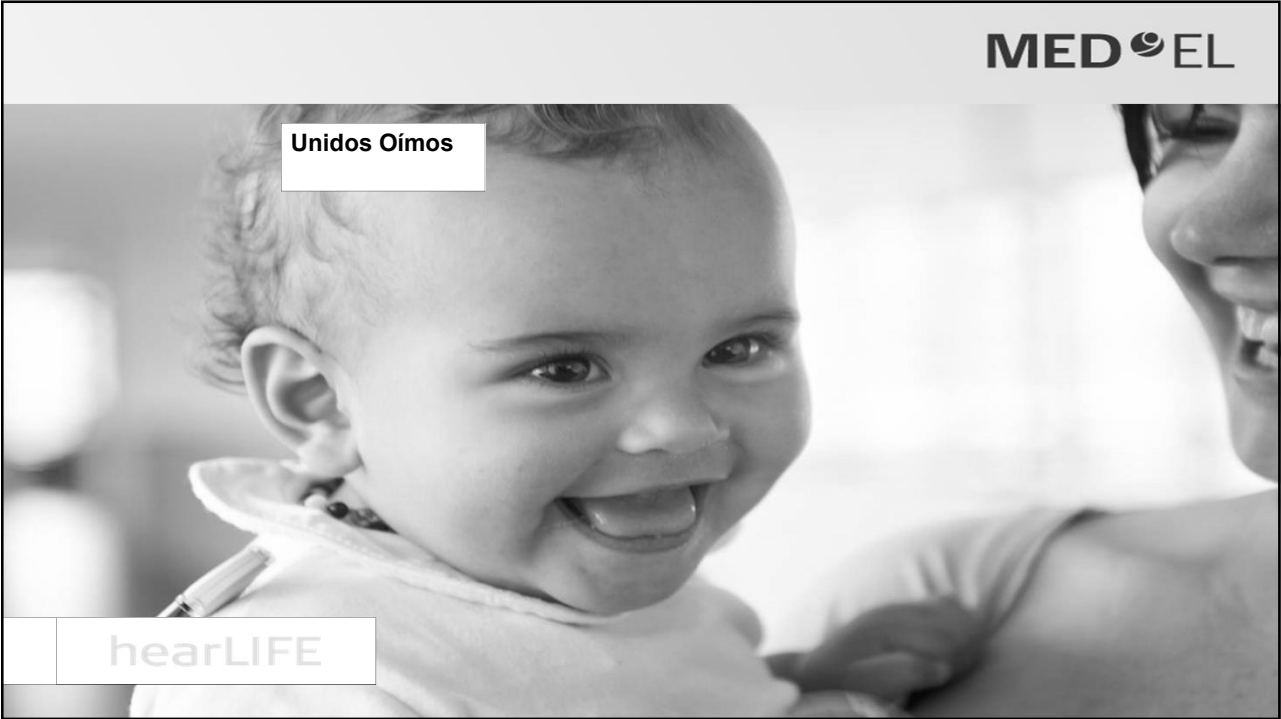
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