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.
Disclosure

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Annie and Myriam are both employees with MED-EL

Mission Statement

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

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Myriam's Story
Hispanic vs Latino
Culture and Cultural Sensitivity
Hispanic Population

Cultural Components

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

Hispanic Population

Figure 1: The Distribution of the Nation’s Hispanic Population, 2011

Source: U.S. Census Bureau county population datasets
Pew Research Center

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Percent Hispanic of the US Population

Hispanic Population

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Hearing loss in the Hispanic Population

8%

2015

NIH NICHD

Hearing Loss Incidence

Positive Correlation

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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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<table>
<thead>
<tr>
<th>Trigger</th>
<th>How I feel</th>
<th>What did I do</th>
<th>The cost</th>
<th>The Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of ownership</td>
<td>Criticize, dismiss</td>
<td>Open, honest relationship</td>
<td></td>
<td>It was just lost in translation!</td>
</tr>
</tbody>
</table>

Annoyed, irritated

TRIGGERS

What triggers influence your clinical care and counseling for Spanish-speaking populations?
We have a social responsibility, a constitutional opportunity and a moral obligation to help others.

Janie Lewis

meetville.com
5 Critical Questions
For Health Care Providers

1
Have I given this family time to seek counsel from their family unit?

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continued
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

2

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

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Other Strategies to Consider

- Personable Body Language
- No White Coat
- Keep it simple

Does my environment say “You’re safe and welcome here?”

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Body language

Counseling: Communicating

Tone

Body Language

Content

58%

35%

7%

(Mehrabian, 2009)
Create Community

You Belong Here

Cultivate Compassion

Nobody cares how much you know, until they know how much you care.
(Theodore Roosevelt)
Other Strategies to Consider

- Hire multi-cultural staff
- Provide skilled services in the home language
- Family support groups

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

Understanding Priorities

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In closing… I believe…

In order to effectively involve families we have a responsibility to know ourselves, take the time to understand others without judgement, utilize best practices in adult coaching and to be kind.

This way we can serve and give whole heartedly to each individual family.
Answers will vary!

Country: States, Provinces, Regions

Counseling: Understand by Listening

Ask a Question  LISTEN

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Give up your need to always be right.

Behappy.me

Listening

Reactive

Committed
Informational Counseling from Above the Line

Ask → LISTEN → GIVE TOOLS

Self monitor

be kind
for everyone you meet
is fighting a battle you know nothing about

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Do I have the support tools I need?

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MAKE YOUR WORKPLACE INCLUSIVE FOR ALL CULTURES
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/

Tools and Supports

- IDA Institute
  • http://idainstitute.com

- Care Project
  • http://www.thecareproject.com
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!
This is OUR WHY

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

This is OUR HOW

MED-EL is Bridging the Cultural Gap

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Next Steps

Moving into action
In Review:
5 Critical Questions

1. Does this family think I’m too much of an authority?
2. Does my environment say you’re welcome here?
3. Have I given this family time/opportunity to seek counsel from their family unit?
4. Do I have a clear perspective on what this family is going through?
5. Do I have the tools and supports I need to effectively do my job?

AHA! moment…
I’m going to learn more about…
I’m going to try to…

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