

Cultural Competence:
Presented to Members of Regulatory Bodies of
Nova Scotia
May, 23, 2013

Prepared by

Robert S. Wright, MSW, RSW

Graduate Student, Dalhousie

Sessional Lecturer, Mount Saint Vincent University

Social Worker in Private Practice

Member NSBS Racial Equity Committee

www.robertswright.ca

www.culturalclinicalconsultants.ca

Who Is Robert Wright?

- A registered SW Private Practitioner
- Former member of the NSASW Council
- PhD Student in Sociology – Race, Identity, Power
- Member Racial Equity Committee of NSBS
- Former Race Relations Coordinator of the Dartmouth District School Board

Cultural Competence: Definition

- Cultural competence refers to an ability to interact effectively with people of different cultures. Cultural competence comprises four essential capacities:
 - A. We must understand our own cultural positions and how they differ from and are similar to others
 - B. We must understand the social and cultural reality in which we live and work and in which our clients live and work
 - C. We must cultivate appropriate attitudes towards cultural difference
 - D. We must be able to generate and interpret a wide variety of verbal and non-verbal responses

What do you Need

- What are the things you need to get out of this day to make it valuable to you?

Creating a Circle of Safety

- As I note later, the conversation about race and culture in North America is difficult. What can we do today to ensure that

Culturally Competent Regulatory Bodies: Why?

- As Racialized and Aboriginal Canadians gain increasing space in society, the membership of regulated bodies will become more diverse as will the public they serve.

Tracking the CIBC Online Banking Home Page

A Cultural Competence Project by

Robert S. Wright

March, 2012 – Present

www.robertswright.ca

How it Started

- Involved with cultural competence since 1988
- Have argued most successful companies appeal to an increasingly diverse population
- Brochures and catalogues illustrate this point
- CIBC online banking website homepage
- Just used the alternating main picture as an illustration



Personal Banking

Business Services

About CIBC

Advice Centre

Search

- Bank Accounts
- Credit Cards
- Mortgages
- Loans & Lines of Credit
- Investing
- Insurance
- Ways to Bank
- Your Financial Needs

Bundle your banking and have more in your pocket

Introducing the new CIBC Total Banking Rebate™

[Learn more »](#)

Meet your financial goals

[Buy your first home](#)

[Manage your debt](#)

[Plan for your retirement](#)

Get more from your banking

[How to Bank Online](#)

[Get started with Mobile Solutions](#)

[Pay your bills online](#)

Get up to 15,000 Aeroplan® Miles



[Learn more »](#)

Avoid late credit card payments



[Learn more »](#)

What's new at CIBC

[The first banking app designed specifically for iPad](#)

[Shop online using Visa Debit for a chance to win \\$2,500!](#)

Online Banking

[Register](#) | [Take a tour](#)

Card Number:

[Delete this card](#)

[Sign on with a different card](#)

Password (case-sensitive):

[Forgot your password?](#)

[Sign On](#)

Important notice

We've changed the agreement that governs CIBC Online Banking. By signing on, you agree to the new version. Please review the [Electronic Access Agreement \(2012\)](#).

Online security guaranteed

CIBC protects you
Enhanced browser security

Find a branch or ABM

Enter address or postal code:

[More search options](#)

Helpful resources

- [Open an account](#)
- [Rates and fees](#)
- [Careers](#)

20120317

LIMITED TIME

Get up to 25,000 Aeroplan[®] Miles

and build your savings while you pay
down your mortgage.

[Learn more »](#)



20120411

LIMITED TIME OFFER

**Get up to 15,000
Aeroplan Miles[®]**

CIBC Unlimited^{®1} Chequing Account

[Learn more >>](#)



20120426



20120428



**Bundle your banking and
have more in your pocket**

Introducing the new
CIBC Total Banking Rebate™

[Learn more »](#)

20120606



LIMITED TIME OFFER

**Get up to 15,000
Aeroplan Miles[®]**

CIBC Unlimited^{®1} Chequing Account

[Learn more »](#)

20120619



**Bundle your banking and
have more in your pocket**

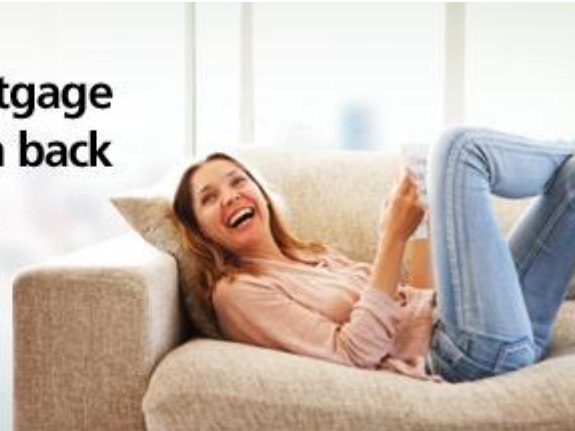
Introducing the new
CIBC Total Banking Rebate™

[Learn more »](#)

20120705

**Transfer-in your mortgage
and you can get cash back
and Aeroplan Miles.®**

[Learn more »](#)



20120726

**You're our reason
to celebrate.**

[Learn more »](#)



20120808



At this point, CIBC made some renovations to their website. Now the main graphic rotates among 3 graphics. This is the only one of the 3 that includes a picture of a person. Let's see how long it takes them to change it since the renovation.

Around this time I saw this in a CIBC window downtown

In Canada
6 years:

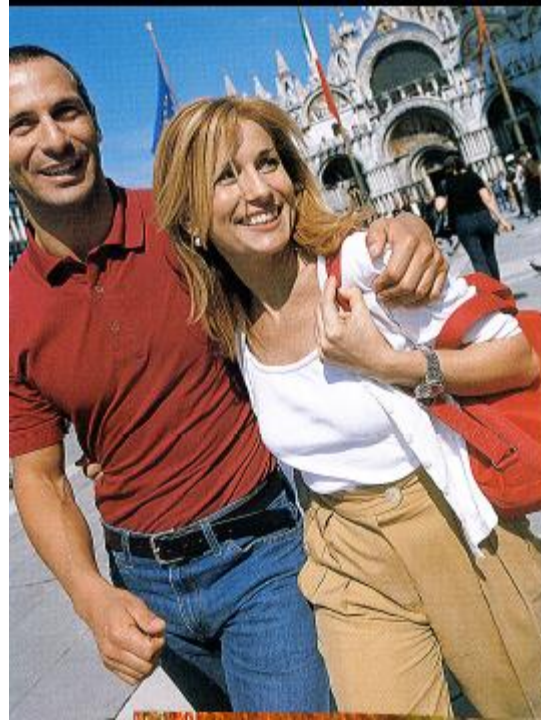
- Promotion
- Bigger home
- Trip to see relatives

In Canada
6 weeks:

- New job
- Apartment
- Furniture

Your future.
Your country.
Your bank.

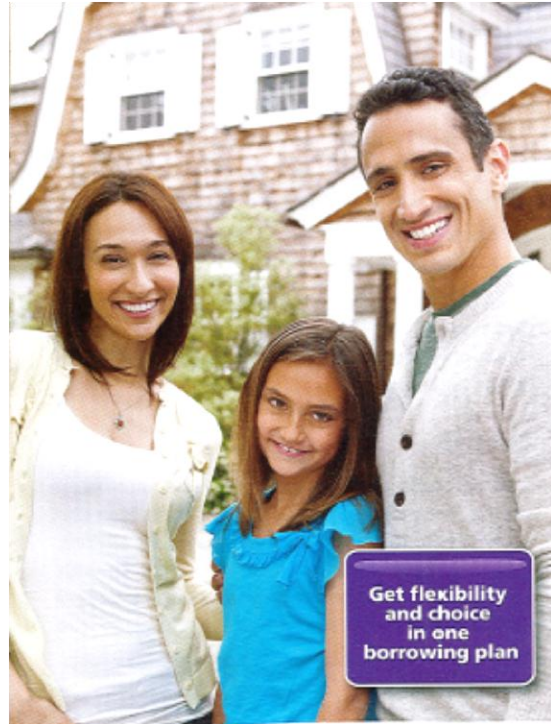
In the Spring of 2013 I saw a large display of brochures at CIBC. I copied the images off of each separate brochure







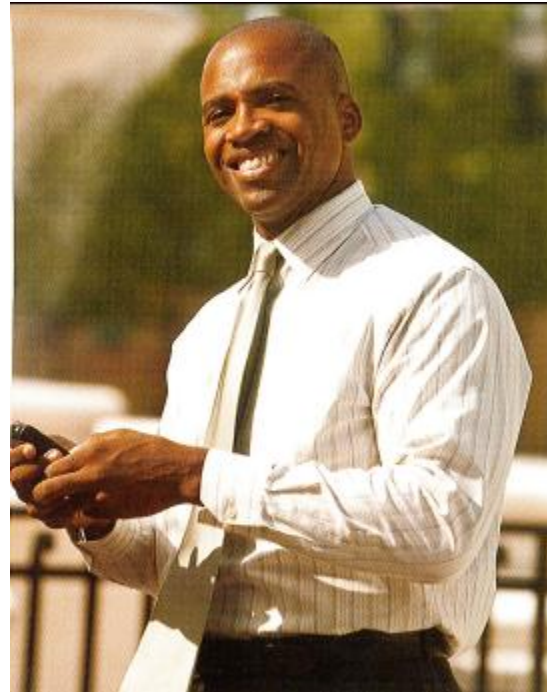


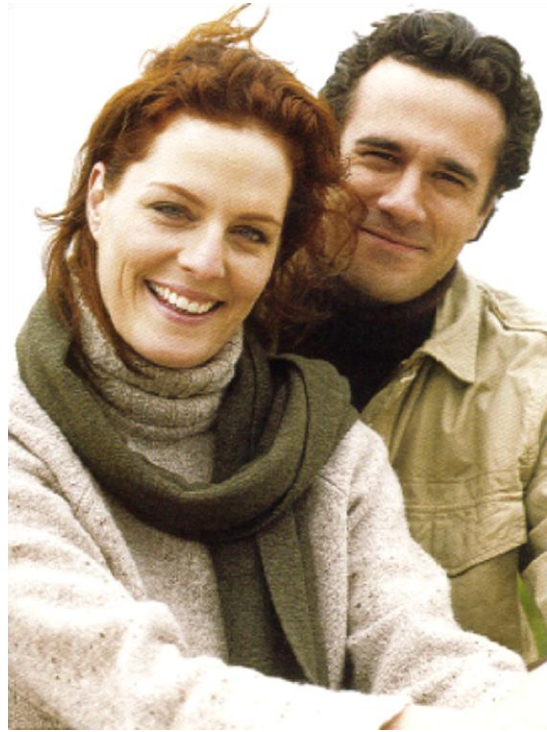


Get flexibility
and choice
in one
borrowing plan



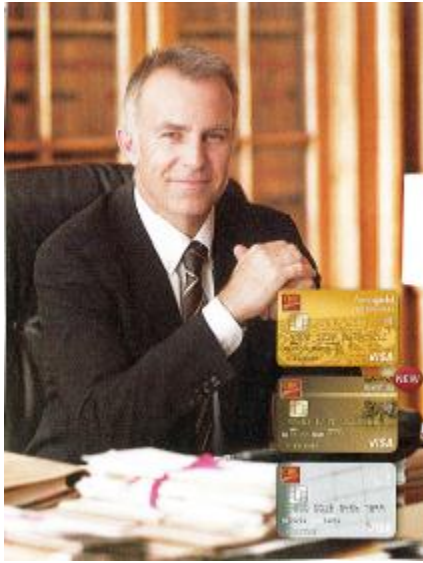














Break Time!



What do CIBC visuals tell us about them as a company?

What do the visuals tell us about what they think is happening in the world?

Culturally Competent Regulatory Bodies: Why?

- Principles of cultural competence are being recognized as foundational knowledge for professionals working with the public. Regulatory Bodies will be expected to assist and monitor their members performance in this regard.

(cf. reasonable person)

Cultural Competence: Definition

- Cultural competence refers to an ability to interact effectively with people of different cultures. Cultural competence comprises four essential capacities:
 - A. We must understand our own cultural positions and how they differ from and are similar to others
 - B. We must understand the social and cultural reality in which we live and work and in which our clients live and work
 - C. We must cultivate appropriate attitudes towards cultural difference
 - D. We must be able to generate and interpret a wide variety of verbal and non-verbal responses

A) Nichols' Model for Understanding Cultural Difference

Philosophical Perspective on Cultural Difference. Edwin Nichols (cf. work of Jung)

Different world cultures developed out of differing physical environments.

These world views have differing constructs:

- Axiology (values)
- Epistemology (way of knowing)
- Logic (principles of reason)
- Process (practice of reason)

THE PHILOSOPHICAL ASPECTS OF CULTURAL DIFFERENCE

DEVELOPED BY EDWIN J. NICHOLS, PH.D.

ETHNIC GROUPS ETHNIC WORLDVIEW	AXIOLOGY	EPISTEMOLOGY			LOGIC	PROCESS
		APPLIED	PEDAGOGY	METHODOLOGY		
EUROPEAN EURO-AMERICAN	Member-Object The highest value lies in the object or the acquisition of the object	One knows through Counting and Measuring	Parts to Whole	Linear and Sequential <i>-Assembly line-</i>	Dichotomous <i>Either/Or</i> <i>-Newtonian theory-</i>	All sets are repeatable and reproducible <i>-Technology-</i>
AFRICAN AFRICAN AMERICAN LATINO/A ARAB	Member-Member The highest value lies in the relationships between persons	One knows through Symbolic Imagery and Rhythm (function) <i>-Gladwell <u>Blink</u>-</i>	Whole Holistic Thinking <i>-The BIG picture-</i>	Critical Path analysis <i>-Cut to the chase-</i>	Diunital <i>Union of opposites</i> Difrasismo <i>-Aztec thought-</i> The In Between <i>Ibn 'Arabi</i> <i>-Quantum theory-</i>	All sets are interrelated through human and spiritual networks <i>-Black church-</i>
ASIAN ASIAN AMERICAN POLYNESIAN	Member-Group The highest value lies in the cohesiveness of the group	One knows through Transcendental Striving <i>-Tree the forest-</i>	Whole and parts are seen simultaneously <i>-To read a Chinese word-</i>	Cyclical and Repetitive <i>-Stroke order in writing a Chinese word-</i>	Nyaya <i>-The objective world is conceived independent of thought and mind-</i> <i>-Chaos theory-</i>	All sets are independently interrelated in the harmony of the universe <i>-Keiretsu-</i>
NATIVE AMERICAN	Member-Great Spirit The highest value lies in oneness with the Great Spirit	One knows through Reflection and Spiritual Receptivity <i>-Purification rites-</i>	Whole is seen in cyclic movement <i>-Seasons-</i> <i>-Medicine Wheel-</i>	Environmentally experiential reflection <i>-Rites of Passage-</i>	Great Mystery <i>-A set of 4 and a set of 3 form the whole-</i> <i>-Super string theory-</i>	All sets are interrelated through the elements, plant, animal, and spiritual networks <i>-White Buffalo-</i>

Traditional Ecological Knowledge

- Nichol's Model is consistent with a growing understanding and articulation of Aboriginal Traditional Ecological Knowledge: an Ancient and yet ever evolving body of knowledge, practice and belief which concerns itself with the inter relationship of all living things with and within their environment.

Africentricity

There is a growing global and local understanding of the fundamental elements of African thought, culture and philosophy. Somewhat controversial, certainly not standardized, nevertheless its growing legitimacy has been established. Its hallmark is the assertion of a worldview that places all people of African descent at its centre, asserts a common culture, philosophy and history and critiques and perhaps even rewrites global history from this perspective

This does not suggest pigeon-holing

Just because a person is identifiably a member of a particular ethno-cultural, racial or aboriginal group does not mean they will ascribe to a pre-set notion of that groups culture.

The model does give us some understanding of how people can differ in themes related to values, worldview, etc.

Identifying our Values and Ways of Knowing Exercise

- Individually, reflect on the Nichols' Model. Consider which of the traditional world views' Values and "Ways of Knowing" most closely aligns with your own. If none, take a minute to describe your own Values and Ways of Knowing. (10 min)
- Now, find someone who most closely shares your world view and talk about how similar and how different the two of you are. (10 min)
- Now, find someone who is most different from you in your world view and talk about how similar and how different the two of you are. (10 min)
- Report Back (10 min)

Lunch!



arts-wallpapers.com
-not for sale

B) Social, Cultural and Historical Context

North American Diversity is fraught with complicated and tragic history

- **Enslavement of Africans, Genocide of First Nations, Global strife resulting in trans-global immigration etc.**

A local knowledge of how our racist history is a living legacy is necessary: Africville, Cornwallis.

(Aylward talks of the need for this knowledge to aid in our ability to “spot issues” of race)

Global Affairs Affect Local Activities

- Given the Agreement on Internal Trade and immigration trends, regulatory bodies must learn to negotiate jurisdictional differences in training and education and cultural differences that come along with working with increasingly diverse applicants.
- The difficulties and challenges of other places become real in our local context.

C) Appropriate Attitudes

Cultural competence requires that practitioners actually *value* diversity, not just tolerate it. In a nation that acknowledges multiple founding peoples, that was built up on the foundation of ethnic/immigrant labour and whose future depends on immigration any other attitude should reasonably be seen as unacceptable.

D) Communicating Across Cultures

Cross cultural communication is a complex study in cultural hermeneutics. In sociology: the context of a person's world view is necessary for the proper understanding and interpretation of behaviour and rhetoric.

Before meaningless, unnatural, non-human or immature behaviour and corresponding values are attributed to people of another culture, it is better to begin by doubting the adequacy of one's own judgment and knowledge.

- **Elmar Holenstein**

A Question

- I am confident that most of the people in the room would assert that they value diversity:
 - Consider how persons who might differ from you would be able to assess within first meeting you that you value diversity and a “culturally safe” person with whom to deal.
 - When would you be aware that the cultural difference between you and your client is creating a barrier which needs focussed attention to resolve?
 - How and when would you raise the issue?

Q & A

Cultural Competence and Regulating a Profession

- Regulatory bodies often struggle with the tension that exists between regulating their profession and serving their members.
- Providing information and services to internationally trained professionals (ITP) is a time consuming work.
- How do regulatory bodies balance their responsibility to internationally trained professionals, their regulatory function and the needs of current members? Will some not understand the time spent with ITP?

Dealing with Cultural Competence

- A client contacts the regulatory body with complaints that a member of your profession was disrespectful and discriminatory to them.
- What standards or guidelines will guide you in investigating and resolving the complaints?
- Does your profession have expectations of cultural competence of its members?
- What support can you provide for your members in developing these competencies?

Final Considerations

Cultural Competence: How?

- Pre service training/internships/apprenticeships
- Conduct organizational assessment of Cultural Competence
- Develop organizational plan to increase Cultural Competence
- Employ and support culturally competent (not just culturally diverse) practitioners as agents of change
- Make available systematic coaching/consulting
- Provide continuing education in Cultural Competence

Cultural Competence: How Not

- Do not place the responsibility for cultural competence solely on the shoulders of “diverse” staff – particularly when these persons are among the most junior persons on staff.
- Do not confuse cultural celebrations for cultural competence training.

Cultural Competence:
Presented to Members of Regulatory Bodies of
Nova Scotia
May, 23, 2013

Prepared by

Robert S. Wright, MSW, RSW

Graduate Student, Dalhousie

Sessional Lecturer, Mount Saint Vincent University

Social Worker in Private Practice

Member NSBS Racial Equity Committee

www.robertswright.ca

www.culturalclinicalconsultants.ca