



“But it's okay in my culture..!?” - Building intercultural competence

ANA Asian Nutrition and Physical Activity Forum, Auckland

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Background

- By 2016 Asians are expected to make up:
 - ✓ 9% of New Zealand's population
 - ✓ 20% of the Auckland Region's total
- By 2021:
 - ✓ 45% of people in workplaces will be from overseas born backgrounds
- Significant impact on health and social services delivery

Challenges?

- High cholesterol
- Cardiovascular disease
- Diabetes
- Asian people far less likely to be physically active

(Inter)cultural Competence



YOU?

Nigerian migrant Philomena Okorom



www.starstore.com/acatalog/iceberg-poster.jpg

ICEBERG

VISIBLE

- In our awareness
- observable
- explicit
- our literature, our gestures, dances, architecture, institutions
- language
- gestures
- style of dress
- hobbies, sports
- food
- heroes

INVISIBLE

- Our of consciousness
- mental software: values, assumptions
- Implicit
- beliefs
- learning styles
- working styles
- child raising beliefs
- concept of personal space
- *attitudes to food and physical activity*
- religious beliefs

*What do you
call a sophisticated
Australian?*

A New Zealander.



LATIN AMERICAN
SÃO RICO A BLEND

Scenarios: perspective shifting

- You have given a series of presentations to members of a South East Asian community that have been in New Zealand since the 80s.
- In spite of your printed materials in the community language and presentations about the risks of high sugar content food and drinks, there hasn't been a change in awareness and behaviours reported by community advocates and leaders.
- What would be some key reflection questions?



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Activity 1: Language

Advisor: Are you happy here in New Zealand?

Client: Oh....yes

Advisor: Did you take my advice?

Client: Yes.....No

Advisor: You didn't follow up on my suggestions?

Client: Yes.....Yes

Advisor: Ah...so you did!

Client: Yes.....No.

Adapted from an activity by Dr Nagesh Rao, with permission from the author

Advisor: Are you happy here in New Zealand?

Client: Oh....yes *(I am not happy at all, but I do not want to hurt your feelings. After all, your country accepted me as a refugee)*

Advisor: Did you take my advice?

Client: Yes *(I hear you)*.....No *(I did not take it)*

Advisor: You didn't follow up on my suggestions?

Client: Yes *(I hear you)*.....Yes *(I did not take it. Your advice would be considered strange where I come from)*

Advisor: Ah...so you did!

Client: Yes.....No.

Communication tips I

1. Reflect on your own style and practice alternative styles
2. Be natural, observe behaviours, ask questions
3. Avoid difficult and uncommon words
4. Keep your own dictionary

Communication tips II

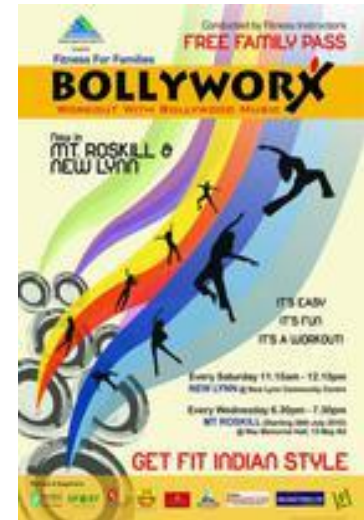
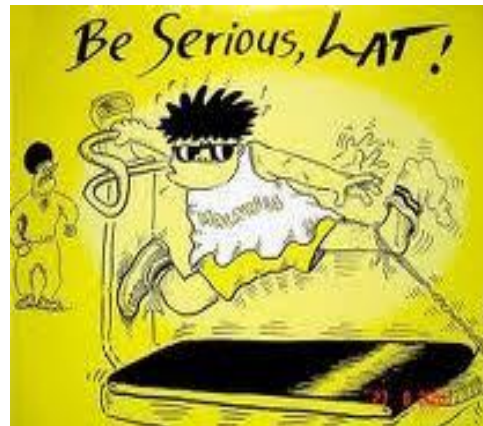
5. Don't use too many words or make information complex
6. Organise what you say before hand
7. Rephrase and summarise often
8. Use open-ended questions

Riding the Wave

- Ethnic diversity management
- Key themes:
 1. Leadership & management
 2. Human Resources
 3. Recruitment & selection
 4. Retention & succession planning
 5. Employee empowerment
 - 6. Product & service design**
 7. Evaluation & monitoring

Product and service design

- Look of materials – how to ‘market’ to diverse audiences



- Language specific materials
- Use bilingual workers and/or interpreters
- Learn about role models, different foods and forms of physical activity from other cultures

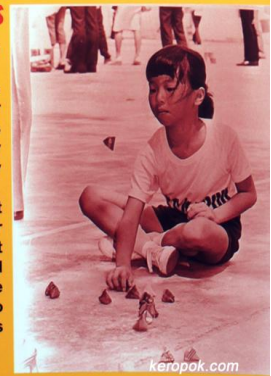
Innovation

ZUMBA



Five Stones

This game is played with "stones" or pyramid triangular cloth bags filled with seeds, rice or sand. Actual stones were used in the early years. Usually played by girls, two or more players can play. A point is scored when a player completes the eight steps in throwing and catching the five "stones". The aim is to score as many points as possible.



Clear and direct communication in public health

(When the usual words don't work)



Language Line – telephone interpreting

Diana Clark, Manager, Office of Ethnic Affairs

Why use professional interpreting?

- Trust building
- Compliance
- Educational



Why use Language Line?

- Accuracy
- Neutrality
- Confidentiality



Advantages

- Time efficient: two minutes to interpreter
- Speak directly to relevant person
- Increasing number of non-English speakers in your daily work
- Service is flexible

Language Line interpreting

- Training available as required
- Trustworthy service, monitored and evaluated
- Build relationships through clear communication

www.languageline.govt.nz

“Being interculturally competent or aware doesn’t mean knowing everything about every culture. It is, instead, respect for difference, eagerness to learn, and a willingness to accept that there are many ways of viewing the world”

Brenda Rodriguez

Resources

- Riding the Wave & Intercultural Awareness and Communication Training for Trainers information:
 - www.ethnicaffairs.govt.nz/oeawebsite.nsf/wpg_URL/Resources-Information-for-Businesses-Index?OpenDocument
- Cross-cultural Resource for Health Practitioners working with Culturally and Linguistically Diverse Clients (CALD):
 - www.caldresources.org.nz/info/courses.php
- Interactive e-learning tool – Communicating with Patients from CALD backgrounds:
 - www.sesiahs.health.nsw.gov.au/Multicultural_Health_Service
- Centre for Intercultural Learning, Canada:
 - www.intercultures.ca/cil-cai/overview-apercu-eng.asp?iso=ca
- HSE National Intercultural Health Strategy (Ireland):
 - www.hse.ie/eng/Publications/services/SocialInclusion/National_Intercultural_Health_Strategy_2007_-_2012.pdf



Kia ora & thank you!!

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