Part of the ATTC Network
The ATTC Network has been funded by SAMHSA since 1993 to support the behavioral health workforce.
Based at the UW-Madison
Areas of Emphasis-Great Lakes ATTC

• Addressing the opioid epidemic
• Medication-assisted treatment
• Recovery-oriented systems of care
• Process improvement in behavioral health

Website: www.attcnetwork.org/greatlakes
How to Access our Services

• Go to Training and Events on our web page: www.attcnetwork.org/greatlakes

• Check our upcoming offerings

• Or, contact your state project manager for more information
Connect with Us

Website: www.attcnetwork.org/greatlakes
- Join our mailing list
- Subscribe to our e-newsletter

Follow us on Twitter: @GreatLakesATTC
Partner Projects

- The SAMHSA Technology Transfer Center Program funded additional technology transfer centers in fall 2018:
  - Great Lakes **Mental Health** Technology Transfer Center
  - Great Lakes **Prevention** Technology Transfer Center
Areas of emphasis: Great Lakes MHTTC

- Process improvement in behavioral health
- School-based mental health services

Website: mhttcnetwork.org/greatlakes
Areas of emphasis: Great Lakes PTTC

• Naloxone education
• Overdose prevention training
• Anti-stigma training

Website: pttcnetwork.org/greatlakes
Cross-Cultural Communications Principles: The Global Dynamics of Interaction
SESSION OBJECTIVES

• Recognize, analyze, and synthesize worldview and cross-cultural concepts quickly to readily adapt to unacquainted behavior and norms in other societies
• Apply multicultural communication principles to real-world clinical environments to more effectively interpret how others view the world and effectually interact with diverse international populations within your practice
• Self-assess degrees of cultural humility, inherent cultural bias, and possible engagement implications with patients and staff
<table>
<thead>
<tr>
<th>Cultural Competency Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Destructiveness</td>
<td>Forced assimilation, subjugation, rights and privileges for dominant groups only.</td>
</tr>
<tr>
<td>Cultural Incapacity</td>
<td>Racism, maintain stereotypes, unfair hiring practices.</td>
</tr>
<tr>
<td>Cultural Blindness</td>
<td>Differences ignored, “treat everyone the same”, only meet needs of dominant groups.</td>
</tr>
<tr>
<td>Cultural Pre-Competence</td>
<td>Explore cultural issues, are committed, assess needs of organization and individuals.</td>
</tr>
<tr>
<td>Cultural Competence</td>
<td>Recognize individual and cultural differences, seek advice from diverse groups, hire culturally unbiased staff.</td>
</tr>
<tr>
<td>Cultural Proficiency</td>
<td>Implement changes to improve services based upon cultural needs.</td>
</tr>
</tbody>
</table>
DEFINING CULTURE AND WORLDVIEW

• Culture: “the integrated system of learned patterns of behavior, ideas, and products characteristic of a society”

• Worldview: “the fundamental cognitive, affective, and evaluative presuppositions a group of people make about the nature of things, and which they use to order their lives. Worldview are what people in a community take as given realities, the maps they have of reality that they use for living”
THE WHAT AND WHY
THE SHAPING OF WORLDVIEWS

WHAT and WHY?
GLOBAL CULTURAL ENGAGEMENT PRINCIPLES

1. Performance Orientation
2. Uncertainty Avoidance
3. In-group Collectivism
4. Power Distance
5. Gender Egalitarianism
6. Humane Orientation
7. Institutional Collectivism
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #1

Performance Orientation

- High Performance Orientation
  - Training and Development.
  - Competitiveness and Materialism.
  - Formal feedback as necessary for performance improvement.
  - Value what one does more than who one is.
  - Direct, explicit communication.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #1

Performance Orientation

• Low Performance Orientation
  • Societal and family relationships.
  • Harmony with the environment.
  • Formal feedback as judgmental and discomfiting.

• Value who one is more than what one does.
• Expect indirect, subtle communication.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #2

Uncertainty Avoidance

• High Uncertainty Avoidance
  • Use formality in interactions with others.
  • Are orderly and keep meticulous records.
  • Rely on formalized policies and procedures.
  • Take moderate, carefully calculated risks.
  • Show strong resistance to change.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #2

Uncertainty Avoidance

• Low Uncertainty Avoidance
  • Use informality in interactions
  • Less orderly and keep fewer records.

• Rely on informal norms for most matters.
• Are less calculating when taking risks.
• Show only moderate resistance to change.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #3

In-group Collectivism

• High In-group Collectivism
  • Duties and obligations are important determinants of social behavior.
  • A strong distinction is made between in-groups and out-groups.

• People emphasize relatedness with groups.
• The pace of life is slower.
• Love is assigned little weight in marriage.
GLOBAL CULTURAL ENGAGEMENT
PRINCIPLE #3

In-group Collectivism

• Low In-group Collectivism
  • Personal needs and attitudes are important determinants of social behavior.
  • Little distinction is made between in-groups and out-groups.

• People emphasize rationality in behavior.
• The pace of life is faster. Love is assigned great weight in marriage.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #4

Power Distance

- High Power Distance
  - Society is differentiated into classes.
  - Power seen as providing social order.
  - Upward social mobility is limited.

- Resources available to only a few.
- Information is localized and hoarded.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #4

Power Distance

• Low Power Distance
  • Society has a large middle class.
  • Power linked to corruption and coercion.
  • Upward social mobility is common.

Resources are available to almost all.

• Information is widely shared.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #5

Gender Egalitarianism

• High Gender Egalitarianism
  • More women in positions of authority.
  • Less occupational sex segregation.
• Similar levels of educational attainment for males and females.
• Afford women a greater decision-making role in community affairs.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #5

Gender Egalitarianism

- Low Gender Egalitarianism
  - Fewer women in positions of authority.
  - More occupational sex segregation.

- A lower level of female educational attainment, compared to that of males.
- Afford women little or no decision-making role in community affairs.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #6

Humane Orientation

- High Humane Orientation
  - The interests of others are important.
- People are motivated primarily by a need for belonging and affiliation.
- Members of society are responsible for promoting the well-being of others.
- Child labor is limited by public sanctions.
- People are urged to be sensitive to all forms of racial discrimination.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #6

Humane Orientation

• Low Humane Orientation
  • One's own self-interest is important.
  • People are motivated primarily by a need for power and material possessions.
  • The state provides social and economic support for individuals' well-being.
• Child labor is an issue of low importance.
• People are not sensitive to all forms of racial discrimination.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #7

Institutional Collectivism

• High Institutional Collectivism
  • Members assume that they are highly interdependent with the organization.
  • Group loyalty is encouraged, even if this undermines the pursuit of individual goals.

• The society's economic system tends to maximize the interests of collectives.
  • Rewards are driven by seniority, personal needs, and/or within-group equity.
  • Critical decisions are made by groups.
GLOBAL CULTURAL ENGAGEMENT

PRINCIPLE #7

Institutional Collectivism

• Low Institutional Collectivism
  • Members assume that they are largely independent of the organization.
  • Pursuit of individual goals is encouraged, even at the expense of group loyalty.

• The society's economic system tends to maximize the interests of individuals.
  • Rewards are driven very largely by an individual's contribution to task success.
  • Critical decisions are made by individuals.
## THE SHAPING OF WORLDVIEWS

<table>
<thead>
<tr>
<th>Question</th>
<th>Philosophical Discipline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is?</td>
<td><em>Ontology</em> (model of reality as a whole)</td>
</tr>
<tr>
<td>2. Where does it all come from?</td>
<td><em>Explanation</em> (model of the past)</td>
</tr>
<tr>
<td>3. Where are we going?</td>
<td><em>Prediction</em> (model of the future)</td>
</tr>
<tr>
<td>4. What is good and what is evil?</td>
<td><em>Axiology</em> (theory of values)</td>
</tr>
<tr>
<td>5. How should we act?</td>
<td><em>Praxeology</em> (theory of actions)</td>
</tr>
<tr>
<td>6. What is true and what is false?</td>
<td><em>Epistemology</em> (theory of knowledge)</td>
</tr>
</tbody>
</table>

Table 1: Summary of the worldview questions, with their corresponding traditional philosophical discipline.
DEFINING CULTURE AND WORLDVIEW

• Culture: “the integrated system of learned patterns of behavior, ideas, and products characteristic of a society” (1983, p. 25)

• Worldview: “the fundamental cognitive, affective, and evaluative presuppositions a group of people make about the nature of things, and which they use to order their lives. Worldview are what people in a community take as given realities, the maps they have of reality that they use for living”
• Gustable
• Tangible
• Olfactible

• Visible
• Audible

Culture

• Ontology
• Explanation
• Prediction
• Axiology
• Praxeology
• Epistemology

Worldview
Culture

- Gustable
- Tangible
- Olfactible
- Visible
- Audible

Ontology
Explanation
Prediction
Axiology
Praxeology
Epistemology

Worldview
WORLD CULTURES

5,000 to 6,000 World Cultures

195 Countries

4,200 Religions
# U.S. Religions

**Religions**

*Explore religious groups in the U.S. by tradition, family and denomination*

<table>
<thead>
<tr>
<th>Christian</th>
<th>70.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evangelical Protestant</td>
<td>25.4%</td>
</tr>
<tr>
<td>Mainline Protestant</td>
<td>14.7%</td>
</tr>
<tr>
<td>Historically Black Protestant</td>
<td>6.5%</td>
</tr>
<tr>
<td>Catholic</td>
<td>20.8%</td>
</tr>
<tr>
<td>Mormon</td>
<td>1.6%</td>
</tr>
<tr>
<td>Orthodox Christian</td>
<td>0.5%</td>
</tr>
<tr>
<td>Jehovah's Witness</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other Christian</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Christian Faiths</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewish</td>
<td>1.9%</td>
</tr>
<tr>
<td>Muslim</td>
<td>0.9%</td>
</tr>
<tr>
<td>Buddhist</td>
<td>0.7%</td>
</tr>
<tr>
<td>Hindu</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other World Religions</td>
<td>0.3%</td>
</tr>
<tr>
<td>Other Faiths</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unaffiliated (religious &quot;nones&quot;)</th>
<th>22.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atheist</td>
<td>3.1%</td>
</tr>
<tr>
<td>Agnostic</td>
<td>4.0%</td>
</tr>
<tr>
<td>Nothing in particular</td>
<td>15.8%</td>
</tr>
<tr>
<td>Don't know</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
THE FUTURE OF RELIGIONS

• The number of Muslims will nearly equal the number of Christians around the world.

• Atheists, agnostics and other people who do not affiliate with any religion – though increasing in countries such as the United States and France – will make up a declining share of the world’s total population.

• The global Buddhist population will be about the same size it was in 2010, while the Hindu and Jewish populations will be larger than they are today.

• In Europe, Muslims will make up 10% of the overall population.
THE FUTURE OF RELIGIONS

• India will retain a Hindu majority but also will have the largest Muslim population of any country in the world, surpassing Indonesia.

• In the United States, Christians will decline from more than three-quarters of the population in 2010 to two-thirds in 2050, and Judaism will no longer be the largest non-Christian religion. Muslims will be more numerous in the U.S. than people who identify as Jewish on the basis of religion.

• Four out of every 10 Christians in the world will live in sub-Saharan Africa.
THREE MACRO WORLDVIEWS

• Natural
  • Atheist
• Non-Natural
  • Mystical
• Supernatural
  • Dualism (Physical, Spiritual with a Deity)
STRATEGIES

• Strategies:
  • Motivational Interviewing
  • Trauma Informed Care
  • Peer Support Specialists
  • Recovery Oriented Systems of Care
  • Storytelling
Part of the ATTC Network

[Image of a map showing the U.S.-based ATTC Network with various regions and institutions marked.]


• https://youtu.be/oVSTKpJBq-8


• Worldwide Differences in Business Values and Practices: Overview of GLOBE Research Findings. GROVEWELL LLC.

• https://www.pewforum.org/religious-landscape-study/


• https://www.pewforum.org/2015/04/02/religious-projections-2010-2050/

• http://healingstory.org/publications/guidelines/