Culturally Relevant Programming

UCMERCED | University of California
Agriculture and Natural Resources

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Content

Why thinking in terms of culture?

Culture Definition

Culture Dimensions

Acculturation & Diet

Development of Culturally-Relevant Materials

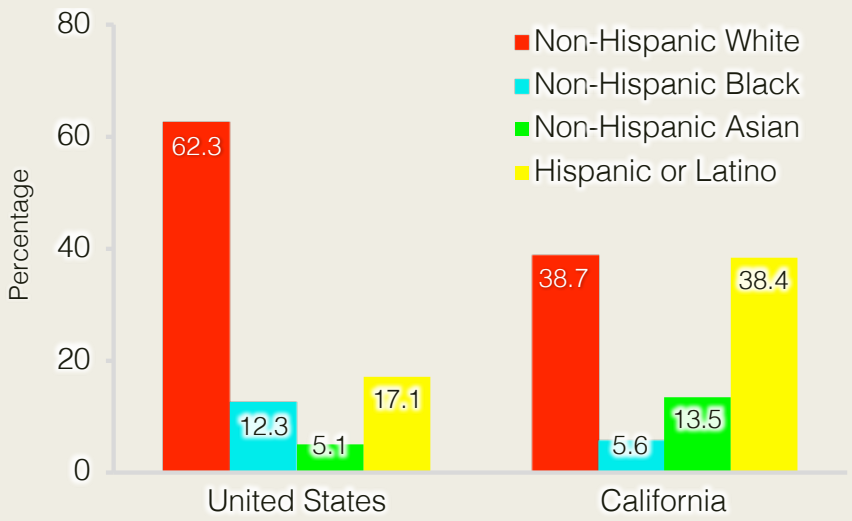
Why think cultural?

Demographic shifts in population

Based on *physical* characteristics & generalized conceptions of skin color.
A political and social construct

Shared cultural heritage, geographical origin, group image and/or a sense of *identity*. Many people are of multiple ethnicities

US vs. CA Race / Ethnicity Distribution



U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

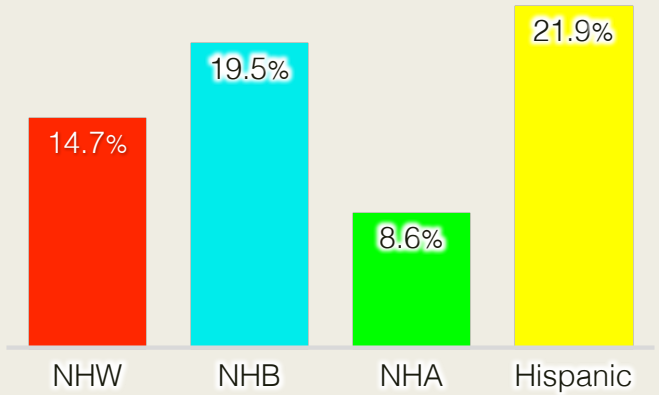
Why think cultural?

Demographic shifts in population

Influences all aspects of one's environment

Ogden CL, et al. NCHS Data Brief. 2015;(219):1-8

Obesity prevalence among youth aged 2-19 years: 2011-2014



Based on BMI-for-age & sex ≥ 95th percentile

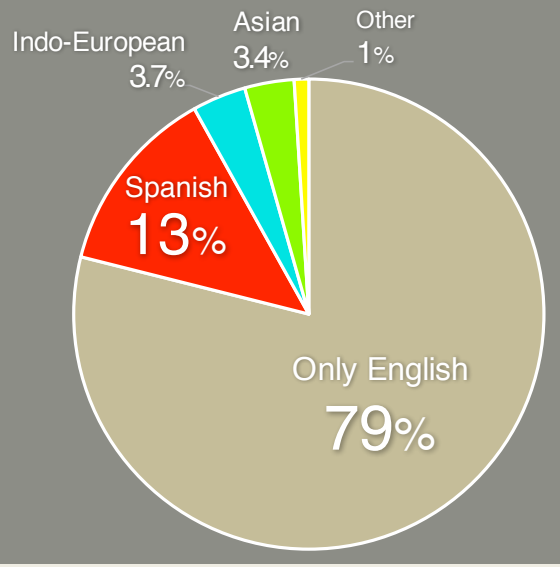
NHW, Non-Hispanic White
NHB, Non-Hispanic Black
NHA, Non-Hispanic Asian

Why think cultural?

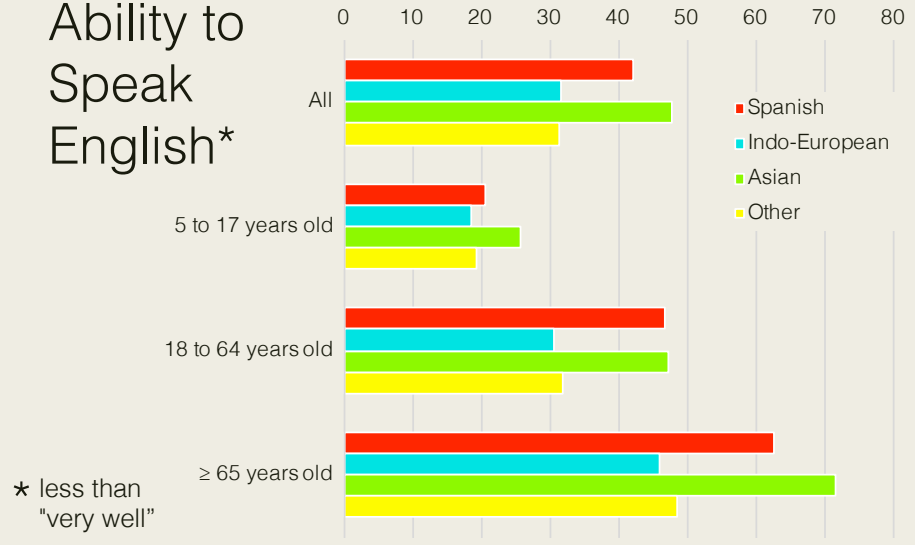
- Demographic shifts in population
- Influences all aspects of one's environment
- Ability to serve a diverse clientele
  - Understanding and increased sensitivity
  - Improve cultural competency
- Gain a greater appreciation of diversity issues
- Ethical responsibility

U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Language Spoken at Home in the US



Ability to Speak English*



* less than "very well"

Culture

Learned beliefs, traditions, and values that guide behavior, are acquired through interpersonal interactions, and are widely shared among members of a group

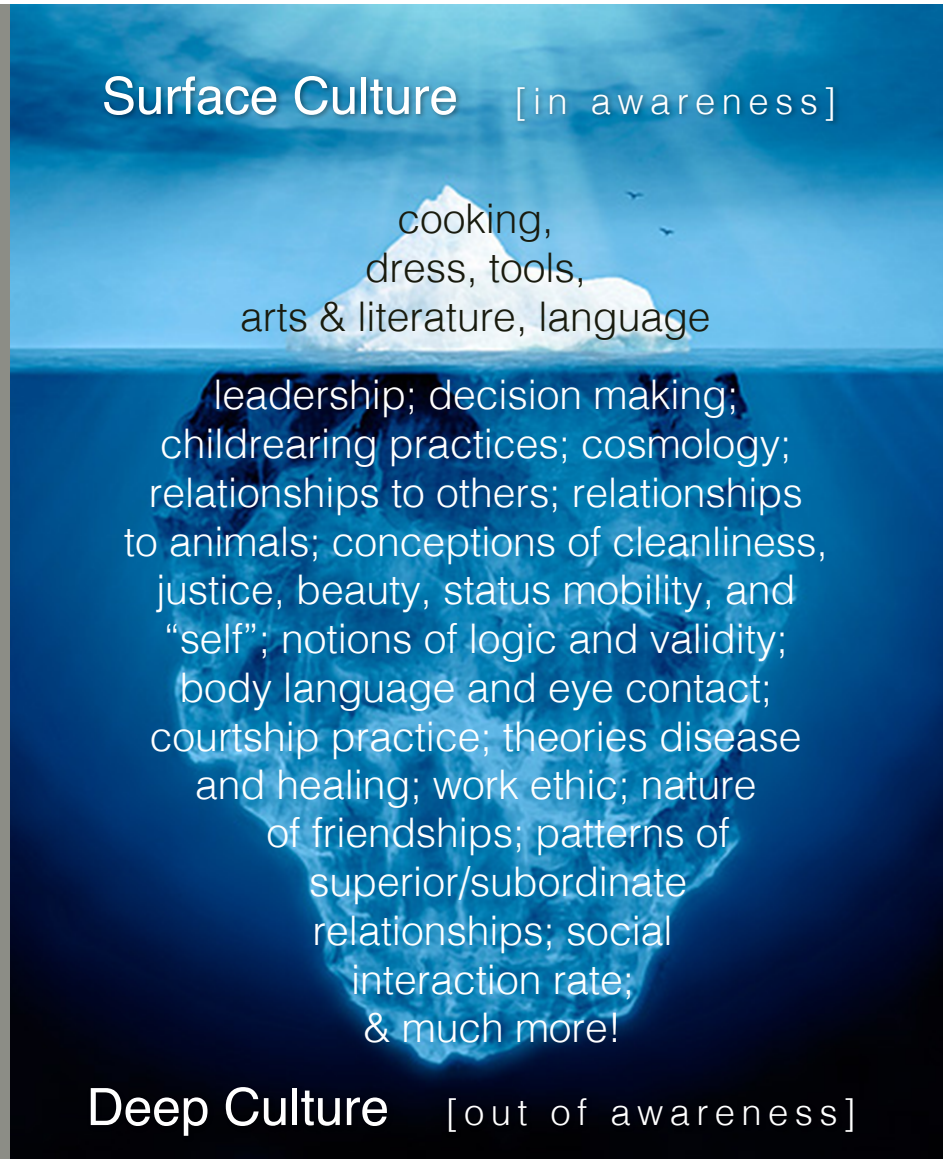
Objective
[visible]

food
clothing
artifacts

Subjective
[invisible]

norms
values
attitudes

Brislin RW, 2001. Weaver GR, 1986



Acquired

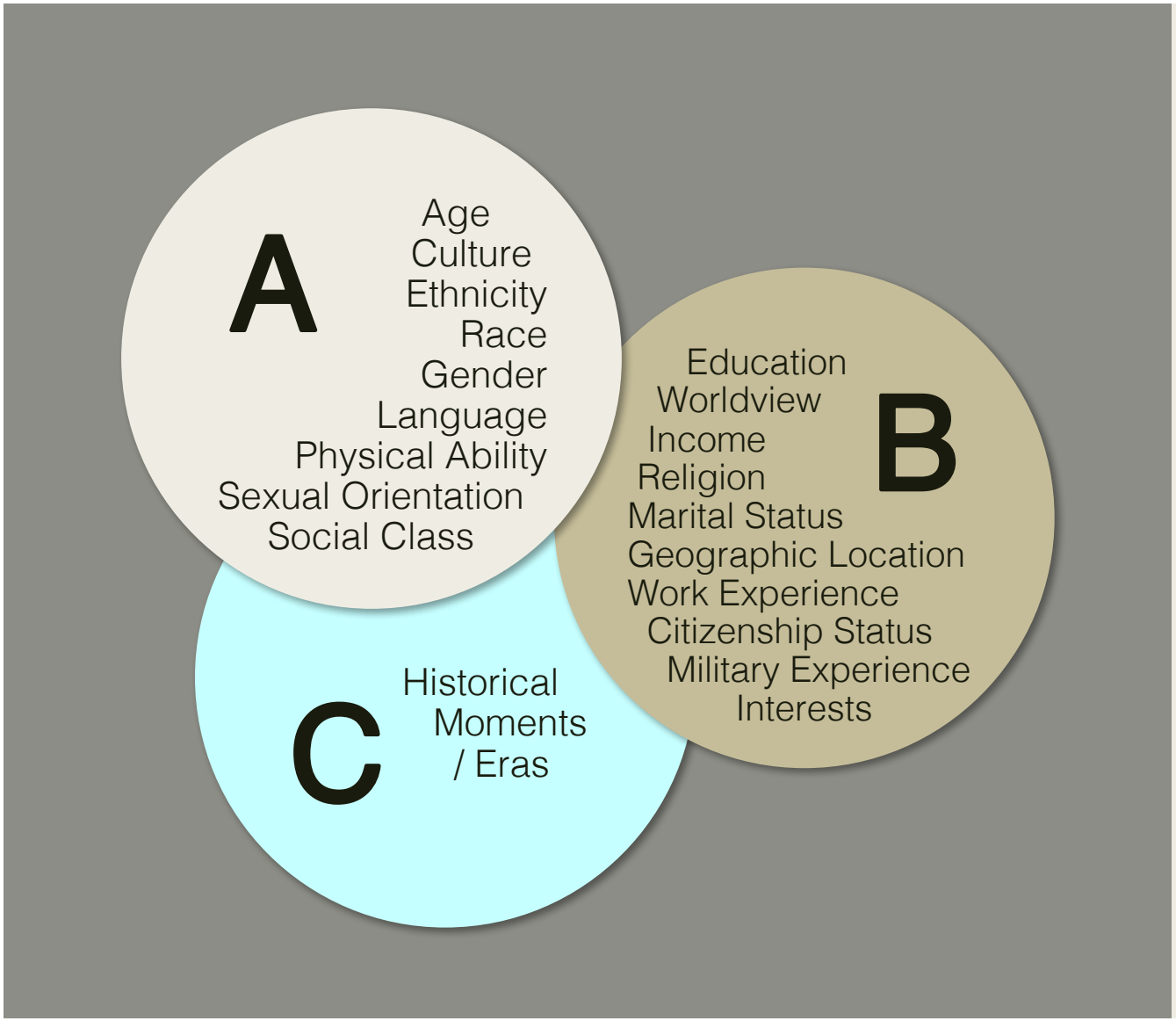
Learned
Natural process
Social interaction
Institutional affiliation

Provides

Identity
Beliefs
Values
Behavior

Content

Conscious & unconscious
Learned, shared, transmitted
Organizes life
Helps interpret existence



Dimensions of Personal Identity

A – Permanent, fixed

B – Modifiable

C – Contextual

Deep Culture

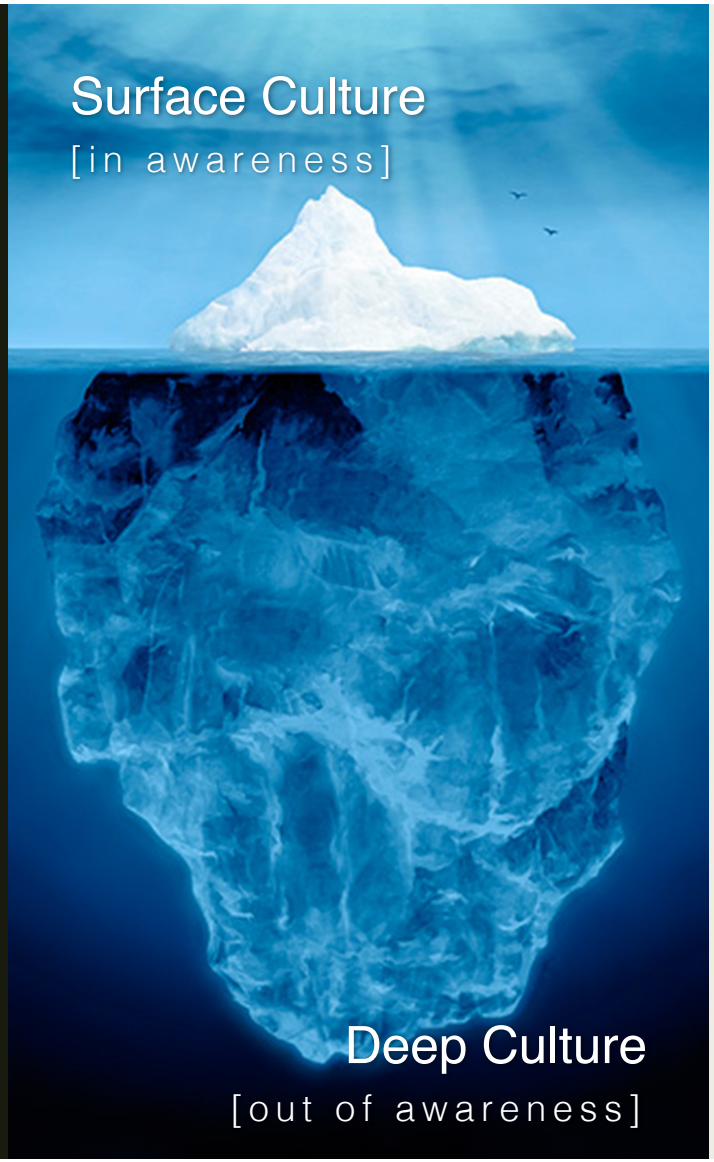
[out of awareness]

leadership

decision making

conception of justice

body language



Surface Culture

[in awareness]

appearance

dress

language

Deep Culture

[out of awareness]

leadership

decision making

conception of justice

body language

Surface Culture

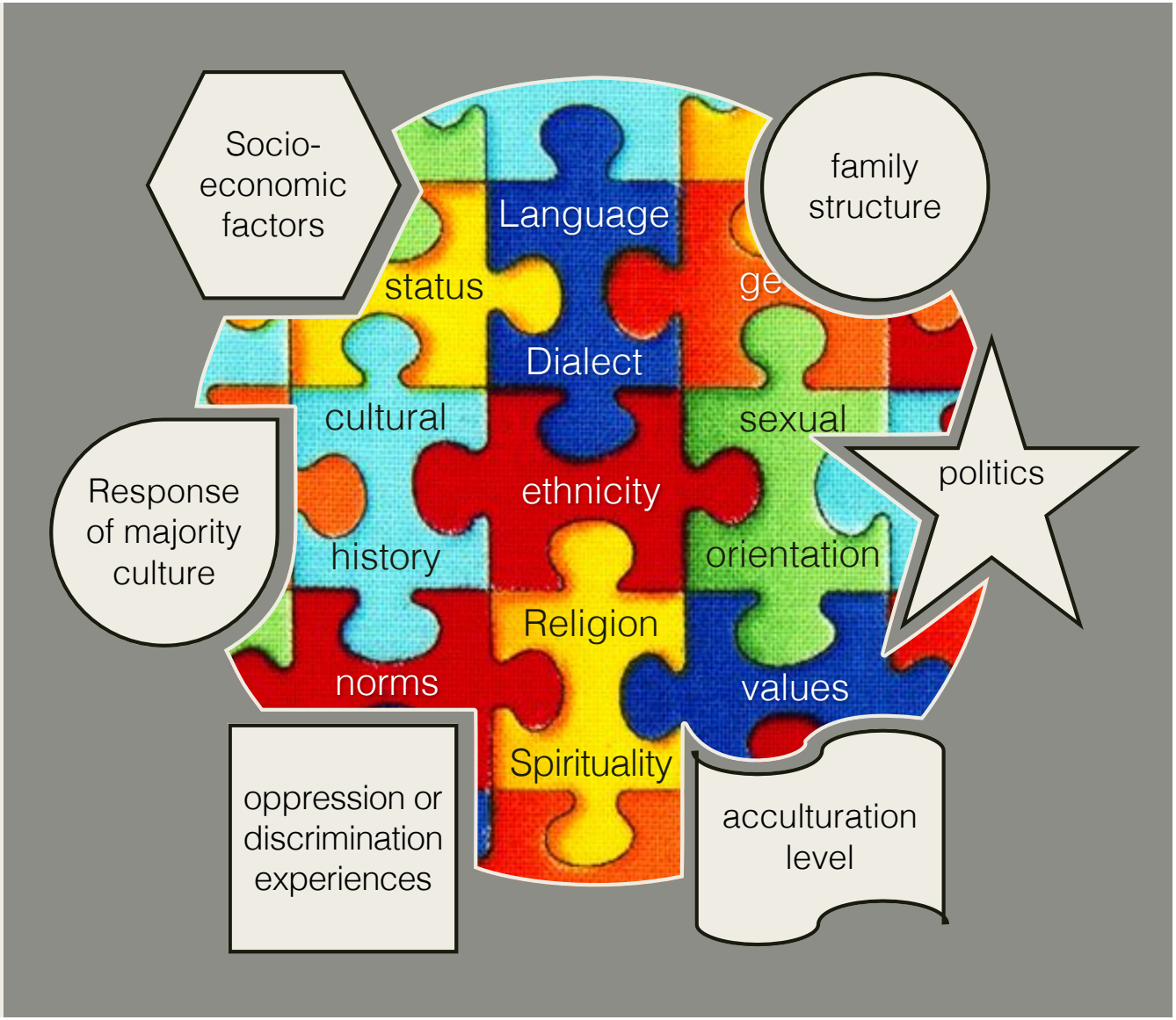
[in awareness]

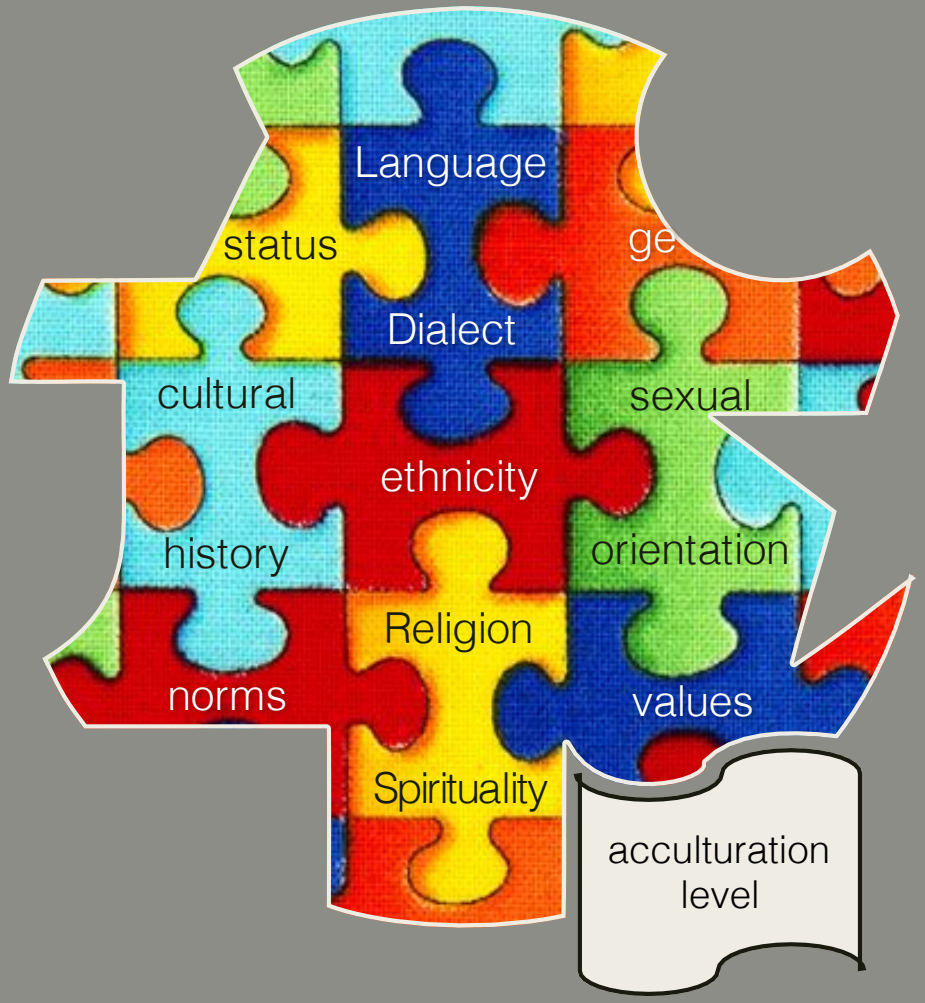
appearance

dress

language

What shapes culture?





Acculturation

The process of adopting cultural traits or patterns from another culture as the result of continuous first-hand contact

Culture Acquisition

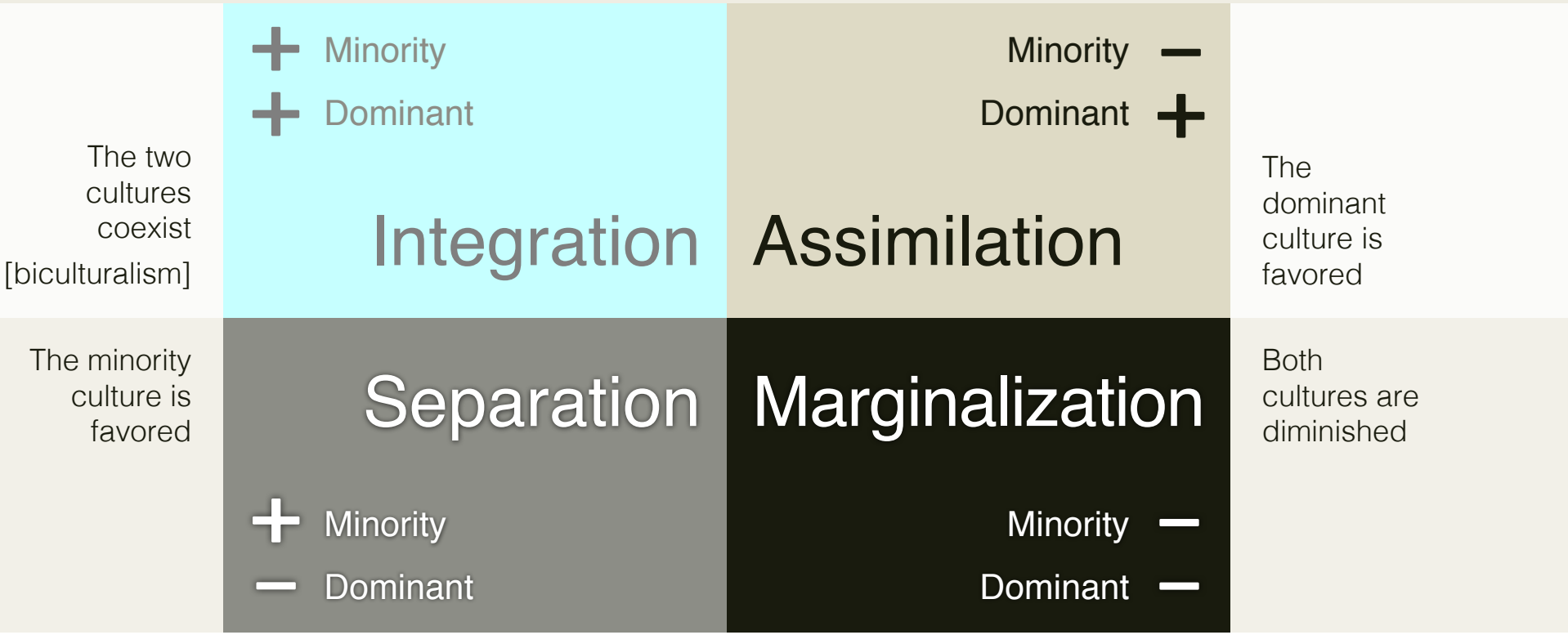
First [e.g., infancy]

Second [e.g., migration]

Berry JW. Journal of Cross-Cultural Psychology. 1970;1:239-252

The Fourfold Theory of Acculturation

Berry JW. *Journal of Cross-Cultural Psychology*. 1970;1:239-252

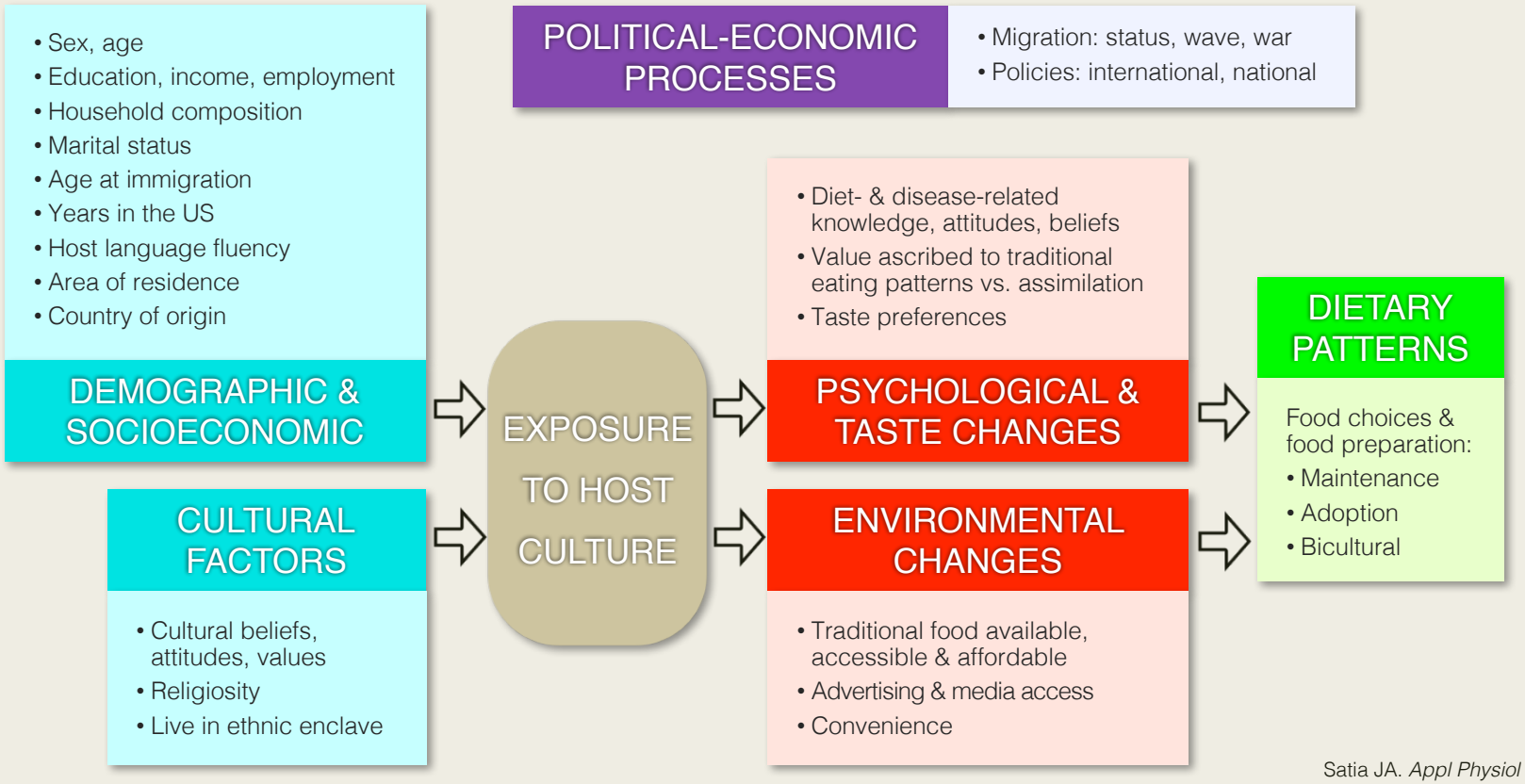


Dietary Acculturation

The process of adopting the eating patterns and/or food choices of the host country or culture

Satia JA. *Appl Physiol Nutr Metab.* 2010;35(2):219-223

Dietary Acculturation Process



Satia JA. *Appl Physiol Nutr Metab.* 2010;35(2):219-223

Acculturation & Dietary Patterns

More acculturated US Mexicans…
- Less fruits and vegetables
- More sugar and added fats

The longer living in the US, the greater the body weight

Second generation US Mexicans…
- > 3x obesity risk than Mexicans never been to the US

Vendedora de Frutas — Olga Costa

Pérez-Escamilla R. Am J Clin Nutr. 2011;93:1163S
Oza-Frank R et al. Obes Rev. 2010;11:271
Florez KR, et al. Arch Intern Med. 2012;172:1760

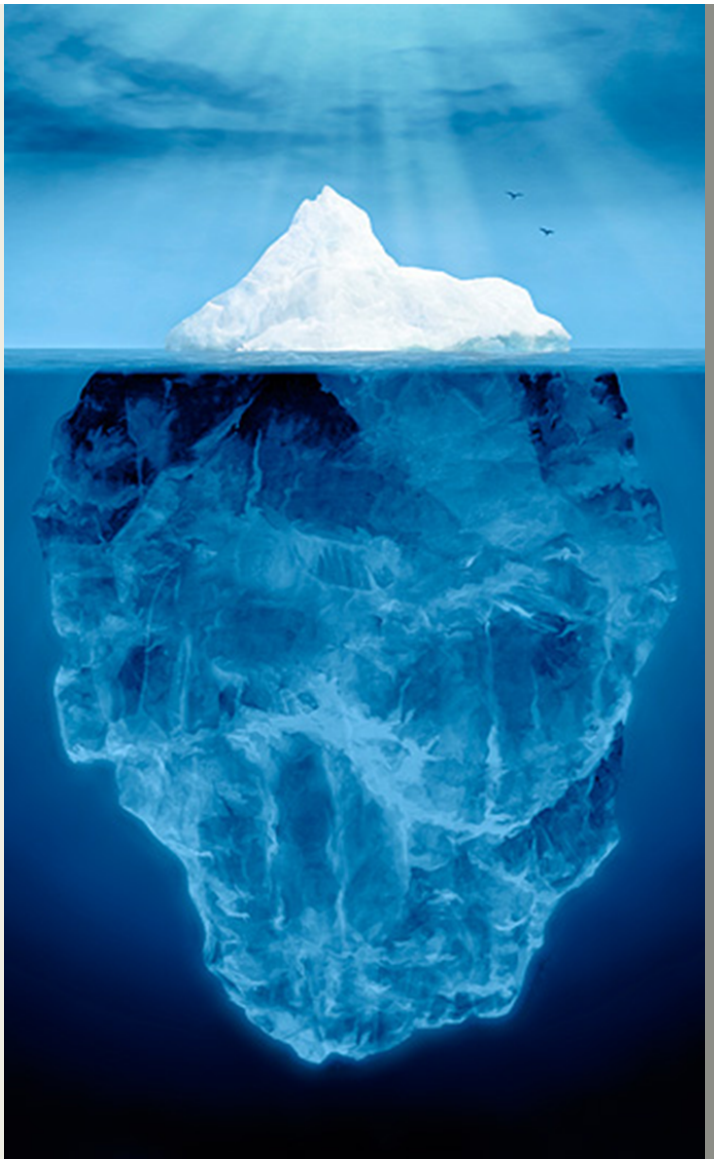
Surface Structure

[acceptance]

Determines **feasibility**

Apparent characteristics

E.g., traditional foods in materials and examples, deliver program in preferred language and in familiar locations



Deep Structure

[salience]

Determines **effectiveness**

Underlying conceptions & values informing people's perception of the world

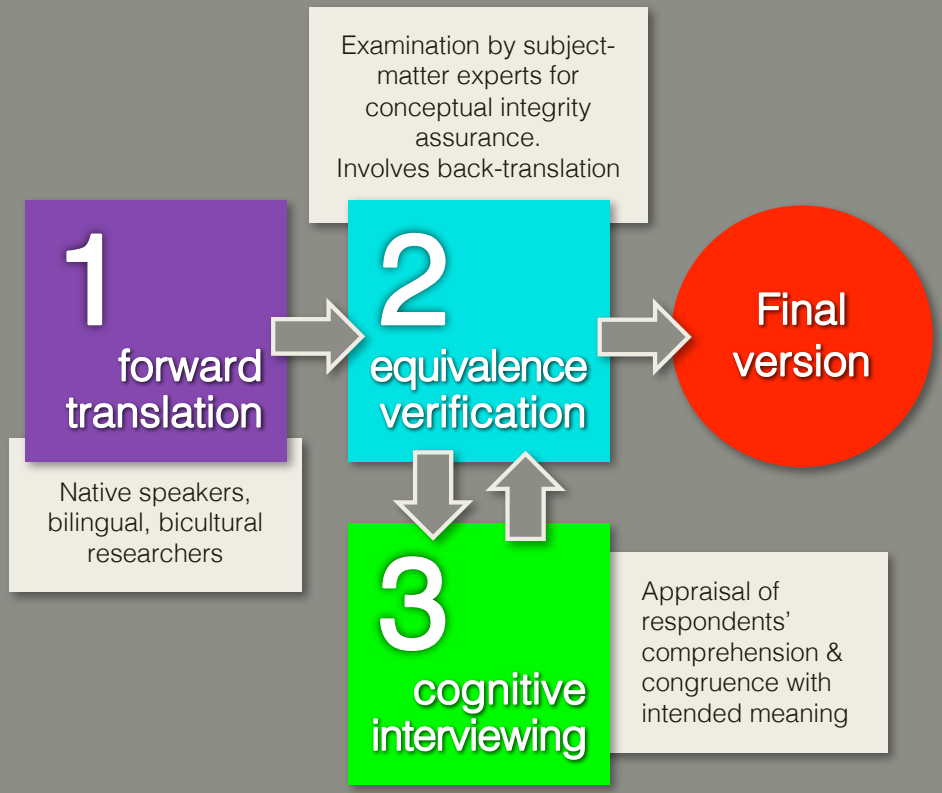
Cultural values, moral, beliefs, and stressors

E.g., *familismo*, *personalismo*, fatalism, *simpatía*

Demands empathy & rapport

Resnicow K, et al. Ethn Dis. 1999;9(1):10-21
Ojeda L, et al. Hisp J Behav Sci. 2011;33(2):184-203

Adaptation Process



Diaz Rios LK, et al. *J Nutr Educ Behav*. 2016;48(7):S117

[interview domains]

Nutrition Education Program

[for Latino Parents with Young Children]

Talk

Targets
- knowledge
- barriers

Approach
- round-table-style facilitated group discussions

Diaz-Rios LK, et al. *J Nutr Educ Behav.* 2016;48:425-429

Heart

Targets
- motivation
- barriers

Approach
- emotion-based materials[a]
- storytelling

a. Colchamiro R, et al. *J Nutr Educ Behav.* 2010;42(3S):S59-S65

Hands

Targets
- self-efficacy
- motivation

Approach
- skill-building activities
- goal-setting

Talk, Hands, Heart Approach

[evaluation – participants' feedback]

Talk

"I liked it because with each different opinion that they gave, from each one I could learn something."

"It helped me a lot to know that there are other people going through the same thing as [me]."

"I do believe this was the opportunity we were all waiting for to…learn about our ways of life, our customs, etc."

Heart

"I think that they are important because it serves as an example of motivation for us to absorb or learn and to carry it out with more awareness."

"…what they sought to make us understand is that the good eating comes from home and that it is there, at home, where we are going to learn good eating habits that further along we are going to transmit…that is, a chain."

Hands

"[They are] very important, because the nutritionist tells you what you should eat and everything, but the activities helped you to actually do it."

"Without this activity maybe we would have felt like we didn't know what to do when at home or at the supermarket."

Diaz-Rios LK, et al. *J Nutr Educ Behav*. 2016;48:425-429

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Dr. Díaz Rios is a Registered Dietitian with expertise in community nutrition and nutrition education. Her current research focuses on the development, adaptation, and evaluation of theory-based, culturally sensitive approaches to nutrition education and interventions to prevent diet-related diseases and disparities among Latino families and communities.

HECHO EN MEXICO

“The kinds of metaphorical language that we use to describe [other cultures] say far more about us, and our attachment to our own frame of reference, than they do about the [other cultures].”

—Timothy Dunnigan

(from Anne Fadiman’s novel “The Spirit Catches You and You Fall Down”)

¡Gracias!

[questions]