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# CULTURAL COMPETENCY WITHIN THE AFRICAN AMERICAN COMMUNITY



# TODAY'S INTENTIONS

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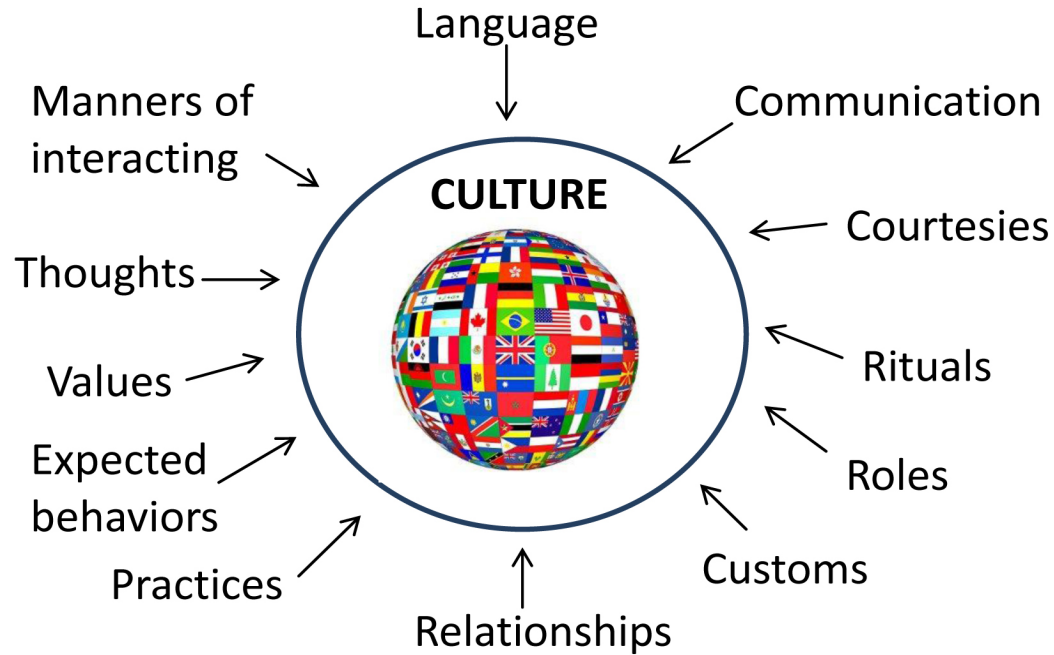
- Define Cultural Competency.
- Review the 5 principles of Cultural Competency.
- Understanding Intersectionality and how it affects HIV related care strategies.
- Examine, understand, and recognize personal biases, stereotypes.
- Understanding HIV-related stigmas.
- Some of the barriers to HIV education, access and patient care in the African American community.
- Understanding your privilege when providing care to the African American Community.



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# WHAT IS CULTURAL COMPETENCE?

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**Cultural competence** is the ability to understand, communicate with and effectively interact with people across **cultures**. **Cultural competence** encompasses being aware of one's own world view, developing positive attitudes towards **cultural** differences, gaining knowledge of different **cultural** practices and world views.

# THE FIVE PRINCIPLES OF CULTURAL COMPETENCY

1. Open attitude
2. Self-awareness
3. Awareness of others
4. Cultural knowledge
5. Cultural skills

## Cultural Awareness

Knowing that there are a variety of different identities that exist, and that they may impact your practice

## Cultural Competency

While no one can be “competent” in someone else’s culture, this refers to understanding how different identities might impact your practice, and beginning to try and “accommodate”

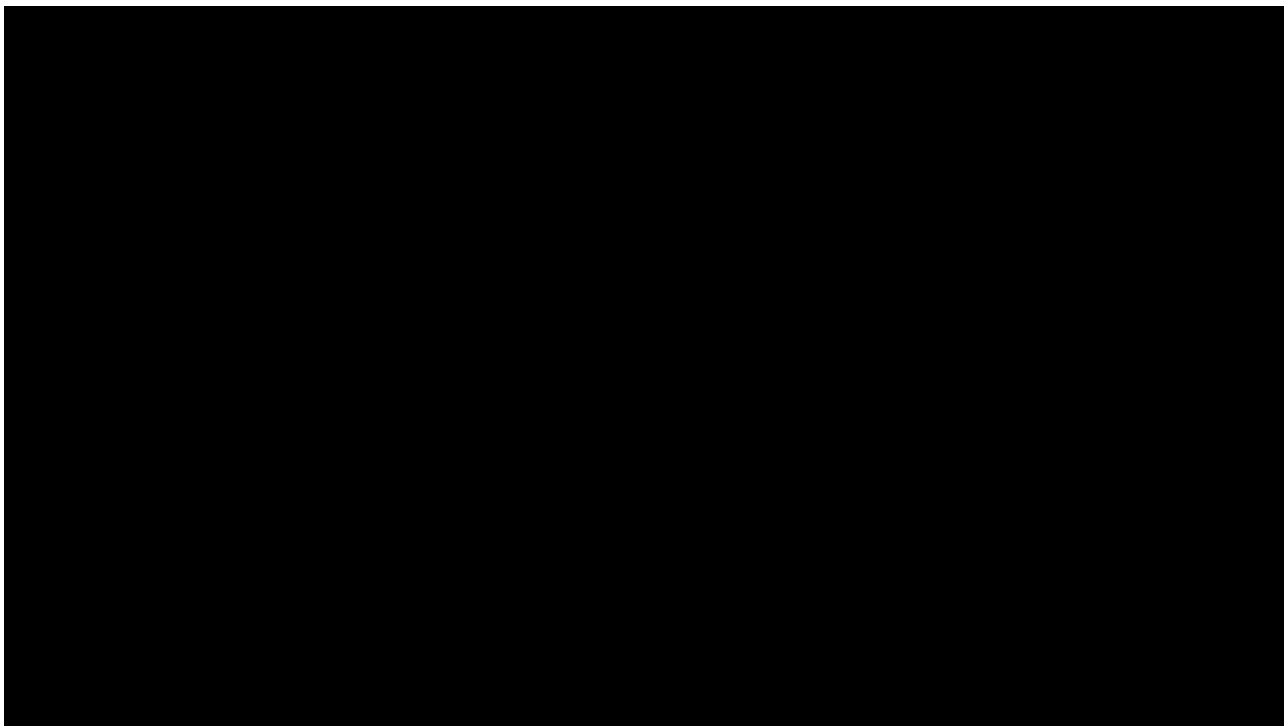
## Cultural Respect

Being open, not making judgements or assumptions, and putting competency into practice. Understanding a variety of experiences, expectations, and identities and how it will impact your work

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# WHAT IS INTERSECTIONALITY

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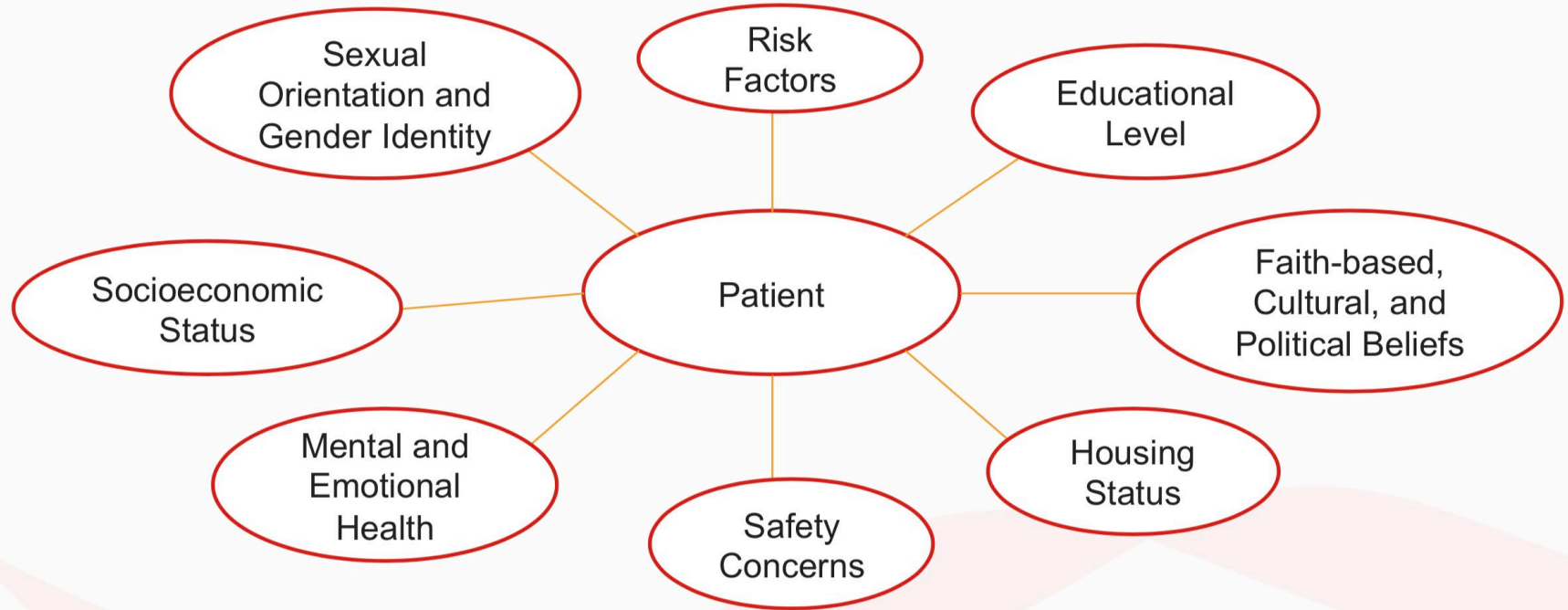


Privileged Groups



Privileged Groups

# Culturally Competent Care



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# WHAT IS IMPLICIT BIAS?

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# Definition: Implicit Bias

- ✓ *Implicit* bias refers to the automatic association of stereotypes or attitudes toward particular groups.
- ✓ A person can have deeply held conscious beliefs that all people should be treated fairly regardless of race and still have *implicit* biases.



Implicit bias exists when people unconsciously hold attitudes toward others or associate stereotypes with them.

**Implicit bias** can **affect** both perception and clinical decision making, and studies show that **implicit bias** is significantly related to patient-provider interactions and treatment decisions.

**Implicit bias** can negatively **affect** other elements of patient interaction with the **health care** system.

# **How does implicit bias affect African American patients?**

Some examples:

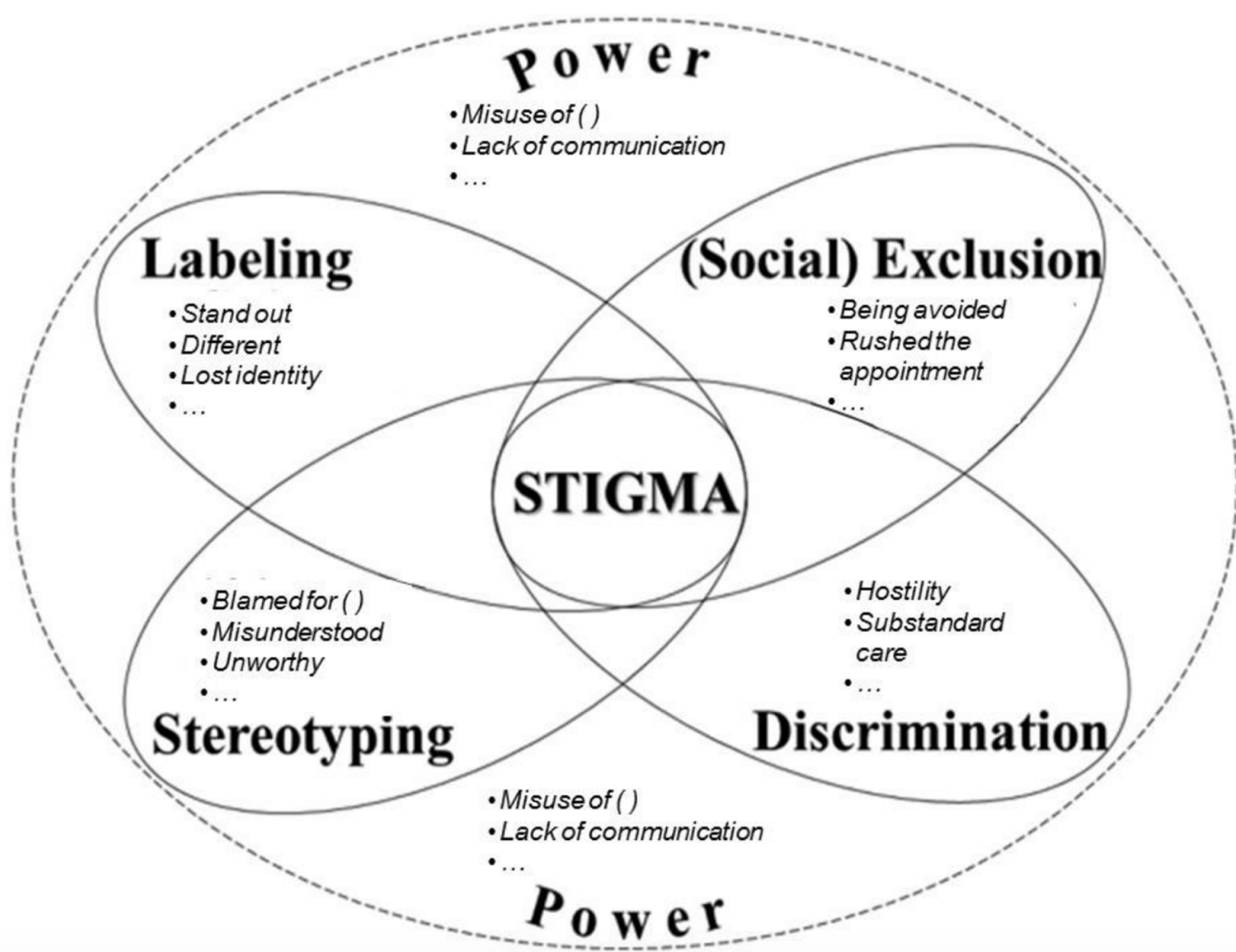
1. Bias through language.
2. Body Language and eye contact.
3. Dominating conversations during visits.
4. Rushed visits with patients.

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# HIV Care and the Stigmas

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# HIV and African Americans

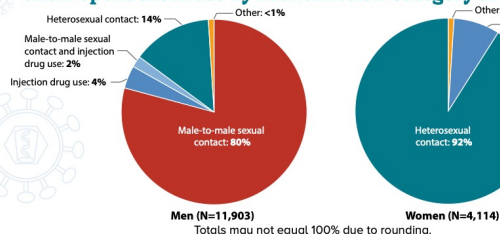
OF THE 37,832 NEW HIV DIAGNOSES IN THE US AND DEPENDENT AREAS\* IN 2018:

42% WERE AMONG ADULT  
AND ADOLESCENT BLACKS/  
AFRICAN AMERICANS\*

31% WERE AMONG BLACK/  
AFRICAN AMERICAN MEN

11% WERE AMONG BLACK/  
AFRICAN AMERICAN WOMEN

## New HIV Diagnoses Among Blacks/African Americans in the US and Dependent Areas by Transmission Category and Sex, 2018



From 2010 to 2017, HIV diagnoses decreased 15% among blacks/African Americans overall.<sup>1</sup> But trends varied for different groups of blacks/African Americans:

Women: **down 27%**

Heterosexual men:  
**down 32%**

Gay and bisexual  
men overall:<sup>1,2</sup> **remained stable**

Gay and bisexual men by age:<sup>1,2</sup>

13 to 24: **down 11%**

25 to 34: **up 42%**

35 to 44: **down 21%**

45 to 54: **down 36%**

55 and older: **remained stable**

\* American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, the Republic of Palau, and the US Virgin Islands.

<sup>1</sup> Black refers to people having origins in any of the black racial groups of Africa, including immigrants from the Caribbean, and South and Latin America. African American is a term often used for Americans of African descent with ancestry in North America. Individuals may self-identify as either, both, or choose another identity altogether. This fact sheet uses African American, unless referencing surveillance data.

<sup>2</sup> In 50 states and the District of Columbia.

<sup>3</sup> This fact sheet uses the term gay and bisexual men to represent gay, bisexual, and other men who have sex with men.

<sup>4</sup> Includes infections attributed to male-to-male sexual contact and injection drug use (men who reported both risk factors).

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention  
Division of HIV/AIDS Prevention



Around 1.1 million people are living with HIV in the US.<sup>1</sup> People with HIV need to know their HIV status so they can take medicine to treat HIV. Taking HIV medicine as prescribed can make the level of virus in their body very low (called viral suppression) or even undetectable.

AT THE END OF 2016,  
AN ESTIMATED  
**476,100**  
BLACKS/AFRICAN  
AMERICANS HAD HIV.

**6 in 7**  
KNEW THEY HAD THE VIRUS.<sup>2</sup>

For every 100 blacks/African Americans with HIV in 2016:<sup>3</sup>

**61**  
received  
some  
HIV care

**47**  
were  
retained  
in care

**48**  
were virally  
suppressed

A person with HIV who takes HIV medicine as prescribed and gets and stays virally suppressed or undetectable can stay healthy and has effectively no risk of sexually transmitting HIV to HIV-negative partners.

## What places some African Americans at higher risk for HIV?

### Knowledge of HIV Status

Some African Americans do not know their HIV status. People who do not know they have HIV can't get the care they need and may transmit HIV to others without knowing it.

### Socioeconomic Issues

The poverty rate is high among African Americans. The issues associated with poverty, including limited access to HIV prevention and care services, may increase the risk for HIV.

### Sexually Transmitted Diseases (STDs)

African Americans have higher rates of some STDs. Having another STD can increase a person's chance of getting or transmitting HIV.

### Stigma and Discrimination

Stigma, fear, discrimination, and homophobia may place some African Americans at higher risk for HIV.

## How is CDC making a difference?



Collecting and analyzing data and monitoring HIV trends.



Supporting community organizations that increase access to HIV testing and care.



Conducting prevention research and providing guidance to those working in HIV prevention.



Promoting testing, prevention, and treatment through the Let's Stop HIV Together campaign.



Supporting health departments and community-based organizations by funding HIV prevention work and providing technical assistance.

## Reduce Your Risk



Not having sex



Using  
condoms



Not sharing  
syringes



Taking medicine  
to prevent  
or treat HIV



## HIV IS A VIRUS THAT ATTACKS THE BODY'S IMMUNE SYSTEM.

It is usually spread by anal or vaginal sex or sharing syringes with a person who has HIV. The only way to know you have HIV is to be tested. Everyone aged 13-64 should be tested at least once a year. Ask your doctor, or visit [gettested.cdc.gov](http://gettested.cdc.gov) to find a testing site. Without treatment, HIV can make a person very sick or may even cause death. If you have HIV, start treatment as soon as possible to stay healthy and help protect your partners.

For More Information Call 1-800-CDC-INFO (232-4636)  
Visit [www.cdc.gov/hiv](http://www.cdc.gov/hiv)

## Condom Refusal

1. Lack of knowledge of condom use.
2. Stigmas with using a condom.
3. Social normative beliefs. (Lack of partner trust.)
4. Pleasure Related - feeling closer to their partner by not using a condom.
5. Partner Related - The man yields the power and thus decides if a condom is used.
6. Belief Systems – “friends, family, and intimate partners are merged to influence the decision-making process of safe sex behavior in YBM”.

# HIV Education Barriers

1. Access to programs in African American communities.
2. Knowing their HIV status.
3. Social normative beliefs – Taboo talk.
4. Deep Religious Roots. Lack of church support.
5. Comfort in "not knowing than knowing".
6. Belief Systems deeply rooted in their implicit (unconscious) biases growing up.

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# What is Privilege?

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# WHITE PRIVILEGE



"I can take a job with an affirmative action employer without having my co-workers on the job suspect that I got it because of my race."



"I do not have to educate my children to be aware of systemic racism for their own daily physical protection."



"I am never asked to speak for all the people of my racial group."



"I will feel welcomed and 'normal' in the usual walks of public life, institutional and social."



"If I have low credibility as a leader I can be sure that my race is not the problem."



"I can worry about racism without being seen as self-interested or self-seeking."



"If my day, week or year is going badly, I need not ask of each negative episode or situation whether it had racial overtones."

**Disadvantages**  
**OPPRESSION**

1. I worry about not having enough money to pay for housing, food, clothing, or education.
2. I cannot talk openly about who I am dating or in love with.
3. I face physical barriers accessing public buildings and using the transportation systems.
4. I don't own a car.
5. I cannot afford to travel nationally or internationally, whether it be for pleasure or educational purposes.
6. I worry that people may not hire me because of the color of my skin, my name, the way I look, or my gender.
7. I have a disability.
8. At home, while growing up, my family spoke a language other than English.
9. I worry about being harassed or attacked because of my gender or sexual orientation.
10. My gender does not match the gender I was assigned at birth.
11. I tend to see people of my racial or ethnic group portrayed negatively in newspapers, television, movies, and advertisements.
12. Because of financial hardship, I tend to put up with a number of problematic situations.
13. I need to hide, change, or minimize parts of my identity to reduce the chances of mistreatment.
14. The holidays I tend to celebrate are not observed as national holidays.
15. I am not white.
16. I am not a man.

**Advantages**  
**Privilege**

1. I, or my family, can afford to live in a comfortable home and have enough money to meet our needs.
2. I can talk openly about my partner or loved one.
3. I can easily use public buildings and transportation systems.
4. I own a car.
5. I can afford to travel, nationally or internationally, whether it be for pleasure or educational purposes.
6. I don't worry about being hired because of my appearance, color of my skin, or gender.
7. I don't have a disability.
8. At home, while growing up, my family spoke English.
9. I don't worry about being harassed or attached because of my gender or sexual orientation.
10. My gender matches the gender I was assigned at birth.
11. There are many positive images of people from my racial or ethnic group portrayed positively in newspapers, television, movies, and advertisements.
12. When problematic situations arise, I tend to have the financial means to solve them.
13. I don't need to hide, change, or minimize parts of my identity to reduce the chances of mistreatment.
14. The holidays I celebrate are recognized as national holidays.
15. I am white.
16. I am a man.

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# QUESTIONS?

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# THANK YOU!

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