Empathically Treating Diverse Populations

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USPHS Recommendations

Counseling and medication effective for use with *all* tobacco users

- Exceptions
  - Medication Contraindications
  - Specific Populations (adolescents, pregnant smokers, lights smokers, smokeless tobacco users)
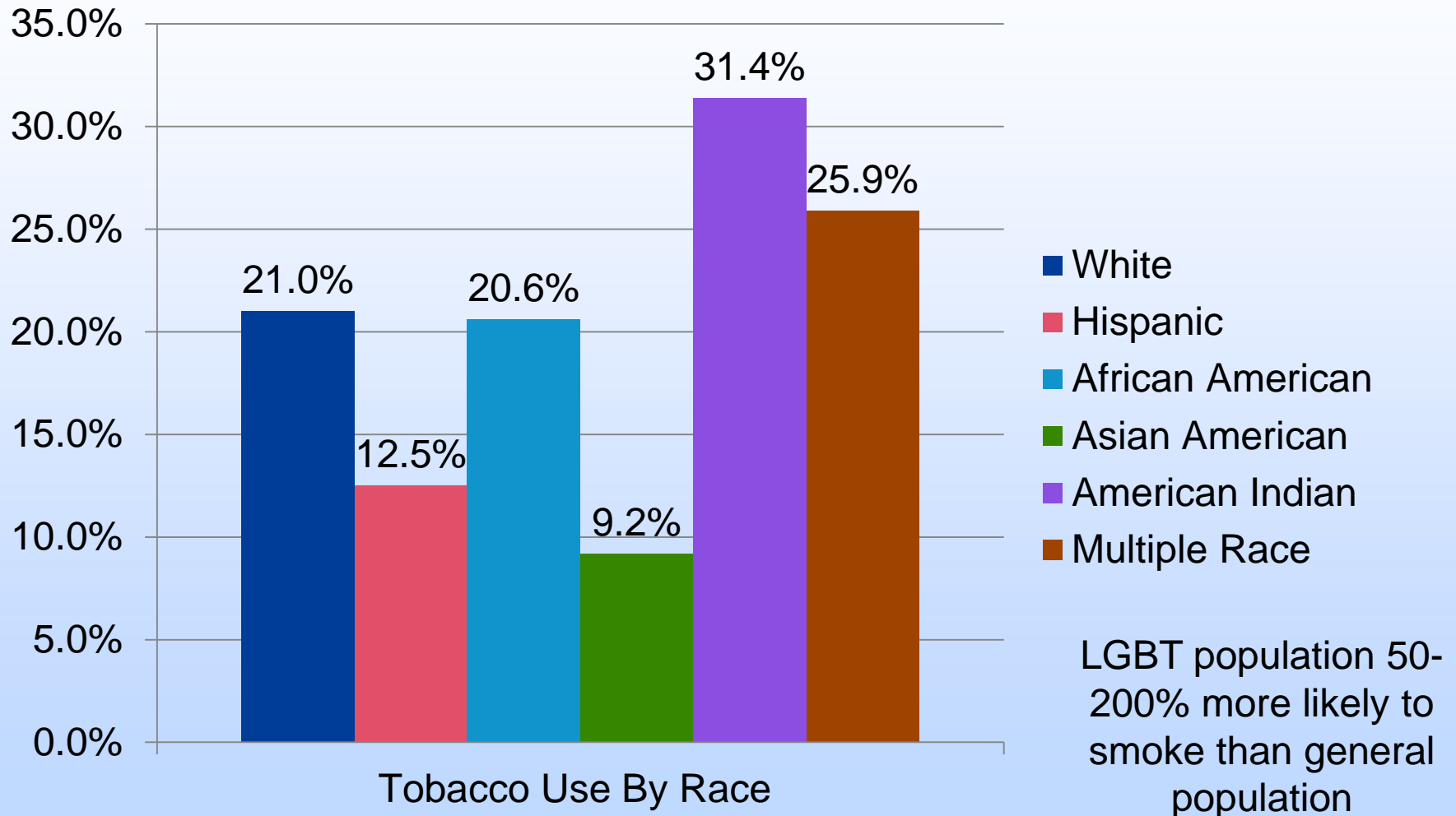
Cultural Changes in US

United States Becoming More Culturally and Ethnically Diverse

US Census Bureau Projections

Role of Technology in

Cultural Changes

Cultural Minority Tobacco Use - 2010

Chart: Tobacco Use By Race
- White: 21.0%
- Hispanic: 12.5%
- African American: 20.6%
- Asian American: 9.2%
- American Indian: 31.4%
- Multiple Race: 25.9%

LGBT population 50-200% more likely to smoke than general population

Center for Disease Control and Prevention (September 9, 2011). Vital Signs: Current Cigarette Smoking Among Adults Aged ≥18 Years — United States, 2005–2010. *Morbidity and Mortality Weekly Report*, vol. 60. Retrieved from http://www.cdc.gov/mmwr/pdf/wk/m

Cultural Disparities

Health Care

- Access to Healthcare

- Quality of Care

- Health Disparities

Tobacco Cessation

- Access to Treatment

- Evidenced Based Interventions

- Quit Attempts

- Abstinence Rates
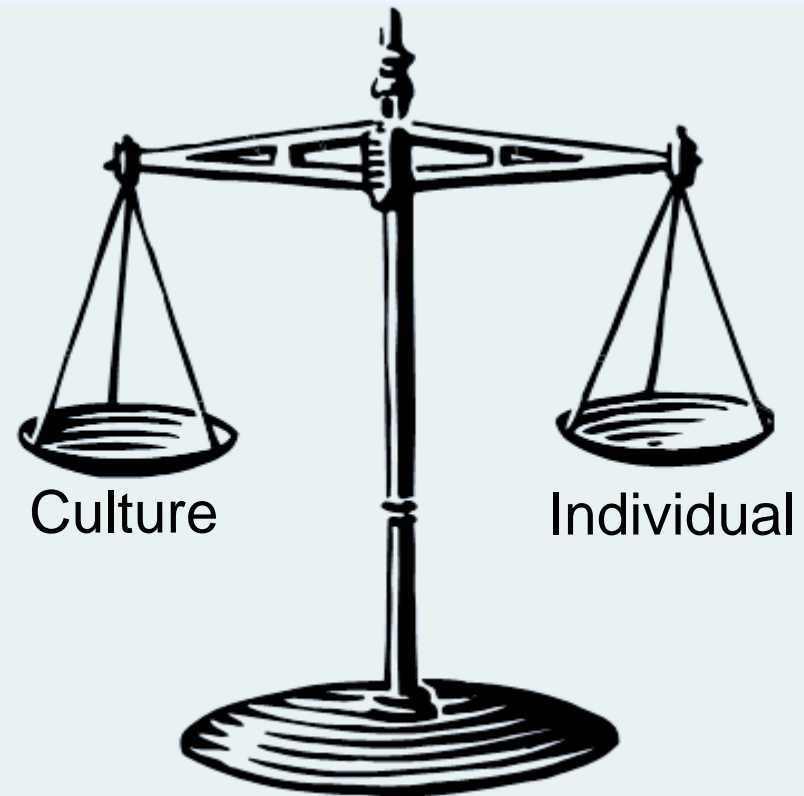
Cultural Competence

- Awareness of cultural assumptions and biases

- Knowledge and understanding of other cultures backgrounds and differences

- Ability to employ this knowledge and insight to communicate cross-culturally

Becoming Culturally Competent

Cultural self-awareness

Cultural vs. Personal

- Personal culturally shaped values

- Conscious/Unconscious biases

Culture   Individual

Bias Activity & Resources

Activity

Pregnant Smokers

- What biases might public hold towards this population?

- If they are aware of these biases, how might this influence your relationship when they come to try to quit smoking?

Special Population Resources

How to Run a Culturally Competent LGBT Smoking Treatment Group

PATHWAYS TO FREEDOM

WINNING THE FIGHT AGAINST TOBACCO

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention

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Pathways to Freedom was produced in partnership with key segments of the African-American community, including churches, service organizations, and educational institutions.

MAYO CLINIC

Culturally Empathic Learning

Three Tasks

- Exploring Meaning

- Social Context & Review of Systems

- Negotiation

Empathic Strategies

Motivational Interviewing

- Effective across cultures
- Meeting patient to resolve ambivalence
- OARS
- Non-judgmental approach

Are we Dancing or are we Wrestling?

Review

- Recommendations

- Disparities

- Cultural Competency
  - Awareness
  - Knowledge
  - Empathic Skills

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