



Cultural Competence in Breastfeeding Promotion

Jay Moreland, M.D. IBCLC
Utah Breastfeeding Coalition

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j.moreland@m.cc.utah.edu

Objectives

Participants will be able to:

- Demonstrate basic cultural competency skills using the LEARN model
- List cultural issues with Maternal/Child Care for Hispanic and other populations
- Identify cultural barriers to lactation
- Understand cultural issues with a premature baby

Style of Lecture: Interactive

- I would like to encourage other's perspectives
- Please raise hands and make comments or ask questions
- I like to hear what you do to understand people of other cultures

Each situation is UNIQUE:

Family

Father

Mother

& Baby

Work

Society

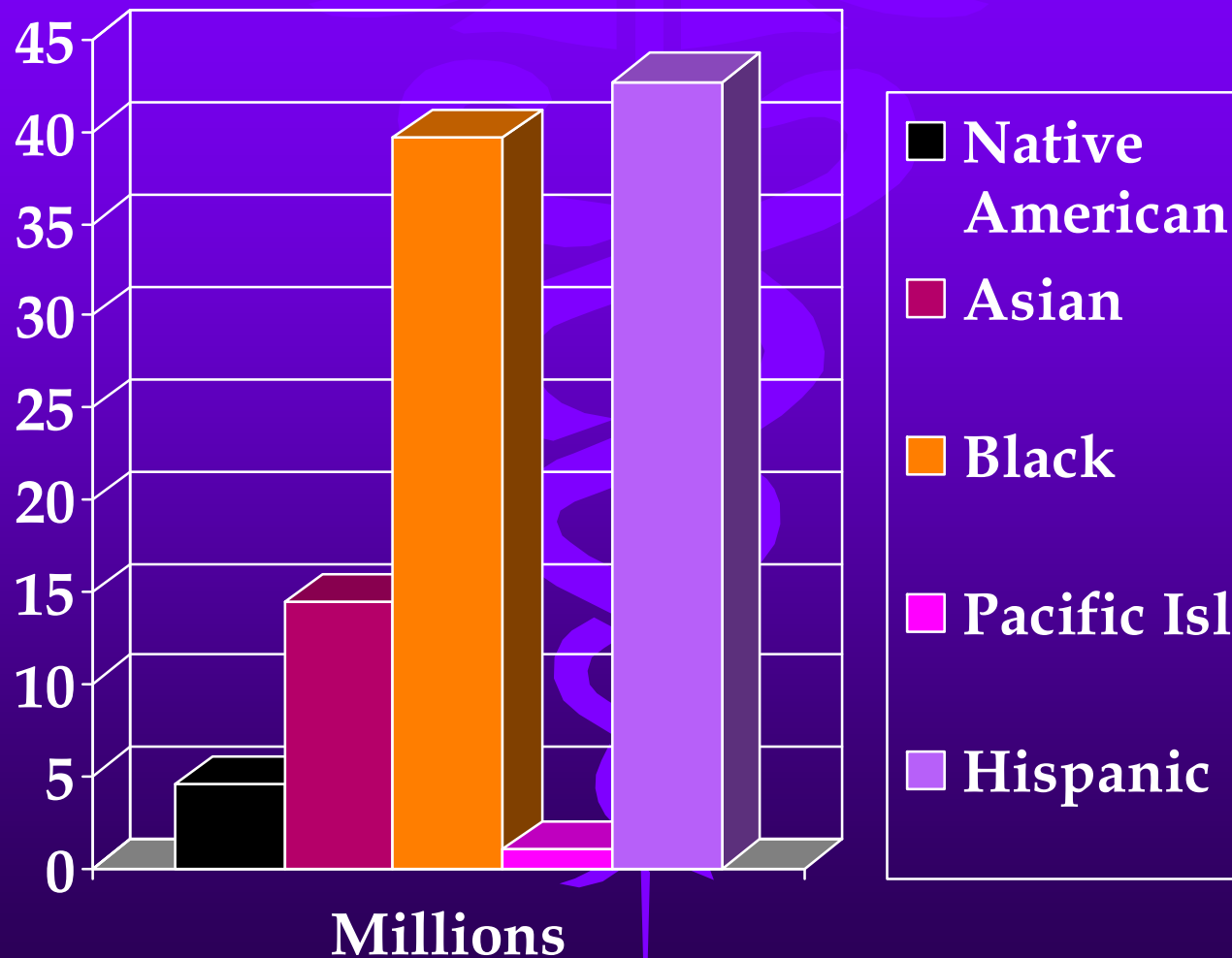
Language
And
Culture

Language: Cultural Glue



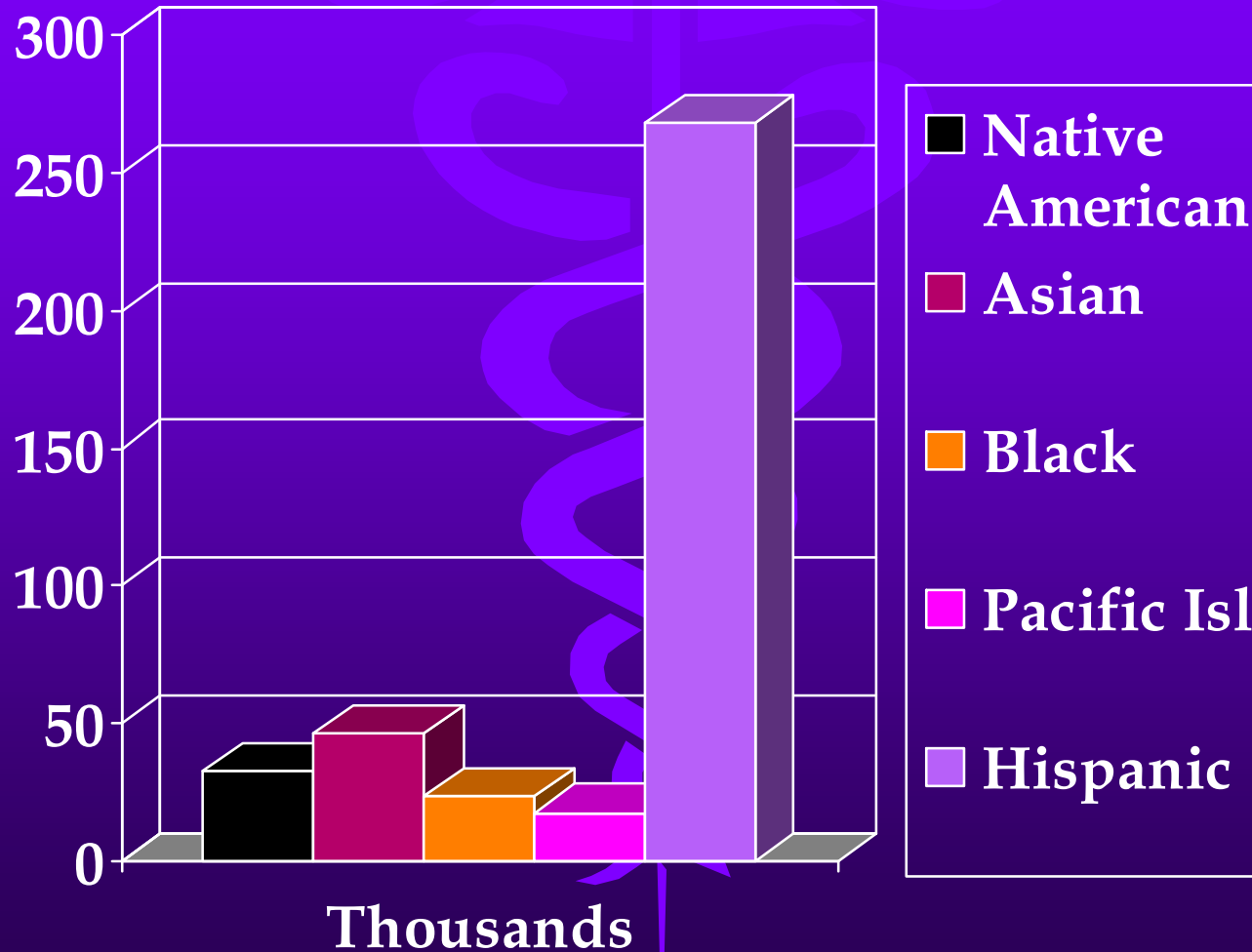
USA Minority Population 2005

(Compared to 296.4 Total population)

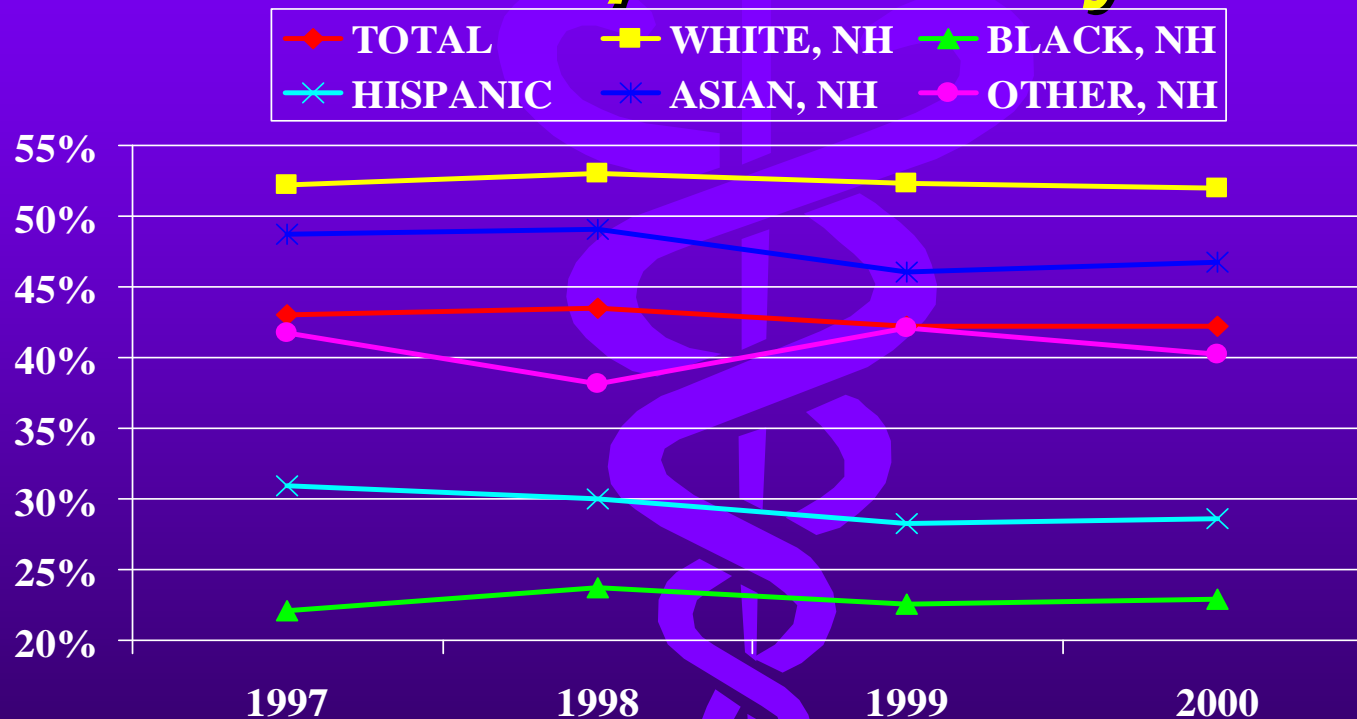


Utah Minority Population 2005

(Compared to 2.3 Million White People)



Trends for Exclusive Breastfeeding in NJ by Race/Ethnicity



Hispanic Population In the USA

- 2/3 Typically from Mexico
- Southwestern U.S., California, Texas, and Utah are also 2/3 or so Mexican immigrants

LEARN Model



- LEARN about your patient!
- Berlin, E.A., & Fowkes, W.C., Jr. (1983)
- A teaching framework for cross-cultural health care- Application in a family practice, In Cross-cultural Medicine. West J Med 12(139): 93-98

LEARN



- Listen
- Elicit
- Assess
- Recommend
- Negotiate

Listen actively with empathy and respect

- Identify yourself and greet the patient
- If you can greet in their **language**, do so!
- Do NOT assume their first language.
- Determine if there is a need for interpreter services
- Set the tone by asking open-ended questions and being patient
- Learn the **Language** of their Culture

Language and Healthcare

- A language acts as a filter through which its speakers interpret the world around them (Sapir, 1921; Whorf, 1956)
- This includes views about healthcare
- This is one very good reason to use a professional translator and not a 10 year old daughter.
- English Examples:
 - “The Terrible Twos”
 - “Midlife Crisis”

Words Are Powerful

- Realize that if a word exists in a culture,
- Then there is a commonly held belief
- For medically related words...
- That means a commonly held assumption or belief about health.

English Speaking Culture Can Be a Barrier

- Not much hierarchy
- Gender is less emphasized in our language
- Individual priority over group or family
- Alcohol is considered by most as a choice, but not a deadly sin
- Technology and science are revered
- Religion is separate from government

Spanish Words As a Model

Common Themes With Many Other Cultures

- **Familismo** Importance of family at all levels: nuclear, extended, fictive kin (compadres). Needs of family take precedence over individual needs. Mutual reciprocity.
- **Personalismo** Display of mutual respect. Trust building.
- **Presentismo** Emphasis on present.
- **Espiritismo** Belief that good/evil spirits can affect well-being.
- **Embracilado** Belief that you can hold a baby too much

Language and Social Hierarchy

“Jerarquismo”

- Spanish word for respect for hierarchy
- Many world languages use different verb conjugation or other techniques to indicate the status of someone.
- This pattern of hierarchy is less dominant in the English language.
- Saying “sir” or “mam” is one way to do it in English
- This is frequently unrecognized by Americans
- This can be one of the difficulties Americans have in cross-cultural situations.
- Ask yourself: “who in this situation is the senior person?”

What Other Common Themes?

- Please raise your hand if you
 - Can give voice to a different cultural concept from the dominant “American culture”
 - Speak another language and can teach us a few cultural tips or concepts
 - Recognize a cultural theme that we need to recognize

You are Liable for Translation

- Inadequate interpretation is a form of discrimination according to:
- The Department of Health and Human Services (DHHS)
 - Medicare and Medicaid!
- Office for Civil Rights
- There have been cases prosecuted here in the State of Utah

Free Interpretation Services

- The provider is responsible to arrange for an interpreter
- Available to clients in
 - Medicaid,
 - Primary Care Network
 - Children's Health Insurance Programs
- Utah Medicaid: 1-800-662-9651

Elicit the health beliefs of the patient

- As they relate to the reason for the visit as well as the patient's health behaviors.
- *"What worries you the most?"*
- *"What advice have you gotten from others?"*
- *"What do you think has caused the problem and what do you think started it?"*
- *"How can I be of most help to you?"*
- *"What are some of the things people usually do where you are from?"*

Medical Culture Can Be A Barrier

- Pregnancy is an illness.
- A new mother is a sick patient.
- A newborn is a sick patient.
- Breastfeeding is not to be trusted.
- These events are viewed as needing medical intervention rather than as normative family experiences.
 - (Conrad & Kern, 1986; Ehrenreich & English, 1973)

Reasons for Weaning in Mexico

- Doctor's advice (68%)
- "Not enough milk" (62%) (No tengo)
- "Bad milk" (56%)
- "Susto" (54%)
- Illness of the mother (56%) or child (43%)
- "Coraje" (52%)
- Guerrero ML, et al. Rapid ethnographic assessment of breastfeeding practices in periurban Mexico City. Bull World Health Organ 1999;77(4):323-30.

Other Ethnic Groups

- SE Asians
 - If you bottle feed, you are rich
 - Colostrum is bad
- Pacific Islanders
 - Bigger baby is better; formula is extra
 - Adoption of baby by other family members
 - (I will breastfeed if it is a boy, if it is a girl...)
- African Americans
 - Grandma didn't breastfeed: no experience
 - Influence of friends more than husbands

Teen/Youth “Culture”

- Per Erik Erikson
- Psychosocial Crisis:
 - Identity vs. Role Confusion
 - They want to “fit in”
- Breasts are...
 - Relatively new development
 - For piercing or tattooing
 - Sexual
 - Embarrassing
 - For showing off

Alcohol Sensitivity

- Elixers contain alcohol
- Some food is cooked with alcohol
- Some cultures consider it a sin to drink alcohol
- Many consider medicinal alcohol OK
- Not all non-alcohol drinkers know or care about this

Vegetarian Sensitivity

- Some “vegetarian food” has been made with animal products!
- Some cultures consider it a **SIN** to eat animal products!
- Gelatin is an animal product
- Gelatin is contained in some capsules
- Gelatin is contained in some gel caps
- Not all vegetarians know or care about this

Kosher and Halāl Sensitivity

כַּשְׁרוּת and حلال

- Kosher diet for some Jews
 - Special blessing procedures for meat
 - Certain food items can't be mixed
 - Pork is forbidden
- Halāl diet for some Muslims
- Halāl diet also forbids pork
- Muslims may sometimes eat Kosher
- Some Gelatin is made with Pig gelatin
- Some gelcaps/capsules are bad????!!!!

Lesbian/Gay Sensitivity:

Caregiver attitudes can create barriers

- Hostility
- Demeaning jokes or comments
- Anxiety
- Excessive curiosity
- Breached confidentiality
- Mental health referrals
- LEADS to:
 - delay in seeking care
 - Or NO medical care.
 - Rohrbaugh, JB: Choosing children: Psychological issues in lesbian parenting. *Woman and Therapy* 8(1/2):56-59, 1989.

Assess Patient priorities, values, and supports

"I'd like to get to know you more today. Could you tell me about yourself?"

"Where are you from?"

- *"With whom do you live? Where do you work?"*
- *"What brought you to this country? How does medical care differ here?"*
- *"Do you have family and friends that help you with decisions or give you advice?"*
- *"Do you have any trouble reading medicine bottles or appointment cards?"*
- *"Is transportation a problem for you?"*

Influence of Education level on breastfeeding 1998 WIC data



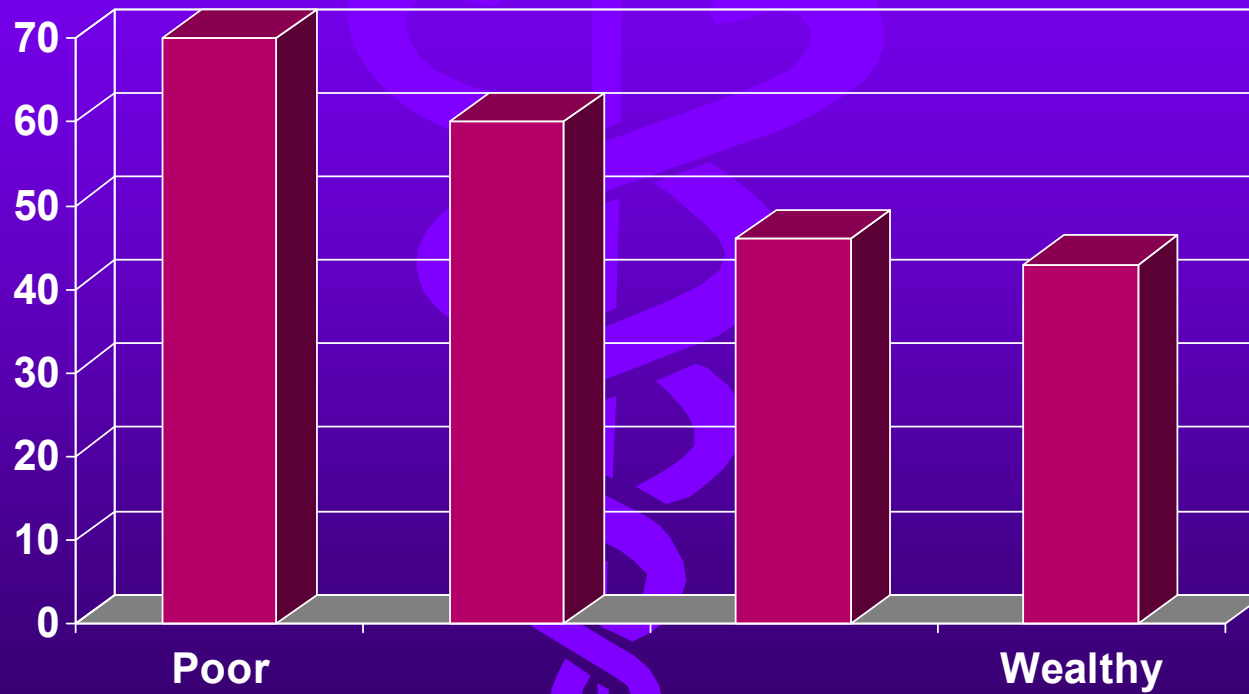
Literacy Quick Evaluation

- In Mexico, cursive and signatures are taught in about the 3rd or 4th grade
- Look at the Consent line or signature
- If there is an "X" or initials.....illiterate?
- If there is a printed name in block letters....less than 4th grade capable?
- If there is a nice fancy signature...literate to the level of reading our handouts?
- Ask about their literacy level!
- Ask what their profession was in their country!

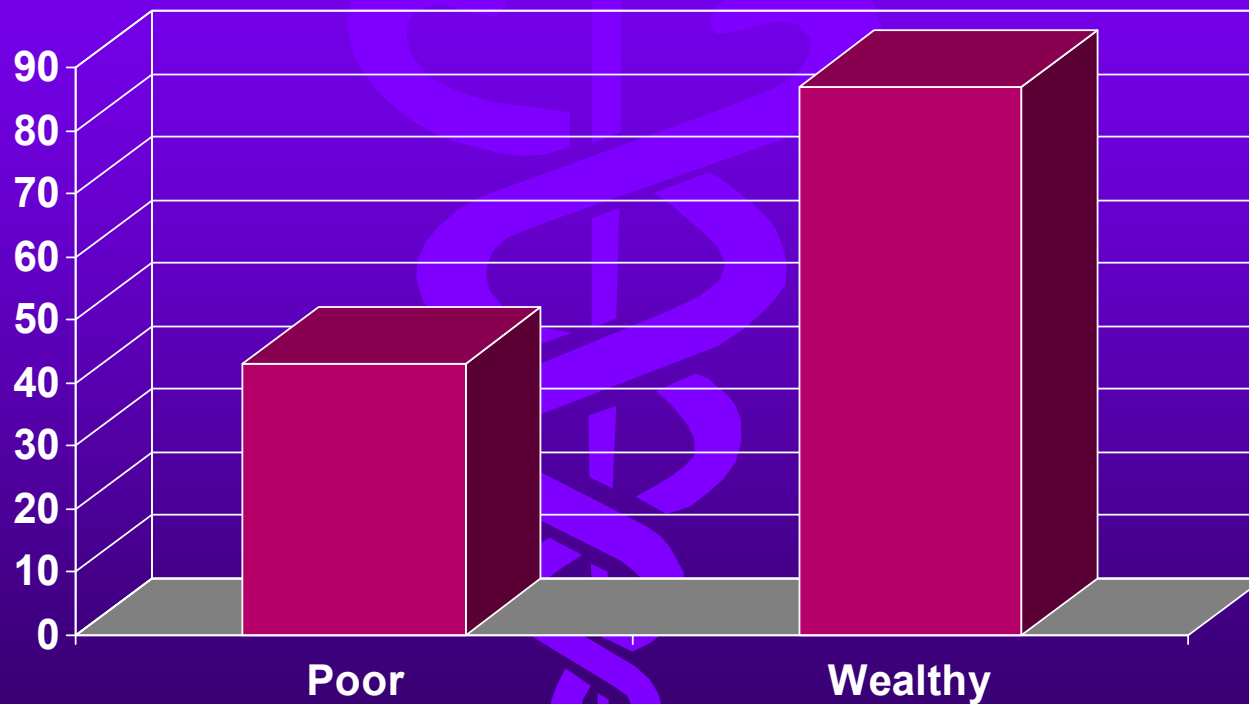
Socioeconomic Influence on breastfeeding

- **In the USA:** Initiation rates were higher in the highest socioeconomic class (87%)
- Rates are lowest in the lowest socioeconomic class (43%)
- **In Developing Countries:** Rural women and poor women are more likely to breast feed.

Third World Trends: Initiation rates within a single country



Developed Nation Trend: Initiation rates within a single country



Telling Time

- There is a new generation coming to us!
- Some of them grew up with ONLY DIGITAL clocks!
- They may not be able to read a sweep hand clock!
- So when you ask them to fill out the feeding log....
- Ask them if they would prefer you to set the VCR clock so they can use that
 - (Also easier to read at night)

Recommend a plan of action

- With adequate explanation and understanding
- Use **language** the patient can easily understand (avoid jargon)
- Try using few if any multi-syllable words!
- Be guided by the patient about how much information to provide.
- Check to make sure patient has understood by asking him/her to paraphrase. For example: *"To be sure that we understand each other, would you please tell me what I just explained to you?"*

Ad Council PSA Advice:

Better to describe risks

**Example: This is your brain on
Drugs**

vs Your brain is healthier without
drugs

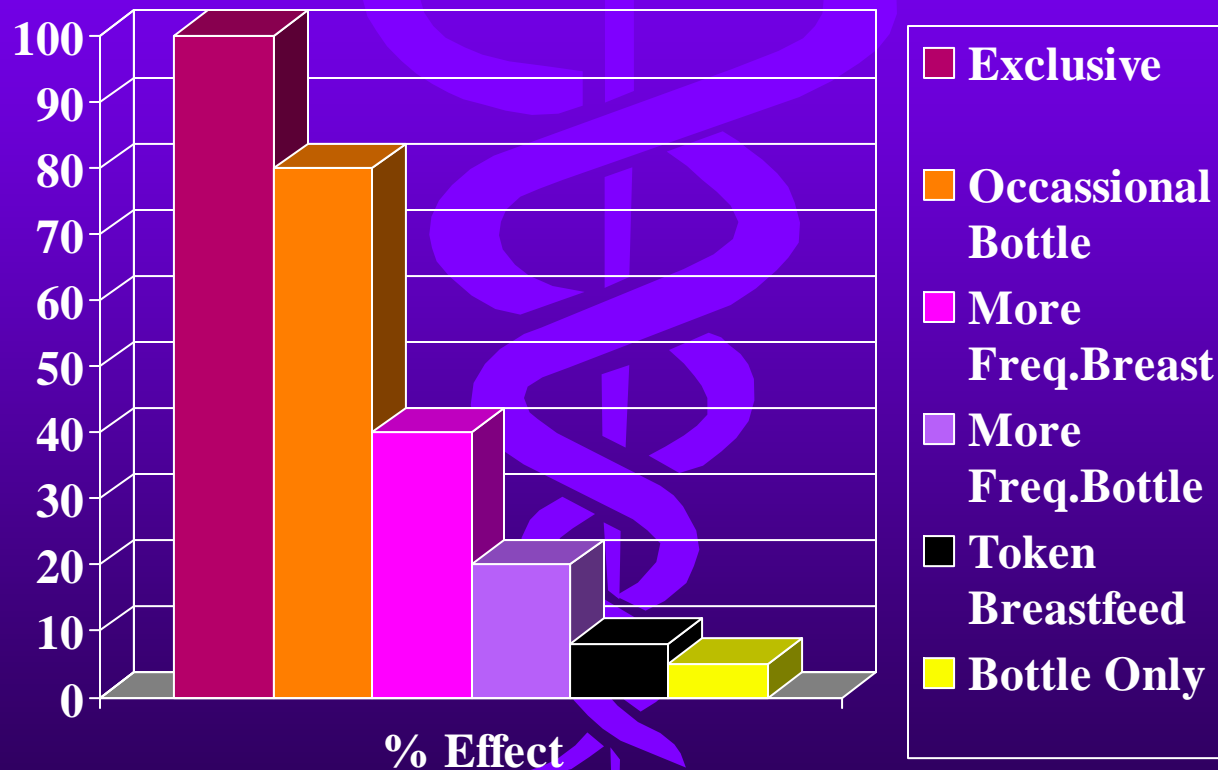
Formula vs Breastfeeding

(Increased Relative Risk of Illness in parenthesis)

- Allergies, Eczema (2-7x)
- Urinary Tract Infections (2.6-5.5x)
- Inflammatory bowel disease (1.5-1.9x)
- Diabetes Type I (2.4x)
- Gastroenteritis (3x)
- Hodgkin's Lymphoma (1.8-6.7x)
- Otitis Media (2.4x)
- *Haemophilus influenzae* Meningitis (3.8x)
- Necrotizing Enterocolitis (6-10x)
- Pneumonia/ Lower Respiratory Infection (1.7-5x)
- Respiratory Syncytial Virus (3.9x)
- Sepsis (2.1x)
- Sudden Infant Death Syndrome (2.0x)
- **Developed World Hospitalization (3x)**
- Developing country Morbidity (50x)
- Developing country Mortality (7.9x)

Moreland JC, Coombs J. Promoting and supporting breastfeeding.
American Family Physician. 2000;61:2093-100,2103-4.

Exclusive breastfeeding has much more medical benefit



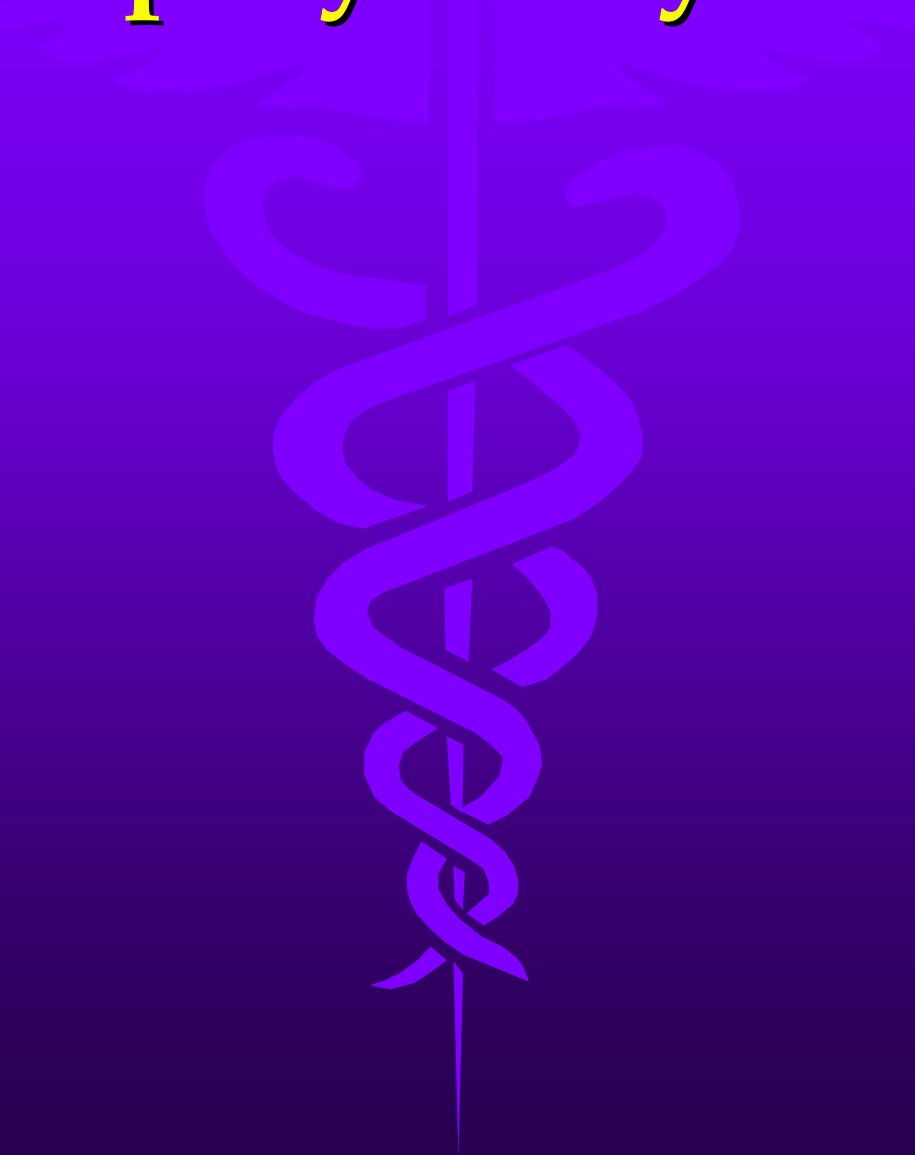
(Actual drop depends on medical illness considered)

Ad Council PSA Advice:
Better to describe risks of formula

Formula Feeding Risk:

3x Higher Risk of Illness
than Breastfeeding

Simplify: Belly Balls



Educate on Normal Using Simple Language

- Some babies refuse the breast if you give the bottle early
- Colostrum is 10x more powerful in defenses than mom's blood
- Baby needs to eat 8-12x/24 hrs or more
- Normal for baby to lose weight at first

Negotiate by involving the patient in next steps and decisions

- *"Now that we understand each other, let's come up with a plan that works for you."*
- *"What do you think should be the next steps?"*

Pedagogic teaching:

- In pedagogic teaching the students are supposed to learn what they're told.
- This lecture is mostly pedagogic!
- They do not decide what they need to learn.
- This works better in primary education and not so well in adult education.
- This type of learning model does NOT do well in cross-cultural teaching situations.

Andragogic teaching:

- Adult students learn better if:
 - they know WHY they need to know something,
 - the process is self-directed,
 - their own experiences are brought into the learning,
 - the subject is relevant to their life,
 - and they are motivated internally.
- This works better cross-culturally!

Knowles M. The adult learner: a neglected species.
Fourth ed. Houston, Tx: Gulf Publishing Co.; 1990:292.

LEARN



- Listen
- Elicit
- Assess
- Recommend
- Negotiate



**Maria:
Learning from Her**

Listen actively with empathy and respect

- Maria
- G2 P1001
- Delivered baby girl @ 34 weeks by C/S
- She thinks she delivered early because her husband was deported recently: Susto
- Worried about the health of her baby
- “No tengo leche”
- Last baby: “No quieria mi leche”

Elicit the health beliefs of the patient

- The “Susto” made her go into labor
- She is worried that it also made her milk bad
- Besides that she doesn’t have any milk
- Besides that the baby is too small to eat well at the breast
- She tells you that her family did make recommendations for “la Cuarentena”

Cuarentena

- 40 days post-partum
- Pelvic rest
- Keep mom and baby warm
 - (think velour blankets!)
- Warm food and drink for mom
- Don't go out with baby in public
- Family support provided
- No bathing (rarely)

Leviticus 12: Cuarentena

- And Jehovah spake unto Moses, If a woman conceive seed, and bear a man-child, then she shall be unclean **seven days**; as in the days of the impurity of her sickness shall she be unclean.
And she shall continue in the blood of *her* purifying **three and thirty days**; she shall touch no hallowed thing, nor come into the sanctuary, until the days of her purifying be fulfilled. But if she bear a maid-child, then she shall be unclean two weeks, as in her impurity; and she shall continue in the blood of *her* purifying threescore and six days.

30 to 40 Day Postpartum

- Chinese (Zhuo yue zi) “sit month”
- Vietnamese (just “the 30 days”)
- Muslim (Arabic=“Nifas”)
- South Asian (Pakistan, India)
- European (Spanish= “Cuarentena”)
- Bosnian (“Babine”)

Embracilado

- Mom won't touch the baby much
 - Doesn't hold baby for very long
- You ask her why
- She says that she is worried the baby will become "Embracilado"
- What is this?

Assess Patient priorities, values, and supports

- Maria is from Mexico City
- She is barely literate
- She wants to return to work after 6 weeks
- She wants to make sure the baby will take a bottle so she can work
- She wants her baby to be “gordita”
- Her mother-in-law will watch the baby and says the baby has to start the bottle now
- She works as a hotel maid from 4 to 6 hours a day

Mexican immigrants are at great risk for weaning.

- Mexican women do well with breastfeeding once they get home?
- In fact, inner-city Mexican women in Guadalajara were shown to have a median time to weaning of 39 days!
- Gonzalez-Perez GJ, Vega-Lopez MG, Cabrera-Pivaral C. Using logistic regression to describe the length of breastfeeding: a study in Guadalajara, Mexico. *J Hum Lact.* 1998;14:297-303.

Usted

- The translator mentions that she speaks to her mother-in-law with “Usted”
- She really thinks Maria would listen to her mother-in-law

Assessment:

- Her husband was recently deported
- Grandma is saying the baby is not getting enough
- Grandma says giving both gives the benefits of both

Recommend

- Influence who you can...
- Whoever is with the patient is likely to have **influence** on her decision making
- This is especially true in other cultures
- Make sure grandma hears your spiel

Recommend a plan of action

- With adequate explanation and understanding
- Use **language** the patient can easily understand (avoid jargon)
- Be guided by the patient about how much information to provide.
- Check to make sure patient has understood by asking him/her to paraphrase. For example: *"To be sure that we understand each other, would you please tell me what I just explained to you?"*

What/How do you recommend?

- Song and Dance....
- Cheerleading...
- Broken record...

- How do you balance advocacy
 - with the truth?
 - It is a delicate balancing act

Recommendations for Maria

- Exclusive breastmilk is best for baby
- Emotions can effect let-down, but NOT quality of milk
- Premie baby not be ready to feed at breast fully
- Explain NG Tube and gradual feed advance
- Pumping is main job for mom right now
- Exclusive breastfeeding goal until breastfeeding established

Educate on Kangaroo Care

- Holding a baby gets it home faster!
- Holding the baby gets mom antibodies against the infections in the NICU!
- Then the breastmilk gives the defenses
- Holding the baby helps it grow faster
- Some of the important studies were done in Latin America! (Latin Pride!)

Negotiate by involving the patient in next steps and decisions

- *"Now that we understand each other, let's come up with a plan that works for you."*
- *"What do you think should be the next steps?"*

“La Cuarentena del Bebé”

(Culturally Sensitive & Baby Friendly)

- “La Cuarentena del Bebé” is presented as the 40 days when mothers should exclusively breastfeed
- Avoid bottles, pacifiers, and supplementation.
- Mothers are encouraged to breastfeed exclusively for six months if possible.
- One year or more goal for total

Getting the Baby to Take a Bottle

- Start AFTER the Cuarentena
- Give one bottle every other day
- Have the Mother-in-Law give it, or Dad
- Use mom's milk

Return to Work Plan

- What does she know about pumping?
- Does she have the right situation?
 - Place to pump
 - Place to store
 - Support from employer
- Does she know how to store the milk?

This is not just giving advice

- Find out what her situation is
- Based on best practices
 - Help her problem solve
 - Give options and ideas

Negotiation: Maria Agrees to Try

- Maria agrees that at least during the **Cuarentena** she could breastfeed exclusively
- Grandma loves the idea of Kangaroo Care!
 - “When I was a mom, we used rebosos”
- She is not too sure about the pump: it seems expensive
- There are plenty of hotel rooms to pump in
- You tell her about the free pumps at WIC and/or tell her where to rent

Grandma Supports You Too

- She says that when she had her kids they didn't know anything about how good breastmilk was for babies, so they gave formula instead
- She is proud that her daughter-in-law is giving the very best protection for her precious grandchild

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Center For Multicultural Health

- www.health.utah.gov/cmh
- E-mail: cmh@utah.gov
- Phone: 1-888-222-2542

Good reference:

- Eliminating Health Disparities Among Racial and Ethnic Minorities in the United States
- Chapter 4: Language barriers and access to care, by SeonAe Yeo
- Joyce J Fitzpatrick, Antonia M Villarruel, Cornelia P Porter
- Springer Publishing Company, 2004



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Academy of Breastfeeding
Medicine

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j.moreland@m.cc.utah.edu



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