

**Culturally competent individuals have a mixture of beliefs, attitudes, knowledge, experience, and skills that help them to establish trust and rapport in effective communication with others.**

(according to the American College Health Association)

**The following are representative of cultural competencies:**

**1 Beliefs and attitudes that demonstrate:**

- An awareness and sensitivity to personal cultural heritage.
- A respect for and value of different heritages.
- An awareness of personal values and biases and how they may affect the perception of other cultures.
- Comfort with differences that exist between personal culture and other cultures' values and beliefs.

**2 Knowledge and experience that demonstrate:**

- A good understanding of the power structure in society and how non-dominant groups are treated.
- Specific efforts made to acquire knowledge and information about the particular group(s) one is working with.
- The recognition of institutional barriers that prevent members of underrepresented/underserved groups from using organizational and societal resources.

**3 Skills that demonstrate:**

- The ability to send and receive verbal and nonverbal messages accurately and appropriately.
- The ability to intervene appropriately and advocate on behalf of individuals from different cultures (i.e., serve as an ally).

## Why Culture Matters



**Want to improve  
your cultural  
well-being?  
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### Cultural wellness:

Effectively interact across differences; gain awareness of our own culture and social identities and their impact on our understanding of what we bring to relationships and situations; develop skills to decrease our biases; embracing the richness of all cultural backgrounds.

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