

On behalf of Vision Expo, we sincerely
thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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**DR. HÉCTOR
SANTIAGO HAS
NO FINANCIAL
INTERESTS TO
DISCLOSE**



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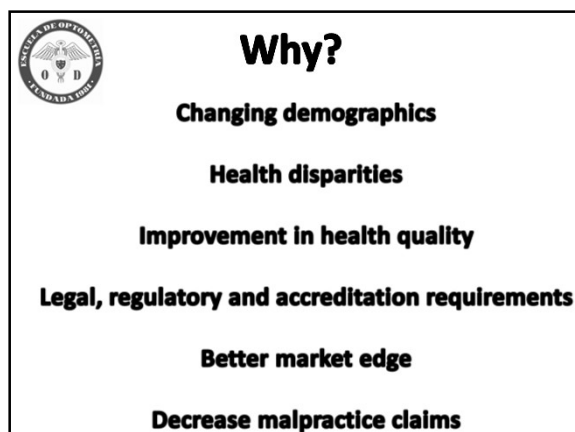


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Definition of Cultural Competence (Mutha et al, 2002)



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Cultural competency at work...

Elderly:
Length of exam,
lighting,
refraction,
size of print



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Role of culture in the clinical environment

- Rosa Sanchez is a woman from Brownsville, Texas. She comes to your office complaining about blurry distance vision.




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Generalization

- Rosa is from Brownsville.

I wonder if she is
Mexican
Catholic
Have a large
Supportive
family



"I will find out"

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Stereotype

- Rosa is from Brownsville....

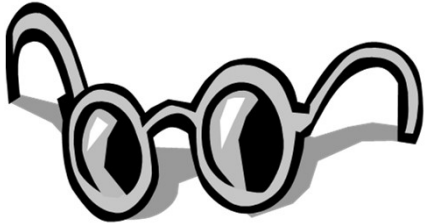
SHE MUST...

- Be Mexican
- Have a large supportive Catholic family



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Cultural eyeglasses



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Stereotyping



Some Japanese may consider straight-talking Americans as rude

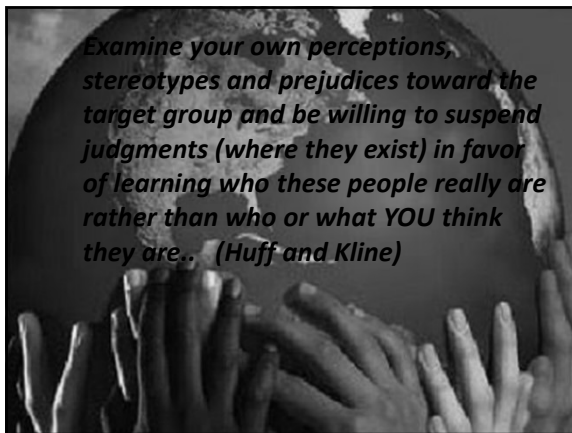
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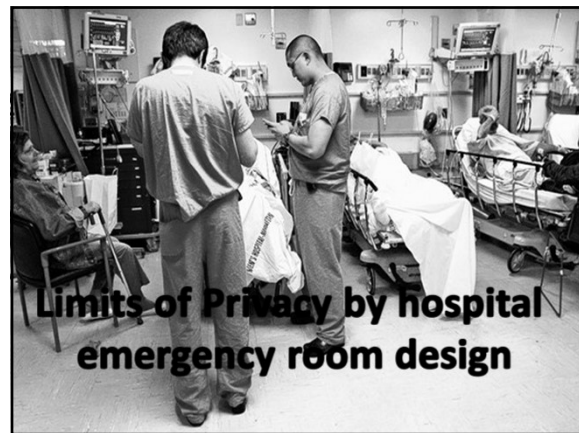
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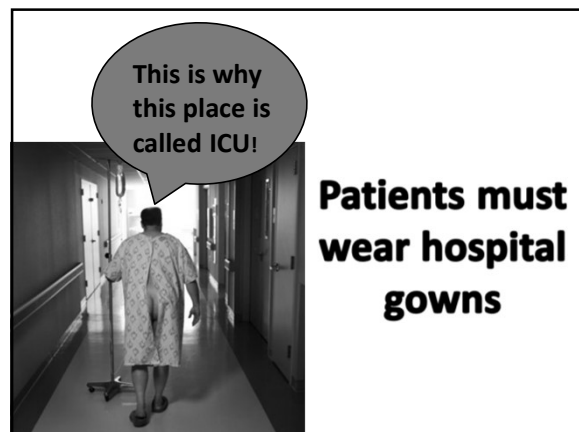
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HEALTH DISPARITIES

Population-specific differences related to:

- **Utilization of services**
 - **Health outcomes, including disabilities, disease and death**
 - **Access to care**
 - **Poorer overall health**
- **Social, economic, cultural and other barriers to optimal health**

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LEADING CAUSES OF DEATH BY RACE AND ETHNICITY

Rank	White	Black	Hispanic	Native American	Asian/Pacific Islander
1	Coronary Artery Disease	Coronary Artery Disease	Coronary Artery Disease	Coronary Artery Disease	Coronary Artery Disease
2	Cancer	Cancer	Cancer	Cancer	Cancer
3	Cerebrovascular Disease	Cerebrovascular Disease	Accidents and Non Intentional Injuries	Accidents and Non Intentional Injuries	Cerebrovascular Disease
4	Chronic Lung Disease	Accidents and Non Intentional Injuries	Cerebrovascular Disease	Diabetes Mellitus	Accidents and Non Intentional Injuries
5	Accidents and Unintentional Injuries	Diabetes Mellitus	Diabetes Mellitus	Cerebrovascular Disease	Diabetes Mellitus

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■ Populations have documented disparities in health based on factors such as race/ethnicity, gender, age, income, immigration status, geographic location, access to care, sexual orientation, and language

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**Achieve health equity,
eliminate disparities,
and improve the health
of all groups**

<https://healthfinder.gov/FindServices/Organizations/Organization.aspx?code=HR2013>

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Healthy People 2020 Vision Objectives V5: Reduce Visual Impairment

- | | |
|-------|--|
| V-5.1 | Reduce visual impairment due to uncorrected refractive error |
| V-5.2 | Reduce visual impairment due to diabetic retinopathy |
| V-5.3 | Reduce visual impairment due to glaucoma |
| V-5.4 | Reduce visual impairment due to cataract |
| V-5.5 | Reduce visual impairment due to age-related macular degeneration (AMD) |

<http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicId=42>

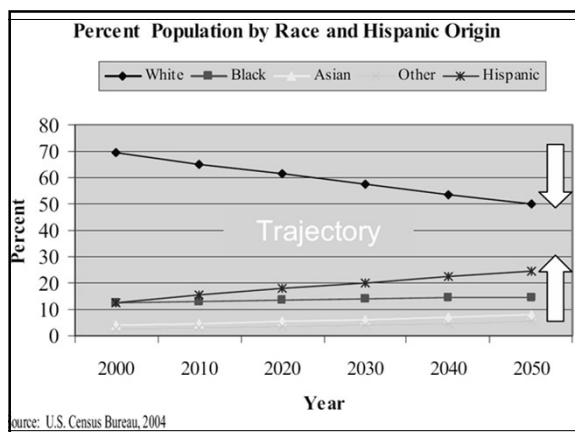
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Who is Hispanic or Latino?

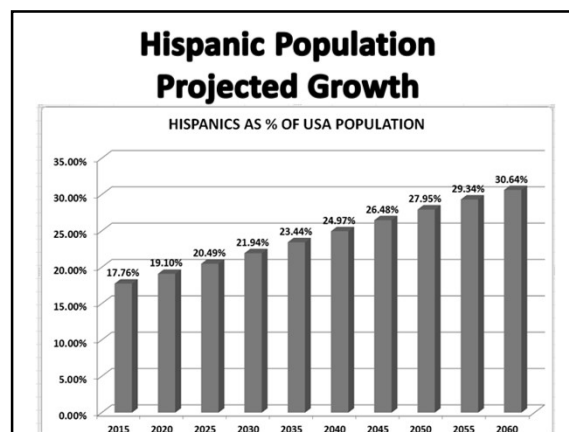
The definition used in the 2020 Census:

“Hispanic or Latino” refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race

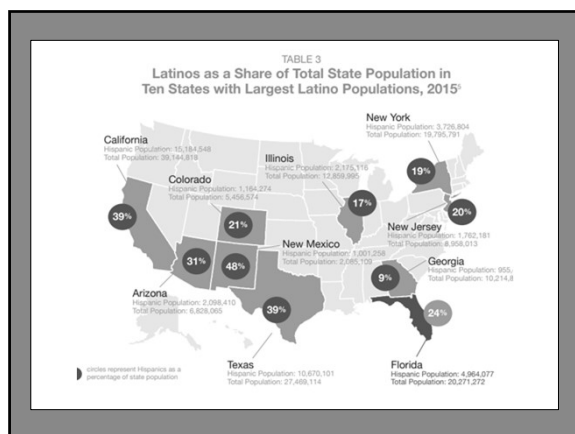
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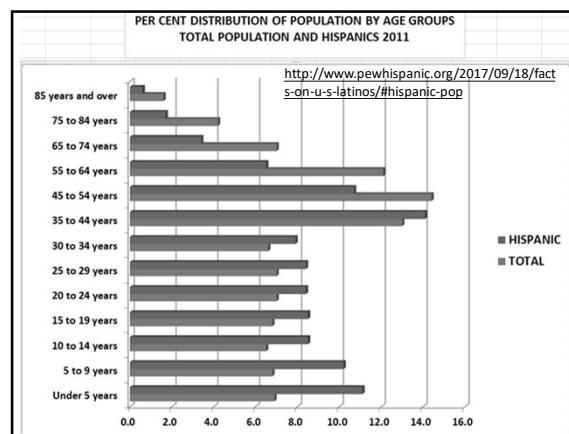
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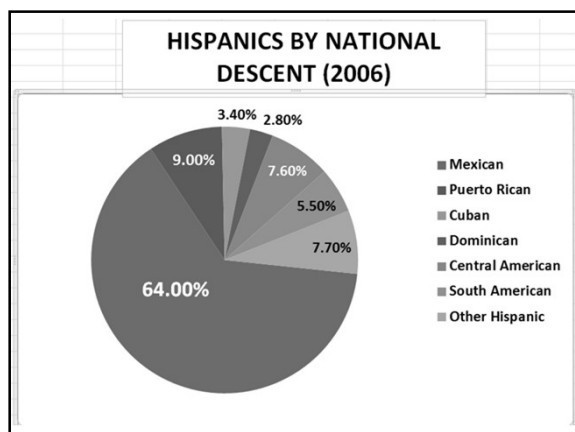
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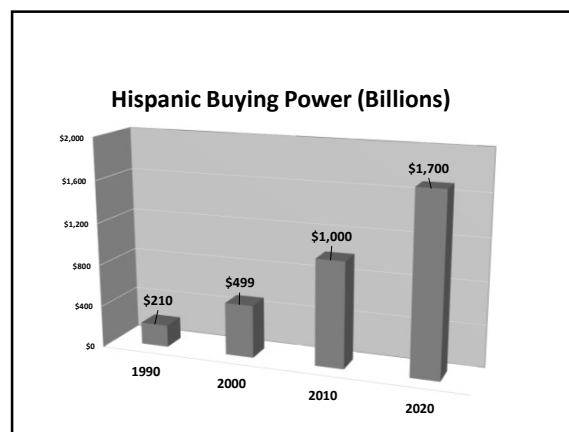
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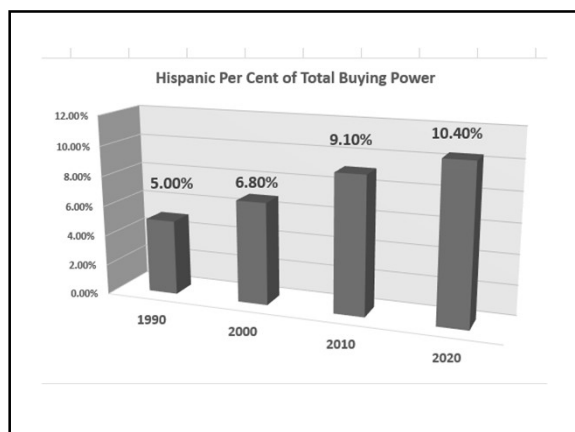
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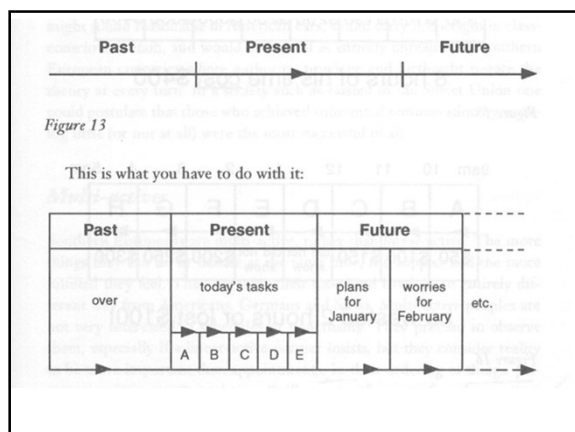
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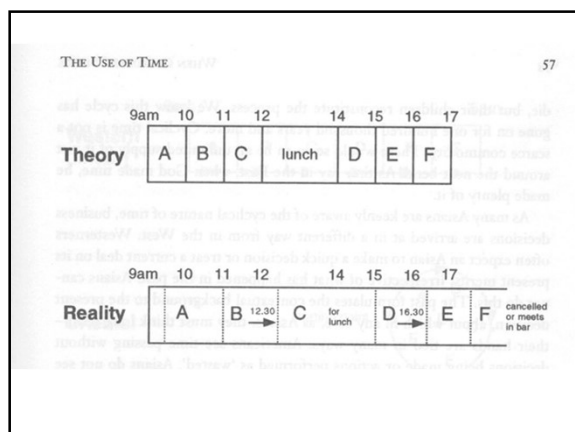
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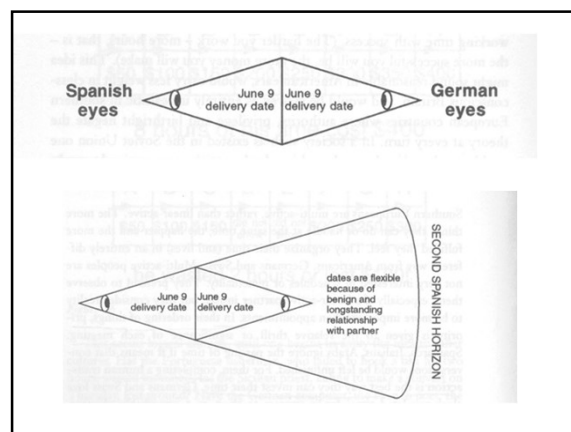
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CONCEPT OF SPACE

- Distance of comfort is close (80 cm) as apposed to the Anglo or British
- Work close to each other
- Tactile
- Hugging acceptable
- Women greet each other with a kiss on each cheek
- Men shake hands and give a warm pat on the back

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American waiting line

Latino line

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GAZING

Anglo culture: direct gaze at eyes is expected and acceptable

Hispanics: Direct gaze may be avoided when interacting with authority figures (like OD's)

May have romantic connotation between members of opposite gender. May signal "hostility" between members of same gender.

Hispanics do more gaze shifting – does not mean lack of interest!

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Hispanics

- Mixture of ethnicities
 - Spanish, Indian, African

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Traditional Hispanic Medicine: Hot and Cold Theories of Illness

<p>HOT</p> <p>Vasodilation</p> <p>High metabolic rate</p>	<p>COLD</p> <p>Vasoconstriction</p> <p>Low metabolic rate</p>
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Treatment: aimed at restoring balance

<ul style="list-style-type: none"> HOT ILLNESS Treated with "cold" remedies Example: Diabetes with Sabila (Aloe vera) 	<ul style="list-style-type: none"> COLD ILLNESS Treated with "hot" remedies Example: URI treatment with Echinacea
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**Origin of traditional healing
and religious practices**

Syncretism

**Indian + Catholic
tradition=curanderismo**

**African + Catholic
tradition=Santería**

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**FOLK
ILLNESSES**

- **Fallen fontanelle (Caida de la mollera)**
- **Empacho (Upset stomach)**
- **Susto (Fright)**
- **Evil eye (Mal de ojo)**
- **Nervios (Nervous attack)**

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**CAIDA DE LA MOLLERA
(Fallen Fontanelle)**

Cause: Pulling baby away from the breast too quickly, letting baby fall to the floor or carrying the baby incorrectly

Signs and symptoms: Crying, sunken eyes, vomiting, failure to suckle and diarrhea

Treatment: Pushing up palate of baby, application of poultice of fresh soap shavings or warm salted olive oil to depressed area of head, holding baby down on pan of water

Beware: Possible life threatening dehydration by acute gastroenteritis

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Practitioner	Description	Types of Illness or condition	Types of Treatment
<i>Curandero</i>	A healer who will intervene on the level of spiritual, mental, and physical illness	Psychosomatic conditions, supernatural illness	Counseling, herbs, amulets, rituals
<i>Sobadora</i>	A healer who utilizes massage for all forms of illness	Orthopedic, pediatric, gynecologic, gastrointestinal illness	Massage and manipulation
<i>Yerberero</i>	A person in society with knowledge and skill in the use of herbs to treat illness	All types of illness	Herbs and mineral extracts
<i>Partera</i>	Midwife	Labor	Assistance in labor

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Elena Ávila, RN, MSN

Modern day curandera

"In conventional medicine, the body goes to the hospital, the mind to the psychiatrist and the spirit and soul to the church. In Curanderismo, the healing takes place under one roof, with earth mother as the foundation, and the Divine as the source"

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Remember that..

- The patient will seek medical care for an illness, while simultaneously consulting a folk healer (curandero). This practice is based on the belief that western medicine may be able to treat the symptoms, but only folk medicine can resolve the root cause of a malady.
- Inquire about home remedies (remedios caseros) and consultation with curanderos especially when symptoms relate to a folk-illness

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Santería

- Originated in West Africa (Nigeria and Benin) as the traditional religion of the Yorubas - people with a very rich culture



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Slave trade brought Yorubas to Cuba, Brazil, Haiti, Trinidad, and the Caribbean - through migration to USA

Origin of Santería

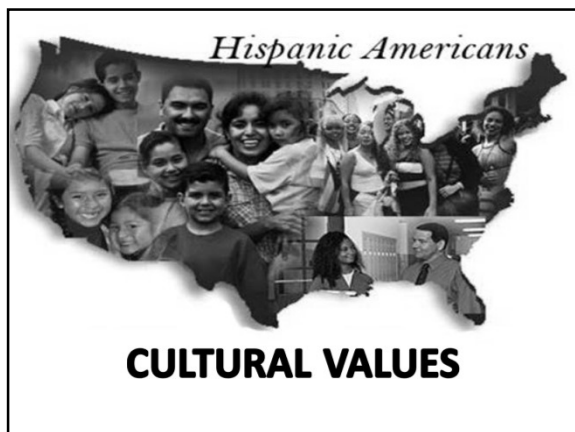


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Healing practices of Santería

- Healers
 - Santiguadores
 - Herbalists
- Common rituals
 - Despojos: ritual baths
 - Sahumerios: Mixture of incense, storax, mastic, garlic skins and brown sugar

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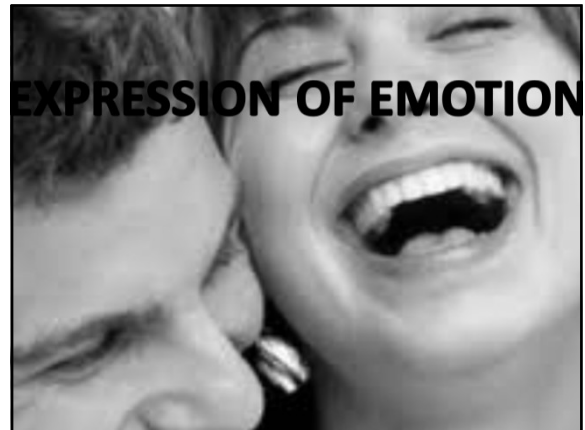
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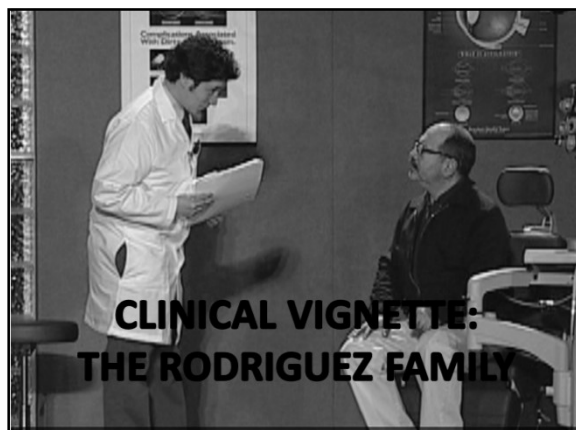
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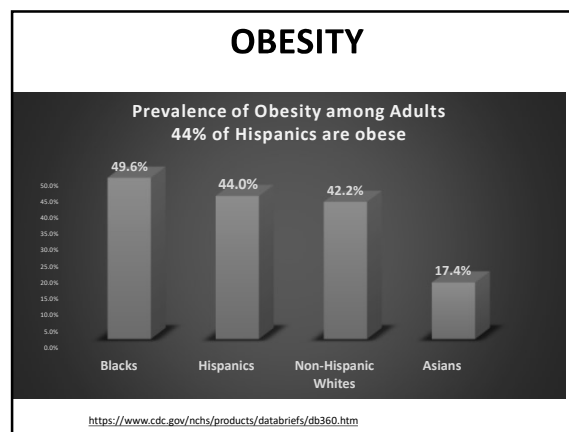
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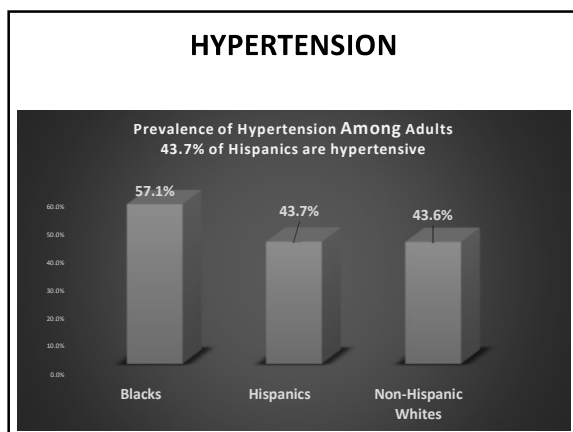
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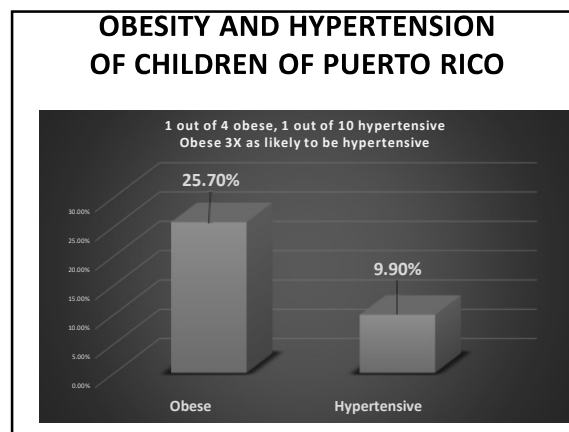
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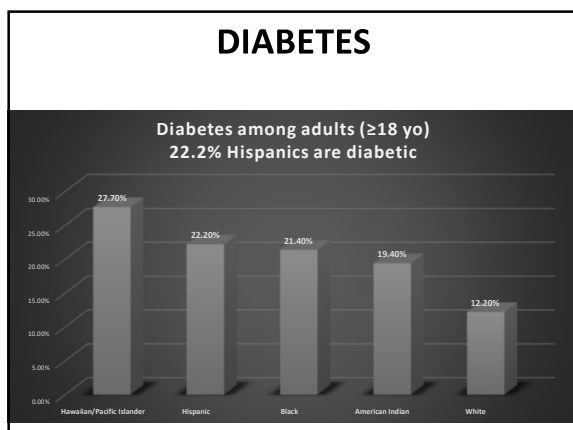
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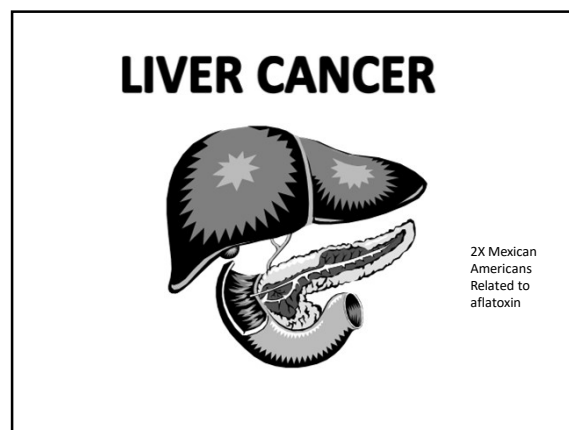
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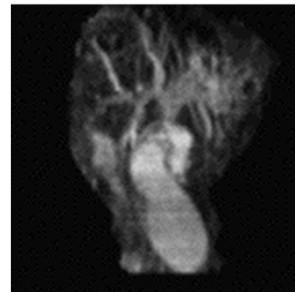
STOMACH CANCER



2X Mexican
Americans
50% higher
Puerto
Ricans

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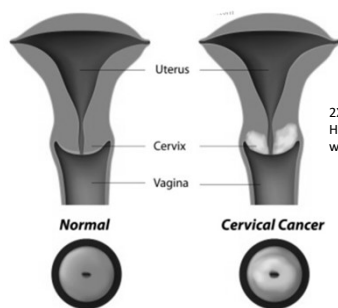
GALLBLADDER CANCER



2X – 4X Hispanics
Obesity
Hyperlipidemia
Estrogens

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CERVICAL CANCER

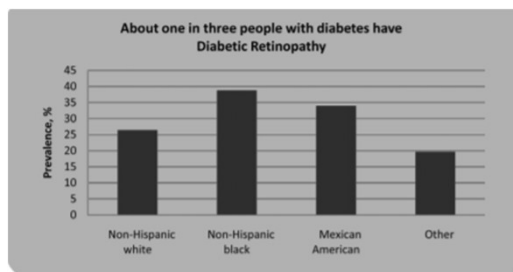


2X – 3X
Hispanic
women

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Source: CDC factsheet

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**Ocular complications
of diabetes**

Diabetic retinopathy

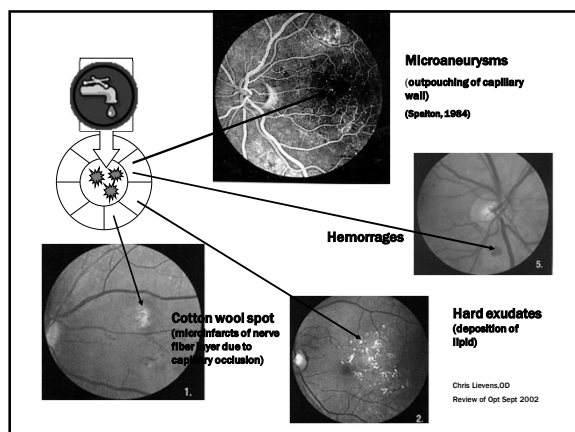
Changes in refractive error

Cataracts

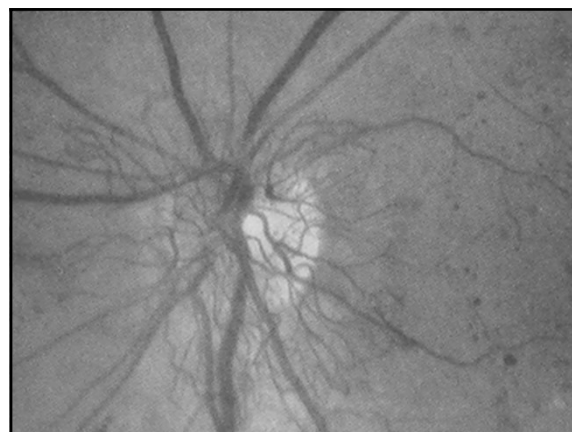
Macular edema

Glaucoma

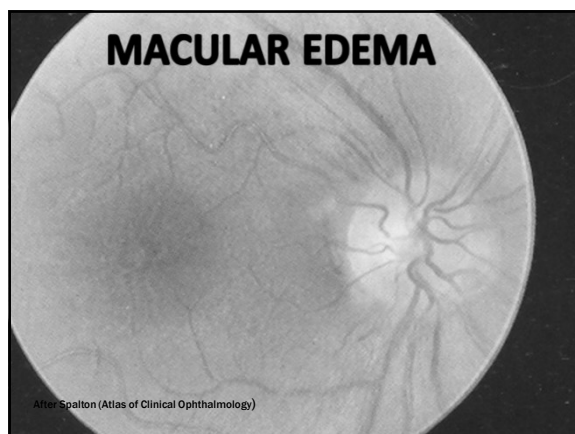
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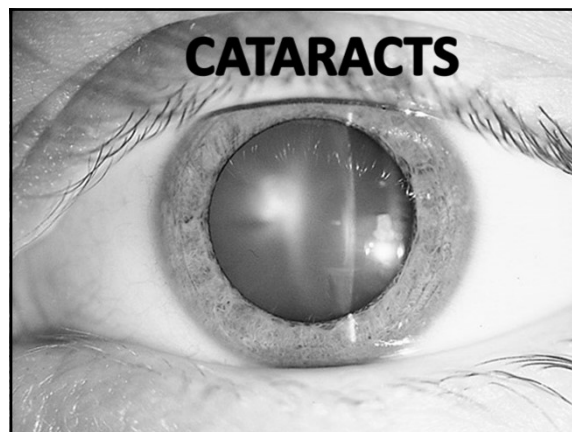
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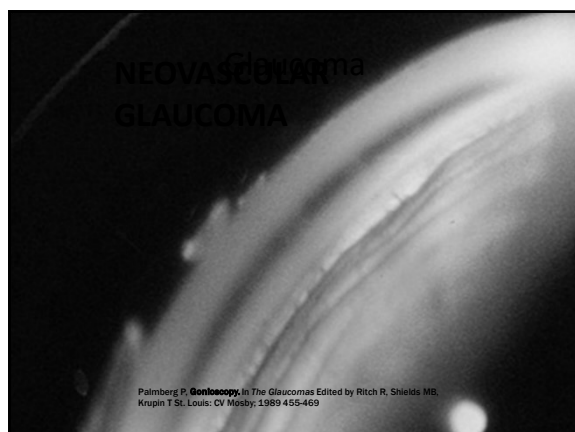
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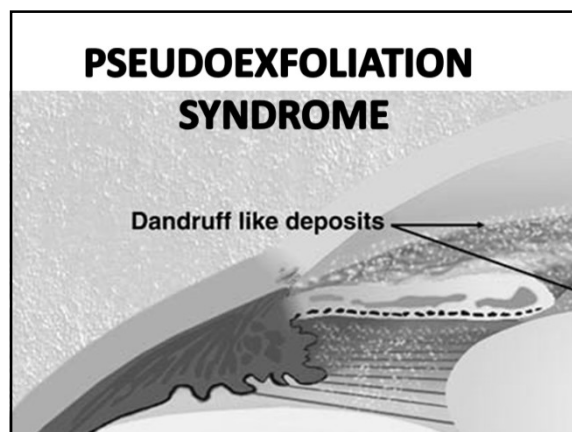
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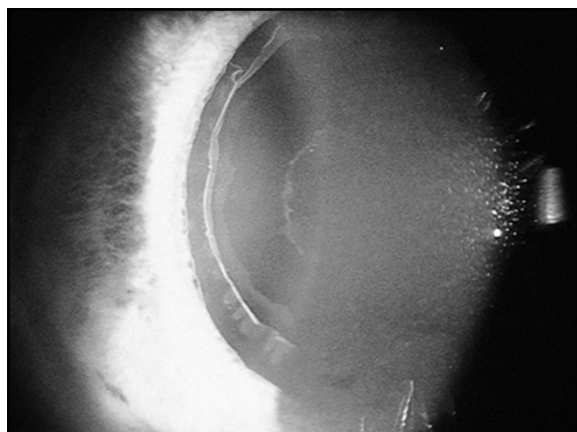
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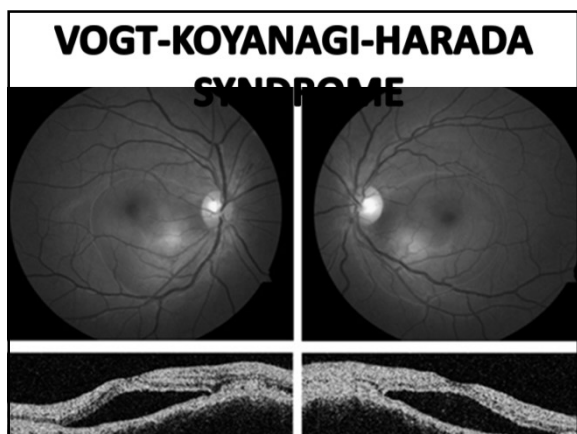


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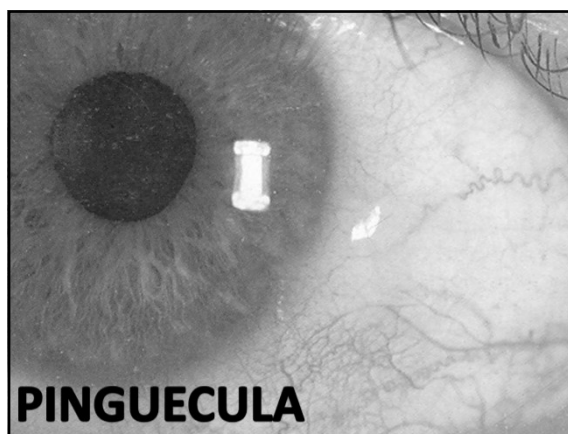


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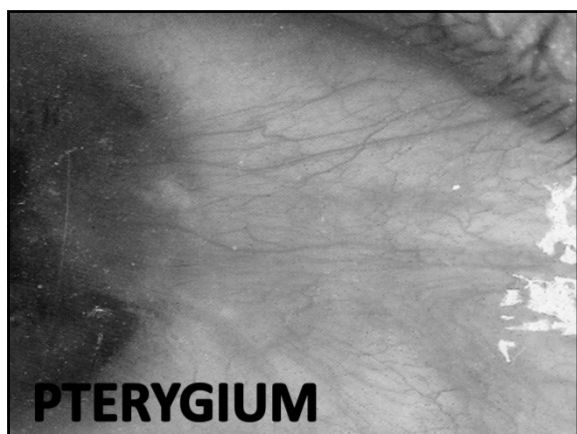


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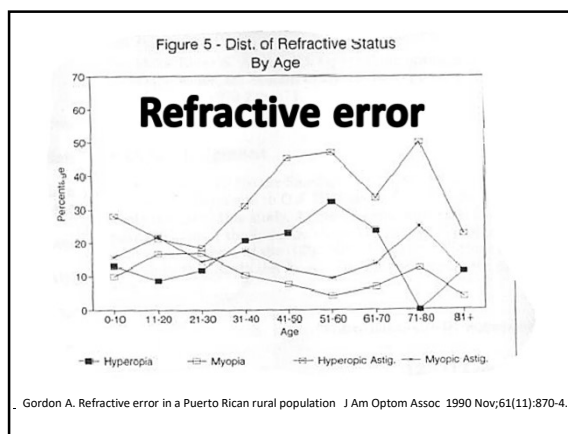


PINGUECULA

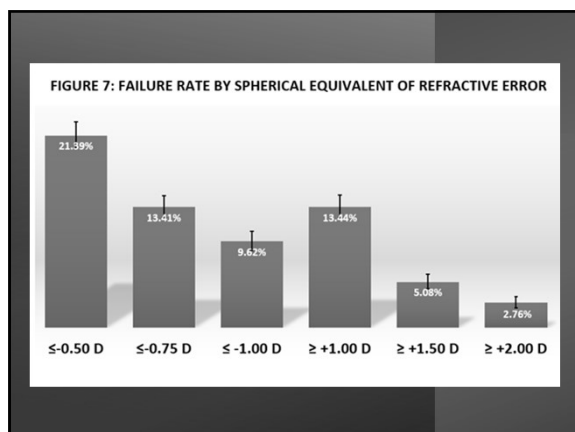
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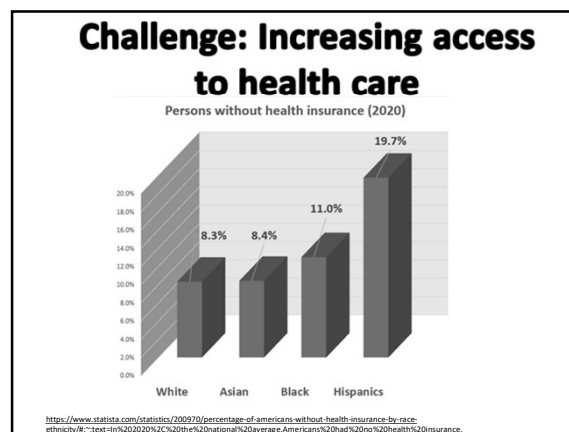
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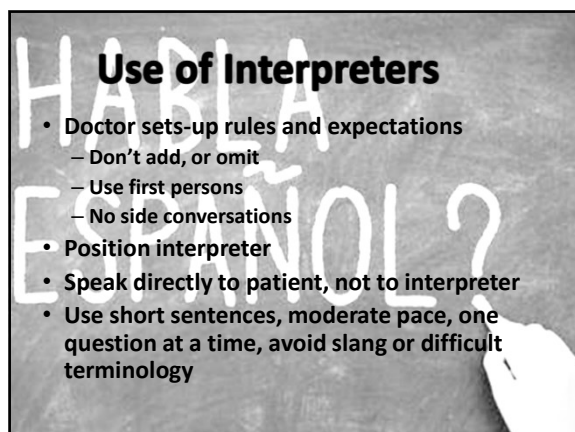
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SUCCESS
WITH THE
HISPANIC
PATIENT

Show Respeto

- Address adults with title and family name
- Sr. Rodriguez or Mr. Rodriguez
- Sra. Rivera or Mrs. Rivera

Speak directly to patient even when using an interpreter

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SUCCESS
WITH THE
HISPANIC
PATIENT

Show Personalismo

- Shake hands
- Sit closer, lean forward
- Friendly but not too informal manner
- Be genuinely concerned – ask about themselves and their families

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SUCCESS
WITH THE
HISPANIC
PATIENT

- Involve the family
 - They generally take part in the decision process and care of the patient
 - They may include the immediate and extended family members

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SUCCESS
WITH THE
HISPANIC
PATIENT

- Understand and respect the psychological / spiritual side of complaints
 - Recognize their explanation of symptoms
 - Be aware of traditional healing practices
 - Establish a collaborative, non-confrontational atmosphere

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SUCCESS
WITH THE
HISPANIC
PATIENT

- Take time to explain and counsel your patient
 - May too readily say they understand
 - Will avoid confrontation
 - High respect for doctors

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SUCCESS
WITH THE
HISPANIC
PATIENT

- Recognize the difference in the sense of time
 - Be as flexible as possible with your appointments
 - Hispanics may not attach a specific time or date to a sign or symptom
 - May use an event or season as a landmark

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SUCCESS
WITH
THE
HISPANIC
PATIENT

Learn basic conversational Spanish

- Patients appreciate the clinician's effort to communicate in Spanish
- Allow patients to convey better their case history

Hire bilingual (English/Spanish) staff

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TENETS

- **Hispanics represent an important segment of the patient population. Many OD's practice in areas with significant number of Hispanic patients.**
- **The better we understand Hispanics the better we can attract, manage and retain them**
- **Understanding and serving Hispanics patients can be a source of clinical satisfaction and the basis of growth in our practices**

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