

LATINO/HISPANIC

Values, Beliefs and Life Ways:

- Group has more importance than self
- Strong family ties
- Strong church and community orientation/interdependence
- Distrust/fear of “government” – immigration status may impact interactions
- Male (machismo) dominant – father/husband is head of household – women remain under authority/control of men
- Age dominant – respect for hierarchy
- Live for the present/today – fatalistic – feel powerless to control the future
- Take care of their own
- Negative view on asking for help – can take time before an agency is trusted
- Modesty is important
- Majority are Roman Catholic – church is seen as main source for services and information
- Very proud of heritage – never forget where they came from

Communication Tips:

- Respect is basic for all communication
- Like to be approached first – do not easily initiate conversation
- Eye contact is perceived as a more confrontational body language than a sign of respect
- Being ignored is a sign of disrespect and can be perceived as offensive
- Being personal, warm, trustworthy, and respectful is valued
- Avoid too much gesturing
- Encourage the individual to ask questions
- Make sure your questions have been understood
- Maintain an accepting attitude
- Let them know their ideas/thoughts/etc. are valued
- Personal space viewed as being closer than Anglo-Americans view it
- Very expressive in their communication
- Determine level of fluency in English – use interpreter if necessary
- Do not like to be asked about immigration status, religion and financial sources
- Be respectful and ask questions to understand

***Cultural norms** are the standards we live by. They are the shared expectations and rules that guide behavior of people within social groups. These are generalizations and not meant to define individuals because they belong to a particular group.*