

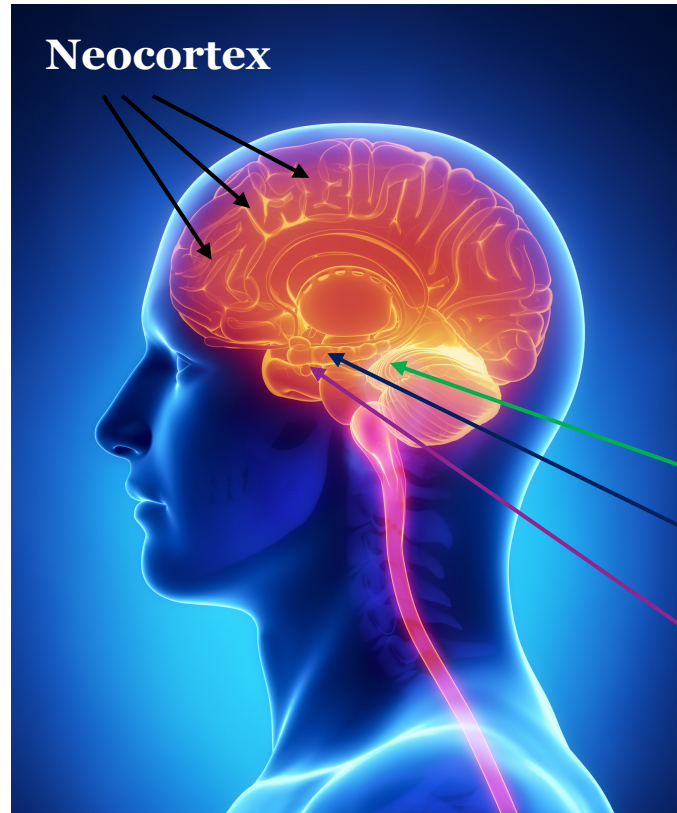
Maryland Forest Service Community Engagement

IN SECONDS...



THE BRAIN SCIENCE

**Slow brain
or
Deliberate
brain***



**Fast brain
or
Automatic brain***

Hippocampus

Hypothalamus

Amygdala

(* Daniel Kahneman, 2011)



HOW OFTEN
DO YOU
OPERATE IN
YOUR FAST
BRAIN?

Join by Web

PollEv.com/cgross541

Join by Text

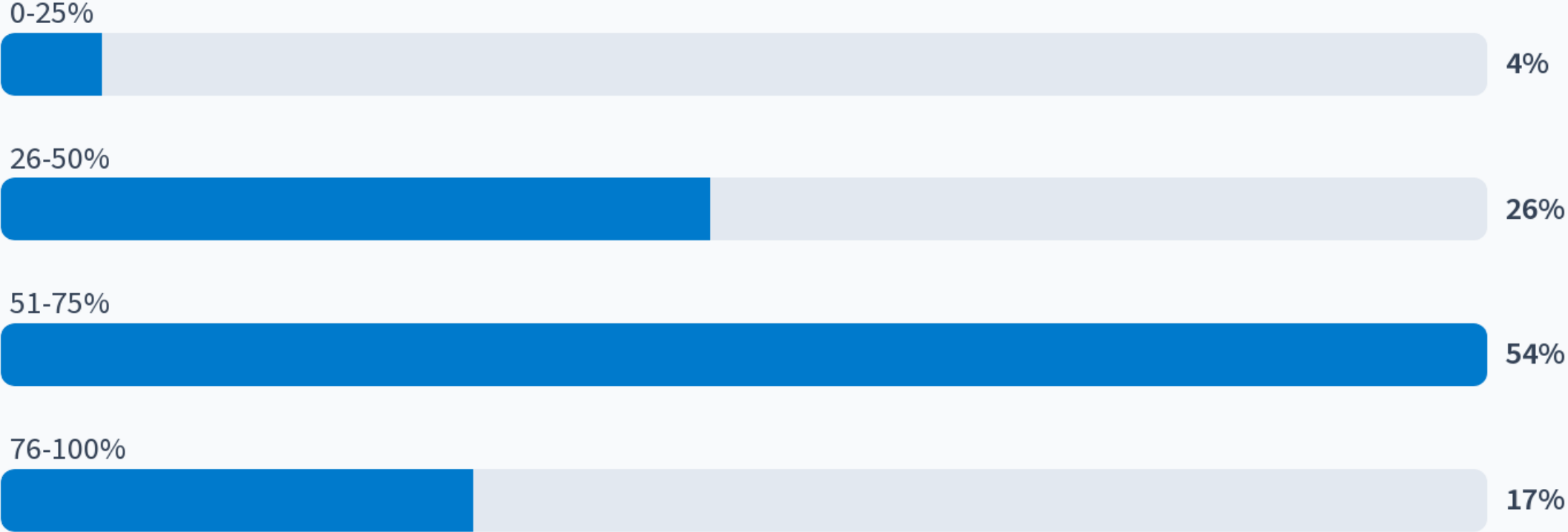
Send **cgross541** to **22333**

Join by QR code

Scan with your camera app

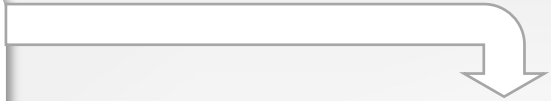


How often do you operate in the Fast Brain?





11 million pieces of information at any one time



Perceptions

Interpretations

Preferences

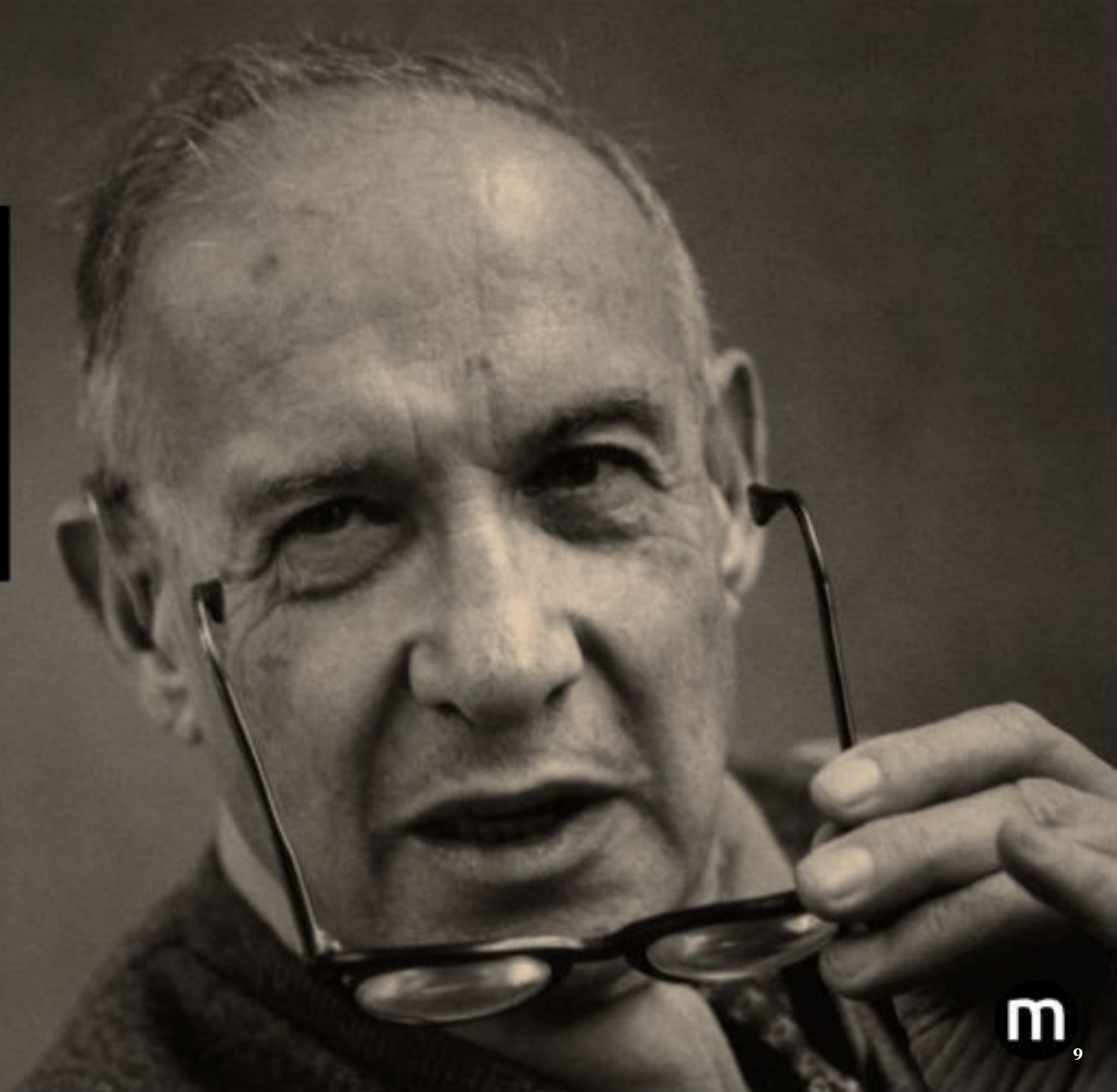
**Selective Attention/
Blind Spots**



40-50 pieces of information get absorbed in our conscious and unconscious mind

CULTURE EATS STRATEGY FOR BREAKFAST

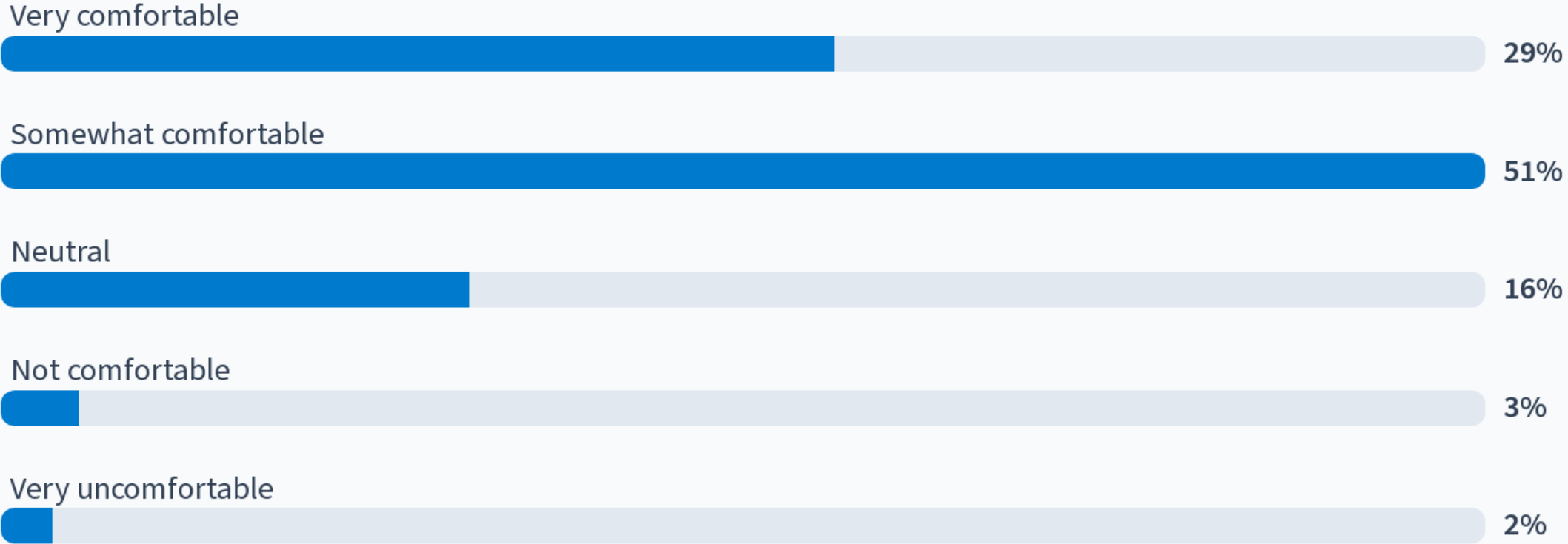
Peter DRUCKER







How comfortable are you dealing with cultural differences?



Cultural Competence

Cultural Awareness

- Self Awareness
- Cultural Identity
- Heritage adherence
- Ethnocentricity
- Stereotyping
- Ethno history

Cultural Competence

- Assessment skills
- Diagnostic skills
- Challenging and addressing prejudice, discrimination and inequities

Cultural Knowledge

- Health beliefs and behaviors
- Anthropological, Sociopolitical, Psychological and Biological understanding
- Similarities and differences
- Health inequities

Cultural Sensitivity

- Empathy and Appropriateness
- Interpersonal communication skills
- Trust, respect, and Acceptance
- Barriers to cultural sensitivity

BONDING: BECOMING “US”

Occurs in same-group relationships when connections are based on **similarity**



Allows shortcuts

Feels comfortable

Reduces ideation

Reinforces isolation

**Yields:
Intimacy, Trust, Support,
Community**



(Putnam, 2000)

BRIDGING: BROKERING BETWEEN “THEM”

Occurs when people connect with people that differ from them
across group, culture, or identity



Offers variety in viewpoints

Provides access to diverse viewpoints

Feels uncomfortable

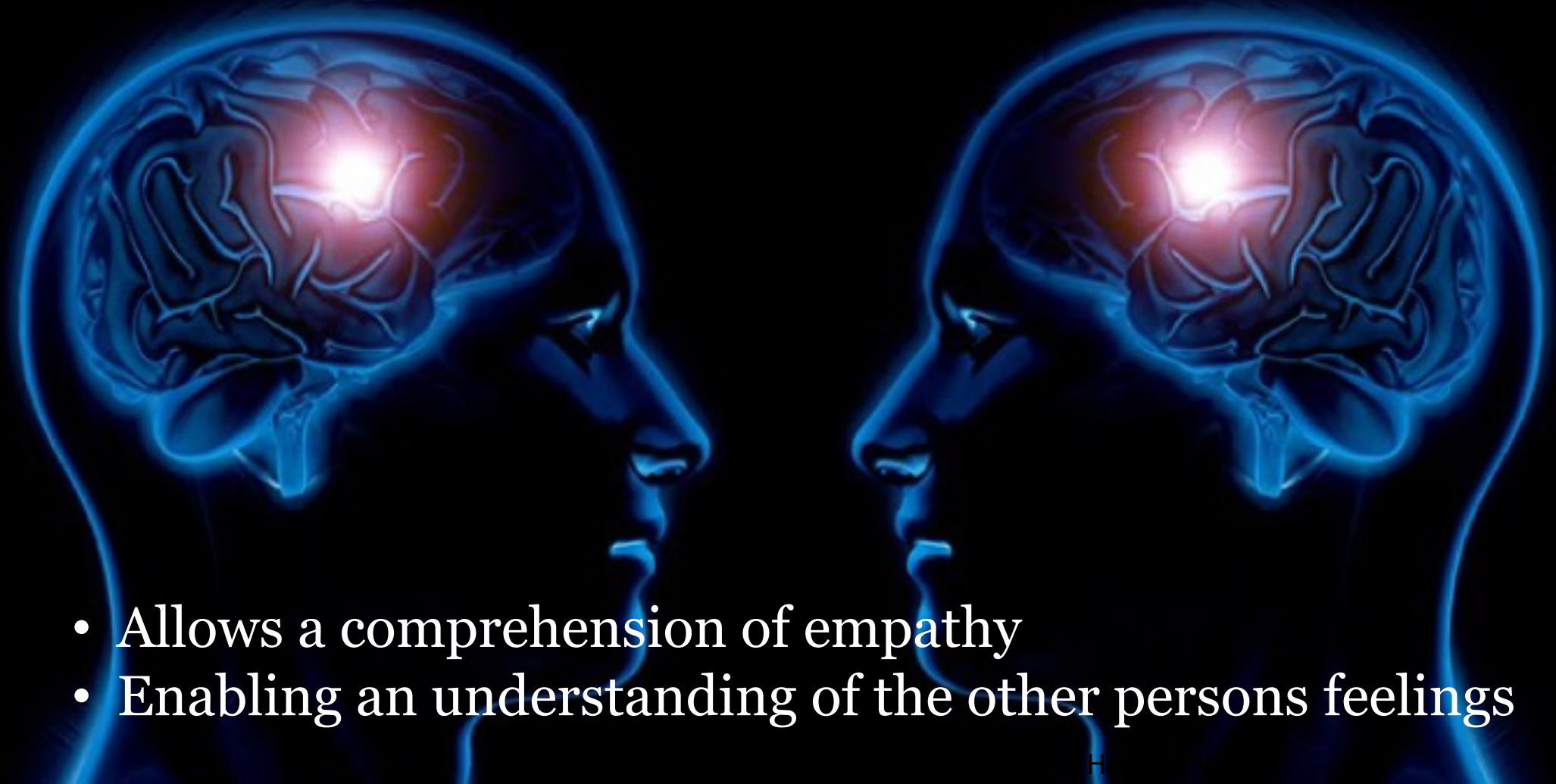
Requires extra effort to communicate

**Yields:
Access, Resources,
Innovation, Impact**



(Putnam, 2000)

MIRROR NEURONS

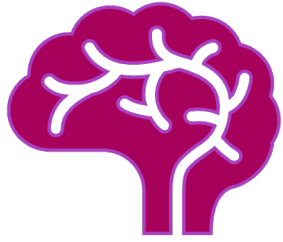


- Allows a comprehension of empathy
- Enabling an understanding of the other persons feelings



STRATEGY SESSION





#1 Acknowledge Biases/Blindspot



#2 Cultural Awareness



#3 Increase Emotional Intelligence



#4 Ambassador



#5 Coffee Conversations



#6 Support Community Events

STRATEGIES