

Lecture # 2 Outline for FDNU 1620

TRADITIONAL HEALTH BELIEFS AND PRACTICES

Biomedical Worldview

- Relationship to nature
- Personal control or fate
- State of being
- Role of individual
- Human equality
- Aging
- Time perceptions
- Degree of formality/directness
- Materialism/spirituality

Healing power of Chi and an Eastern point of view

Explanatory models of illness

- Due to patient
- Due to natural world
- Due to social world
- Due to supernatural world

Healing therapies /Botanical remedies

COMMUNICATION

Video

Ethnocentrism

Stereotypes

Successful Intercultural communication

- Name traditions
- Appropriate language
- Translators

Intercultural Nutrition Assessment

Intercultural Nutrition Education

Target Audience

Define goals and objectives

Triangulation

Developing the message

Influence Channels

4 P's

- Product
- Price
- Placement
- Promotion