

**Specification of Competency Standards**  
**for the Elderly Care Service Industry**  
**Unit of Competency**

Functional Area - Management

Title	Communicate with Service Users of Ethnic Minorities or Cultural Differences
Code	110834L3
Range	This Unit of Competency is applicable to practitioners who provide psychosocial and spiritual care services in the elderly care service industry. The application requires performing a broad range of tasks in familiar and some unfamiliar working environments, and its execution requires analytical skills. Practitioners should be able to communicate with service users of ethnic minorities or cultural differences so that they can receive equal treatment.
Level	3
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Relevant knowledge on service users of ethnic minorities or cultural differences</p> <ul style="list-style-type: none"> <li>• Understand the skills and principles of good communication</li> <li>• Understand the service users of ethnic minorities or cultural differences in Hong Kong, such as: <ul style="list-style-type: none"> <li>○ Ethnic minorities, such as: South Asian ethnicity</li> <li>○ Cultural differences, such as: religion, language ability, political stance, social class, gender, age, health and sexual orientation, etc.</li> </ul> </li> <li>• Understand the factors that affect effective communication with service users of ethnic minorities or cultural differences, such as: <ul style="list-style-type: none"> <li>○ Social and cultural differences, such as: <ul style="list-style-type: none"> <li>▪ Ethnic minorities are more sensitive to get along or approach the other sex, so it is more appropriate to use staff and volunteers of the same sex as the participants to lead activities</li> <li>▪ It is inappropriate to touch the heads of Indian and Thai children since it is a disrespectful expression in their culture</li> <li>▪ Men holding hands is an expression of good friendship in the Indian culture</li> </ul> </li> <li>○ Religious and cultural differences in food, such as: <ul style="list-style-type: none"> <li>▪ Food and religious taboos of ethnic minorities</li> <li>▪ Ethnic minorities do not draw pictures of religious icons; avoid asking children to draw portraits of people when leading activities</li> <li>▪ Avoid inviting Islamic participants during their fasting months</li> </ul> </li> </ul> </li> <li>• Understand the needs to respect the thoughts and behaviors of people of other cultural backgrounds, which is also the basis for effective communication, such as: <ul style="list-style-type: none"> <li>○ Refraining from calling ethnic names or labelling to homosexuals as “gay people”, etc.</li> </ul> </li> </ul> <p>2. Communicate with service users of ethnic minorities or cultural differences</p> <ul style="list-style-type: none"> <li>• Appropriately use effective communication skills and maintain good principles and attitudes when interacting with service users of ethnic minorities or cultural differences, such as: <ul style="list-style-type: none"> <li>○ Eye contact</li> <li>○ Voice and volume</li> <li>○ Listen attentively, avoid urging the elderly persons to finish their sentences, etc.</li> </ul> </li> <li>• Avoid using offensive methods of communication, such as: <ul style="list-style-type: none"> <li>○ Imperative</li> <li>○ Preaching</li> <li>○ Ridicule, etc.</li> </ul> </li> </ul>

**Specification of Competency Standards**  
**for the Elderly Care Service Industry**  
**Unit of Competency**

Functional Area - Management

	<ul style="list-style-type: none"> <li>• Talk about their concerns and respect their thoughts and opinions</li> <li>• Pay attention to the responses of service users of ethnic minorities or cultural differences, and invite volunteers of the same ethnicity or culture to assist in body language or when necessary</li> <li>• Understand and accept the various differences among the service users of ethnic minorities or cultural differences</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Understand the differences among the service users of ethnic minorities or cultural differences, and communicate effectively</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this Unit of Competency are:</p> <ul style="list-style-type: none"> <li>• Able to effectively communicate with service used according to the principles and skills of communication with service users of ethnic minorities or cultural differences.</li> </ul>
Remark	