

DISCRIMINATION

EFFECTS OF ATTITUDE AND PREJUDICE ON HEALTH AND
WELL BEING.

INTRODUCTION

- The world we live in is increasingly diverse.
- People working within health and social care need to recognise the richness, possibilities and challenges this brings to their practice.

(Oliver & Pitt, 2011:122)

REASONS FOR HSC PRACTITIONERS TO LEARN ABOUT DIVERSITY

- Our practice and workplace reflect the principles of equity, fairness and inclusivity.
- Practitioners recognise and harness the benefits that diversity brings to our practice.
- Practitioners are aware of the diverse nature of the world in which they live and the implication for service users.

(Oliver & Pitt, 2011:122)



DEFINITIONS OF DIVERSITY

- ‘The quality of being different and varied; a point of difference’

(Collins 2000, cited in Oliver & Pitt, 2011:122)

- A useful starting point for our thinking about diversity, but with regard to practice a more informed exploration of the concept of diversity is needed.

DEFINITIONS OF DIVERSITY

Diversity is:

‘the recognition of valuing difference in its broadest sense. It is about creating a working culture and practices which recognise, respect, value and harness difference for the benefit of the organisation and the individual. Equality and diversity are not interchangeable but are inter-dependent. There is no equality of opportunity if difference is not recognised and valued’

(DH, 2003:8, Cited in Oliver & Pitt, 2011:122)

DEFINING DIVERSITY

We live in an ever-changing world, where it has become increasingly difficult to deduce a person's identity based on physiology, geographical habitat, or circumstances of birth. In effect,

‘diversity is a critically important but complex issue’

(Moonie et al, 2004, iv)

DIVERSITY

- Recognition of people as different but equal motivates individuals to maximise their potential and effectiveness.
- Viewing difference as negative can ignore the positive contributions diversity brings to human interaction and experience.
- Welcoming and valuing diversity and difference means being ready to harness their benefits.

(Oliver & Pitt, 2011:124)

DIVERSITY AND RIGHTS

- All human beings have a right to life, but that life must be worth living!
- Every person has a moral right to develop and maintain a sense of self-identity.

‘social interaction should lie at the heart of care work and is a vital component of human rights’

(Moonie et al, 2004, iv)

- In health and social care we are concerned with diversity with social significance, which makes a difference to people’s lives.

(Gaine, 2010:2)



BASIC NEEDS

- Human beings have a number of basic needs which must be met.
 - **The need to give and receive attention.**
 - **The need to take care of the body**
 - **The need for stimulation and challenge**
 - **The need for meaning and purpose**

BASIC NEEDS

- Health and well-being is maintained when individuals meet their physical, social and intellectual needs.
- When these needs are unmet it can affect the health and well-being of the individual, causing harm.
- Discrimination can affect people's health and well-being.

MASLOW'S HIERARCHY OF NEEDS



ATTITUDES AND PREJUDICE

- Attitudes and prejudice can have an effect on the health and well being of service users. This effect can be damaging.
- We need to be aware of how people are discriminated against in order to understand how we can avoid doing the same in our working practices.
- Care workers need to understand discrimination in order to employ anti-discriminatory practices in their own work.

CLASS ACTIVITY I

- Discuss and agree together working definitions for the following terms:
- Stereotype
- Prejudice
- Discrimination

DEFINITIONS

- Stereotype
 - Thinking all people who belong to a certain group are the same and labelling them.
- Prejudice
 - Judging someone without knowing them, on the basis of what they look like or what group they belong.
- Discrimination
 - Treating someone unfairly because they belong to a certain group.
- (Equality and Human Rights Commission (EHRC) 2016)

ACTIVITY 2 - IDENTIFY SOME OF THE COMMON STEREOTYPES OF THE FOLLOWING GROUPS:

- Teenagers
- Teachers
- People with ginger hair
- British football fans
abroad
- Homeless people
- Liverpudilians or geordies
- Females from Essex
- Upper class people
- Politicians
- Gothics

WHAT IS DISCRIMINATION?

- When prejudiced attitudes affect the way individuals behave towards other people.
- It means to show preference for.
- Gidden (2001) described discrimination as *‘activities or actions that deny to the members of the group resources or rewards which can be obtained by others’*

WHAT IS DISCRIMINATION?

- Discrimination is caused by prejudice, but not all people who are prejudiced will discriminate.
- To **discriminate** is to make a distinction between people on the basis of class or category without regard to individual merit.
- Examples include social, racial, religious, sexual, disability, ethnic and age-related discrimination.

THE CAUSES AND EFFECTS OF DISCRIMINATION.

Attitudes and Discrimination.

- Attitudes, values and stereotyped views influence people's behaviour.
- Care practitioners should demonstrate a positive attitude towards the patients and service users they work with.
- Patients and service users need to feel valued for themselves, for who they are.

THE CAUSES AND EFFECTS OF DISCRIMINATION.

- Negative attitudes of care practitioners can lead to discriminatory practices.
- Discrimination affects the feelings and self-worth of patients and service users.
- Children and young people fail to achieve their potential.
- Families lose faith in the care setting and its workers.

POSITIVE AND NEGATIVE ATTITUDES.

- Attitudes reflect people's opinions.
- Attitudes can be positive or negative.
- Our attitude towards people affects the way we act/behave towards them.

POSITIVE AND NEGATIVE ATTITUDES.

- Demonstrate positive attitude
- Person feels good, valued, has high self-esteem
- Demonstrate negative attitude
- Person feels, rejected, worthless, has low self-esteem

VALUES AND ATTITUDES

- Our values and attitudes towards others develop from early childhood.
- The way we are brought up helps us to form opinions and make choices.
- The environment in which we live, throughout our lives is key to the development of our personal attitudes and values towards others.

VALUES AND ATTITUDES

We learn our values from:

- our parents or primary carers and our family
- our friends and their families
- our early experiences in playgroup, nursery and school

VALUES AND ATTITUDES

- People learn moral values from a young age, by example and imitation.
- Attitudes are opinions and the way we think about others.
- Our attitudes are shaped by our values.

VALUES AND ATTITUDES

- Person who is unhappy or insecure
- lacks confidence, has low self-esteem, finds it hard to form relationships with others.
- Person feels happy, secure and loved
- is confident, has high self-esteem, finds it easier to form relationships with others.

ACTIVITY 3 – ARE THE FOLLOWING EXAMPLES OF STEREOTYPE, PREJUDICE, DISCRIMINATION OR OPINION?

- A young Asian male being told a job is filled when it isn't.
- Discrimination
- An advert for washing up liquid showing a woman washing dishes, with the strap line - **“This washing up liquid helps you do your job so that your husband can get on with his”**
- Stereotype

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- A white girl telling her Afro-Caribbean friend that she doesn't like her new hairstyle.

- A newspaper article referring to Asylum Seekers as 'Scroungers'

- A park bench notice that has a sign on it reading 'No Whites'

- Opinion

- Stereotype, Prejudice

- Discrimination

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- A male student facing the hostility of his parents to his girlfriend who is of 'mixed parentage'.
 - A woman is employed by a company in the same position of employment as a male colleague, with the same experience, but receives a lower salary.
 - Prejudice, Discrimination
 - Discrimination

Effects of Attitudes and Prejudice.

- Discrimination can lead to some people not having their needs met.
- They can damage a person physically and psychologically and can cause stress.
- They can prevent people gaining access to support, advice, services and financial aid that they need, in order to maintain their health and well being.
- They can prevent people from achieving their full potential or fulfilling their ambitions.
- In some cases it can lead to abuse!!



EFFECTS OF DISCRIMINATION IN THE CARE SETTING

- Stress and poor mental health.
- Loss of confidence in own abilities, helplessness and 'giving up'.
- Feeling of not belonging in the care setting.
- Withdrawal from other people.

EFFECTS OF DISCRIMINATION IN THE CARE SETTING

- Low self-esteem or feeling of not being 'worth anything'.
- Depression and anxiety, or anger and aggression.
- Not feeling safe and living in fear of others.
- Physical injury or abuse.

(Moonie et al, 2004:131)

TYPES OF DISCRIMINATION

- Direct discrimination
- Indirect discrimination
- Victimisation
- Harassment

WHAT IS DIRECT DISCRIMINATION?

- Practised overtly - overt individuals openly discriminate against others.
- Occurs when it is obvious by words or actions of an individual that they are deliberately disadvantaging another person.

WHAT IS DIRECT DISCRIMINATION?

- Racial and sexual harassment are forms of direct discrimination.
- Examples:
 - Within a care setting giving preferential treatment to some groups or denying treatment to some groups.
 - Refusing a black child or a disabled person a place on the trip, because of his or her colour or disability.

WHAT IS INDIRECT DISCRIMINATION?

- This is not as obvious (practised covertly).
- It is when certain conditions are in place that demonstrates a preference for some people over others.
- Rules and regulations make it impossible for a person belonging to a specific group to fully participate in society.
- Difficult to prove, because it is not obvious that this is what is happening.

VICTIMISATION

An act that exploits or victimises someone (treats them unfairly);
"paying someone less and/or charging them more is a form of victimisation."

HARRASSMENT

Any form of unwanted, deliberate or offensive behaviour, violent or psychological, that has been requested to be stopped.

INSTITUTIONAL DISCRIMINATION

“A system of beliefs, policies, institutions and culture that systematically discriminate against and demean women, black people, people with disabilities, lesbians and gays, working-class people and other oppressed groups.”

(Banks, 2001, p132)

INSTITUTIONAL RACISM

“The collective failure of an organisation to provide an appropriate and professional service to people because of their colour, culture or ethnic origin. It can be seen or detected in processes, attitudes and behaviours which amount to discrimination through unwitting prejudice, ignorance, thoughtlessness and racist stereotyping which disadvantage minority people.”

(Home Office, 1999, para 6)

INSTITUTIONAL DISCRIMINATION.

- Even if individual workers have positive attitudes, discrimination can still occur.
- Institution does not consider and meet the needs of everyone involved.
- Makes assumptions based on one set of values or stereotyped views.

INSTITUTIONAL DISCRIMINATION.

Institutional discrimination can occur when:

- People with disabilities are not able to gain full access to services, or do not have their individual needs met.
- Meals service does not meet the dietary rules of certain religions.
- A uniform, does not consider the cultural traditions of certain groups' dress code.

INSTITUTIONAL DISCRIMINATION.

- Care practitioners are often unaware of how the practices of the organisation discriminate against certain clients or service users.
- Not necessarily a conscious policy.
- Often caused by failure to consider diversity of the community.
- Whether conscious or unconscious, institutional discrimination is a powerful and damaging force.

VIDEO – TYPES OF DISCRIMINATION 2



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