



OneOp
Readiness. Knowledge. Network.

Enhancing Military Cultural Competency in Community-Based Educators

Learn more about understanding culture, military service, military families, and how you can work with these audiences in your role as a professional.

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LEARNING OBJECTIVES

- Examine personal, Extension/University, and military cultures.
- Describe the military organizational structure, rank, branches of service, core values and demographics.
- Identify characteristics of military transitions from active duty, deployment and reintegration to civilian life.
- Identify best practices and resources in working with military service members, veterans, and families.
- Create an action plan to offer programming to military families.



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SEGMENT #1: CULTURE

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CULTURE

- Did you identify words like:
 - Race
 - Heritage
 - Values
 - Beliefs
 - Traditions
 - Differences
 - Customs

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WHAT IS CULTURE?

- Customary beliefs, social forms and/or material traits; shared attitudes, values, goals and practices.
- Even within a culture, there are broad groups, beliefs, etc.
- Culture includes, but is not limited to:
 - Language
 - Values
 - Spiritual practices
 - Foods
 - Family customs
 - Political views
 - Societal responsibilities



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**AS THE POPULATION WE
SERVE GROWS MORE
DIVERSE, WE MUST BE
PREPARED TO WORK WITH
A CHANGING AUDIENCE.**

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WHY IS UNDERSTANDING CULTURE IMPORTANT?

- It helps us plan to be more inclusive, so all participants feel like they belong.
- Understanding helps us to question our own assumptions as we plan programs that are relevant for various audiences.
- Attitude is key
 - Helps overcome assumptions.
 - Helps identify with our clients and see them for who they are.
 - Helps us be better educators while not being judgmental.

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HOW DID YOU FEEL?

- Think about the last time you felt...
 - Out of place
 - Not included
 - Not heard
 - Not valued
 - Not respected
- Who and what made you feel that way?
- Were you alone in this feeling or did others feel it?
- What could have been done differently?
- What lessons can you take away?



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YOUR PERSONAL CULTURE



Values and attitudes?




Courtesies and customs?




How are you perceived, both good and bad?

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COMMUNITY-BASED EDUCATION AS A CULTURE



VALUES AND
ATTITUDES?



COURTESIES AND
CUSTOMS?



HOW IS EXTENSION PERCEIVED,
BOTH GOOD AND BAD?

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MILITARY AS A CULTURE



Values and
attitudes?



Courtesies and
customs?



How is the military perceived,
both good and bad?

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TIPS FOR COMMUNITY-BASED EDUCATORS


- Ways to be inclusive, so all participants feel they belong.
- Design education and activities to be relevant for the intended audience.
- Recognize differences within cultures.
- Attitude is key:
 - Helps overcome stereotypes.
 - Helps identify with our clients and see them for who they are.
 - Helps us be better educators while not being judgmental.



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SEGMENT #2: MILITARY BRANCHES, CHARACTERISTICS, & PERSONNEL

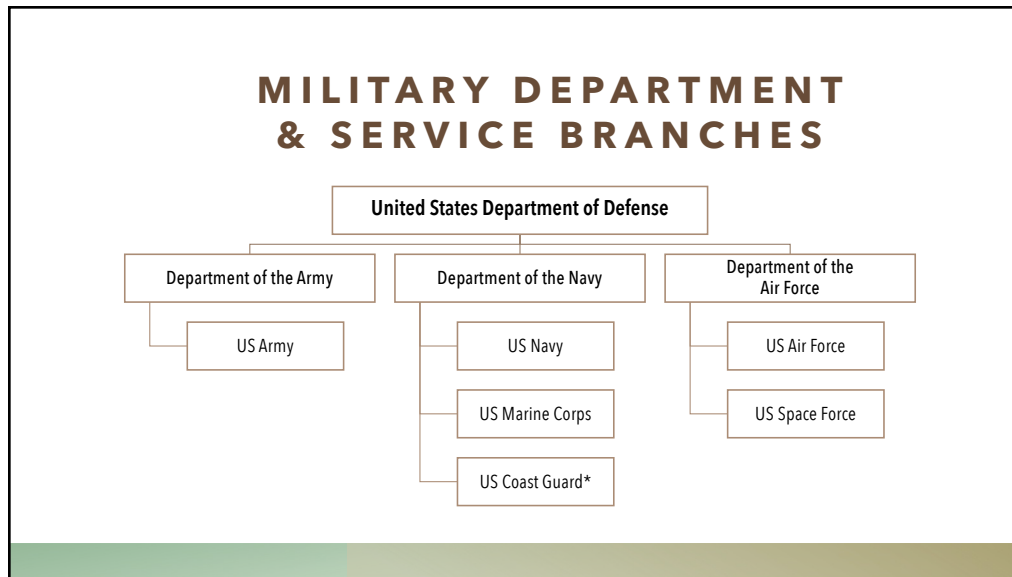
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TRIVIA
MILITARY

- What is the oldest service branch in the military?
- What color is most often associated with military families?
- True/False: The military is predominately male.
- Which branch of service has the fewest female service members?
- What are the top 4 states with the highest military population?
- Which branch of service has the highest percentage of active-duty service members?
- What is the youngest service branch in the military?
- An Admiral is part of which service branch?
- True/False: The U.S. Air Force is the largest Air Force in the world.

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UNITED STATES ARMY

- The largest and oldest service in the U.S. military.
- Includes Active Duty and Army Reserve.
- A person who serves in the Army is a "Soldier."

**2020 DEMOGRAPHICS PROFILE
ARMY ACTIVE DUTY MEMBERS**

More than 481,000 Army members comprise 36.1 percent of the Active Duty force.

Gender
84.5% Male Army members
15.5% Female Army members

Enlisted and Officer
80.6% Enlisted (Average age of Enlisted: 27.1)
19.4% Officers (Average age of Officers: 34.7)

Education
307,074 Enlisted | 53,280 Officers

| | | |
|-------|---|-------|
| 82.7% | No High School Diploma or GED | 0% |
| 8.4% | High School Diploma/GED or Some College | 10.7% |
| 8.6% | Associate's Degree | 2.0% |
| 1.4% | Bachelor's Degree | 48.3% |
| 0.5% | Advanced Degree | 38.6% |
| 0.2% | Unknown | 0.2% |

Race/Ethnicity
32.1% of Army members are in Racial Minority groups*
16.6% of Army members are Hispanic or Latino

Geographic Location
90.6% of Army members are located in the United States and U.S. Territories. The map depicts the four U.S. states with the largest percentage of Army members.

Top States:
Texas: 18.6% of members
Georgia: 11.8% of members
North Carolina: 10.8% of members
Kentucky: 2.7% of members

*Racial minority includes Black or African American, Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, Multi-racial, and Other/Unknown

Source: 2020 Demographics Profile of the Military Community (Department of Defense); <https://download.militarycommunity.mil/2020/MCS/Reports/2020-demographics-report.pdf>

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UNITED STATES NAVY

- On, above, and below the water, the Navy is America's forward-deployed force.
- Includes Active Duty, Navy Reserve, and Fleet Reserve.
- A person who serves in the Navy is a "Sailor."

**2020 DEMOGRAPHICS PROFILE
NAVY ACTIVE DUTY MEMBERS**

More than 341,000 Navy members comprise 25.6 percent of the Active Duty force.

Gender
79.6% Male Navy members
20.4% Female Navy members

Enlisted and Officer
83.7% Enlisted (Average age of Enlisted: 27.6)
16.3% Officers (Average age of Officers: 34.9)

Education
286,337 Enlisted | 55,659 Officers

| | | |
|-------|---|-------|
| 82.8% | No High School Diploma or GED | 0% |
| 7.8% | High School Diploma/GED or Some College | 0.2% |
| 7.7% | Associate's Degree | 1.1% |
| 1.1% | Bachelor's Degree | 36.0% |
| 0.2% | Advanced Degree | 36.3% |
| 0.2% | Unknown | 24.4% |

Race/Ethnicity
37.6% of Navy members are in Racial Minority groups*
16.4% of Navy members are Hispanic or Latino

Geographic Location
90.6% of Navy members are located in the United States and U.S. Territories. The map depicts the four U.S. states with the largest percentage of Navy members.

Top States:
Washington: 2.2% of members
California: 28.6% of members
Virginia: 25.1% of members
Florida: 9.8% of members

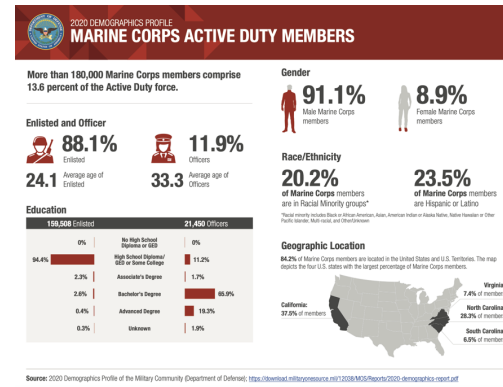
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Source: 2020 Demographics Profile of the Military Community (Department of Defense); <https://download.militarycommunity.mil/2020/MCS/Reports/2020-demographics-report.pdf>

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UNITED STATES MARINE CORPS

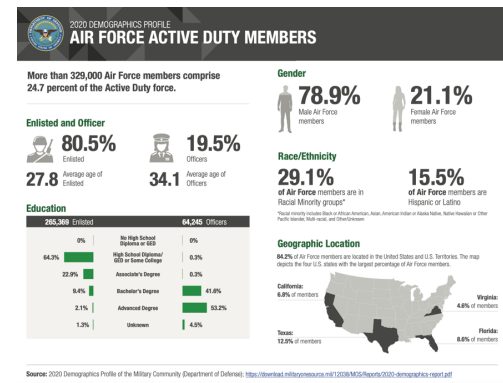
- Maintains amphibious and ground units for contingency and combat operations.
- Includes Active Duty, Marine Corps Reserve, and Fleet Marine Corps Reserve.
- A person who serves in the Marine Corps is a "Marine."



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UNITED STATES AIR FORCE

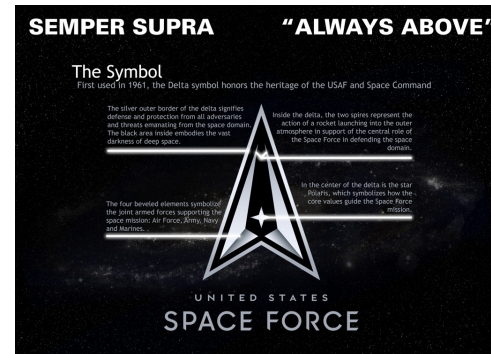
- Fly, fight, and win...airpower anytime, anywhere.
- Includes Active Duty, Air Force Reserve, and Air National Guard.
- A person who serves in the Air Force is an "Airman."



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UNITED STATES SPACE FORCE

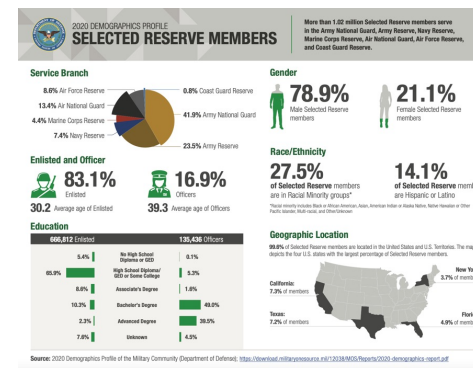
- Protects US and allied interests in space and provides space capabilities to the joint force.
- Includes Active Duty.
- A person who services in the Space Force is a "Guardian."



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NATIONAL GUARD & RESERVE

- Most branches of the military have a Reserve component.
- National Guard is typically controlled by the state.
- A person who serves in the Reserves is a "Reservist."
- A person who serves in the National Guard is a "Guard Member."



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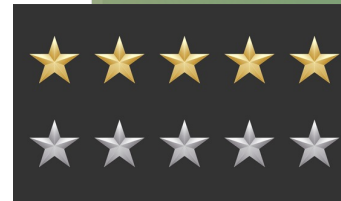
COMMON TERMS & ACRONYMS

- Armed Forces
- Deployment
- Installation
- Officer
- Retiree
- Service Member
- Veteran
- Continental United States (CONUS)
- DD214
- Military Occupational Specialty (MOS)
- Non-Commissioned Officer (NCO)
- Outside Continental United States (OCONUS)

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RANK & ORDER

- Enlisted and non-enlisted
- Leadership and authority
- Roles and responsibilities



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**UNIFORMITY
& COHESION**

- Collective mentality
- Punishment and reward
- No man left behind

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**TIPS FOR
COMMUNITY-
BASED EDUCATORS**

- Respect and value the culture of the military and its service members.
- Understand the service branches and their personnel.
- Utilize rank and order to help make military connected individuals feel more comfortable with the process.
- Emphasize a group dynamic for the success of the effort.



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CONVERSATION STARTERS

- Are/Were you in the military? Which branch of service?
- Why did you join the military? Why did you choose that branch?
- Are/Were you an officer or enlisted? What is/was your rank?
- What is/was your job or military occupation?
- May I call you by your first name? OR How would you prefer to be addressed?



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ADDITIONAL RESOURCES

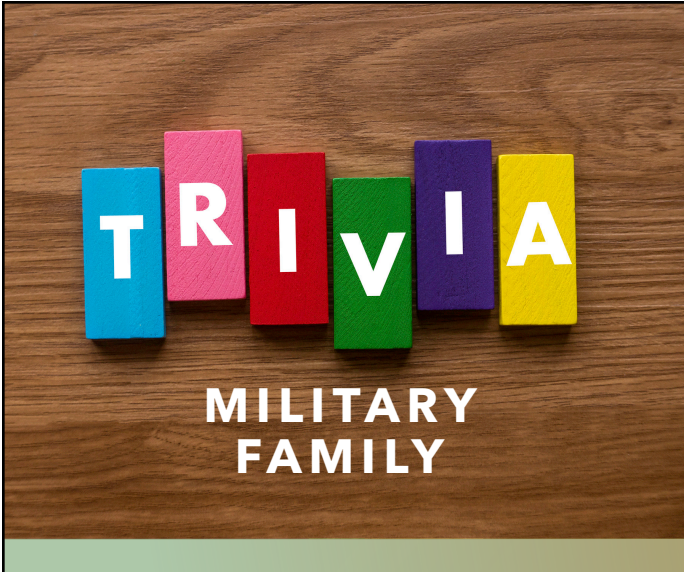
- [Rank and Insignia](#)
- [Military Acronyms and Terminology](#)
- [Department of Defense](#)



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SEGMENT #3: MILITARY FAMILIES ARE "FAMILIES FIRST"

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TRIVIA

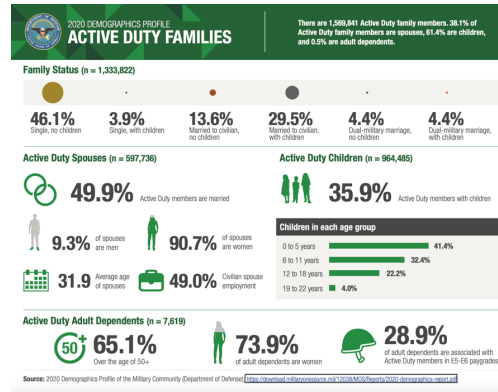
**MILITARY
FAMILY**

- True/False: Half of all active duty service members are married.
- Which service branch has the highest number of married couples?
- Which service branch has the number of spouses employed?
- Which service branch has the highest number of adult dependents over fifty?
- True/False: Most military spouses are men.

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CHARACTERISTICS OF MILITARY FAMILIES

- Military families are families first.
- Families serve, too.
- Share similar characteristics as civilian counterparts.
- May be subject to assumptions and stereotypes.



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MILITARY FAMILIES: CHALLENGES & OPPORTUNITIES



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MOVING & MOBILITY

Challenges

- Isolation and alienation
- Potential impacts on employment, finances, education, etc.
- Use of community-based services

Opportunities

- Diversity of experiences
- Support for academic achievement
- Quality childcare
- Employment resources

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SEPARATION & REUNIFICATION

Challenges

- Shock to the family dynamic
- Potential impacts on employment, finances, etc.
- Emotional distress

Opportunities

- Individual growth and know-how
- Quality of relationships
- Social support and community resources
- Pride in the mission

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INJURY, DISABILITY, & DEATH

Challenges

- War or conflict
- Strain on family
- Loss

Opportunities

- Advances in medicine and treatment
- Strong relationship bonds
- Community awareness and support

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RESOURCES FOR MILITARY FAMILY RESILIENCE

Installation-Based Supports

- Chaplains
- Family Readiness Centers/Groups
- Military Family Life Counselors
- School liaison offices
- Support groups

Community-Based Supports

- Activity and community resources centers
- Cooperative Extension
- Mental health providers
- Schools
- Veteran commission

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TIPS FOR COMMUNITY- BASED EDUCATORS

- Recognize our own biases and beliefs.
- Acknowledge military families may be hesitant to reach out.
- Understand shared concerns, issues, and needs of civilian and military families.
- Promote university efforts as building resilient people, families, and communities.



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COMMON TERMS & ACRONYMS

- Commissary
- Basic Allowance for Housing (BAH)
- Exceptional Family Member Program (EFMP)
- Family Advocacy Program (FAP)
- Family Readiness Center (FRC)
- Family Readiness Groups (FRG)
- Military Treatment Facility (MTF)
- Permanent Change of Station (PCS)
- Post Exchange (PX)
- School Liaison Office (SLO)
- Temporary Duty Station (TDY)

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ADDITIONAL RESOURCES FOR FAMILIES WHO ARE IN THE MILITARY

- [Strengthening the Military Family Readiness System for a Changing American Society](#)
- [Military Children and Families](#)
- [OneOp](#)
- [TRICARE](#)
- [Military OneSource](#)



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SEGMENT #4: PUTTING KNOWLEDGE TO WORK-OPPORTUNITIES FOR EXTENSION TO SERVE

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PUTTING KNOWLEDGE INTO PRACTICE

- Supplemental Nutrition Assistance Education Program (SNAP-Ed) could help support military families who reported food insecurity.
- Pair a healthy cooking demonstration and leverage the culinary services on the installation as a partner.
- Parenting, childcare, and 4-H programs could provide a partner with family support programs and providers on the installation.
- 4-H Military Partnership creates opportunities and provides support to military connected youth.


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YOUTH DEVELOPMENT

- The 4-H Youth Development program can offer military family's opportunities nationwide.
 - [Testimonial from a 4-H military family](#)
 - [Sample 4-H Youth Development project to support military families](#)
 - [4-H Military Partnerships](#)
 - [DoD Starbase](#)
 - [Camps for military youth](#)



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NUTRITION

- [SNAP/WIC](#)
- [Community Garden Toolkit for Military Installations](#)
- [Dinner Tonight](#)
- [OneOp Nutrition](#)
- [Reaching Rural Veterans](#)

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FAMILY SUPPORT PROGRAMS

- Family Development
 - [Thrive](#)
 - [OneOp Family Development](#)
 - [Star Behavioral Health Providers Network](#)
- Family Caregiving
 - [Powerful Tools for Caregivers](#)
 - [OneOp Military Caregiving](#)



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AGRICULTURE

- [AgrAbility](#)
- [Farm Veteran Coalition](#)
- [Beginner Farmer and Rancher \(BFR\)/Veteran Farmer and Rancher \(VFR\)](#)



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COMMUNITY AWARENESS & SUPPORT

- Awareness Month Activities
 - [Month of the Military Child](#) and Purple Up Days - April
 - [Armed Forces Day](#) - May
 - [Military Spouse Appreciation Day](#) - May
 - [National Veterans and Military Families Month](#) - November
 - [Veterans Day](#) - November
- [Military Supportive Communities Initiative \(MSCI\)](#)
- [Military OneSource](#)



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CREATING AN ACTION PLAN WORKSHEET

- What issue will you address with this effort?
- What is your goal?
- What is your objective?
- What resources, materials, supplies, training, etc., will you need?
- What challenges, barriers, resistance, etc., are you likely to encounter?
- How will you work to overcome these challenges/barriers?
- What community resources will you be able to engage in this effort?
- Who are your points of contact within the military community to help with this effort?

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KEY TAKEAWAYS



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