

Cultural Awareness:  
The influence  
of Black “culture”  
on substance  
use disorders and  
making therapy  
look “cool.”

Presented by:  
Kendria Harris  
MA, LCAS, CCS, CCSTI





# Black “culture?”



# Learning objectives:

1

**Define** the concept of Black culture and **explain** how it shapes individual and collective identity within Black communities.

2

**Analyze** the perceived and actual impact of Hip Hop culture on substance use disorders, stigma, and healing practices, and **evaluate** how these insights can be integrated into therapeutic approaches.

3

**Examine** the roles of spirituality, music, and family in both the healing process and the perpetuation of substance use disorders in Black communities.

4

**Apply** culturally specific therapeutic strategies to create safe, affirming spaces that respect and reflect the cultural preferences and lived experiences of Black clients.



# Background: Hip hop “culture” started...

Hip hop music originated in the **Bronx, New York City**, during the **early 1970s**. It emerged as a cultural movement among African American, Afro-Caribbean, and Latino youth, encompassing four key elements:

- Djing/Turntablism
- Mcing/Rapping
- Breakdancing
- Graffiti/Art





# Background cont

## DJing (Turntablism):

- The art of manipulating sounds and creating music using turntables and a mixer.
- Innovators like **Grandmaster Flash** developed techniques like scratching and beat juggling.

## MCing (Rapping):

- Rhythmic spoken word poetry delivered over beats.
- MCs (Masters of Ceremony) originally hyped up the crowd but evolved into storytellers and lyricists.

## Breakdancing (B-boying/B-girling):

- A dynamic style of street dance that emerged alongside the music.
- It includes acrobatic moves, footwork, and freezes, often performed during the "breaks" in music.

## Graffiti Art:

- Visual expression through elaborate murals and tagging on public surfaces.
- It served as a form of identity, rebellion, and beautification of neglected urban spaces.

# Hip hop “culture” started (cont)

## “Rapper’s Delight”

Celebration of Identity and Skill

Empowerment Through Music

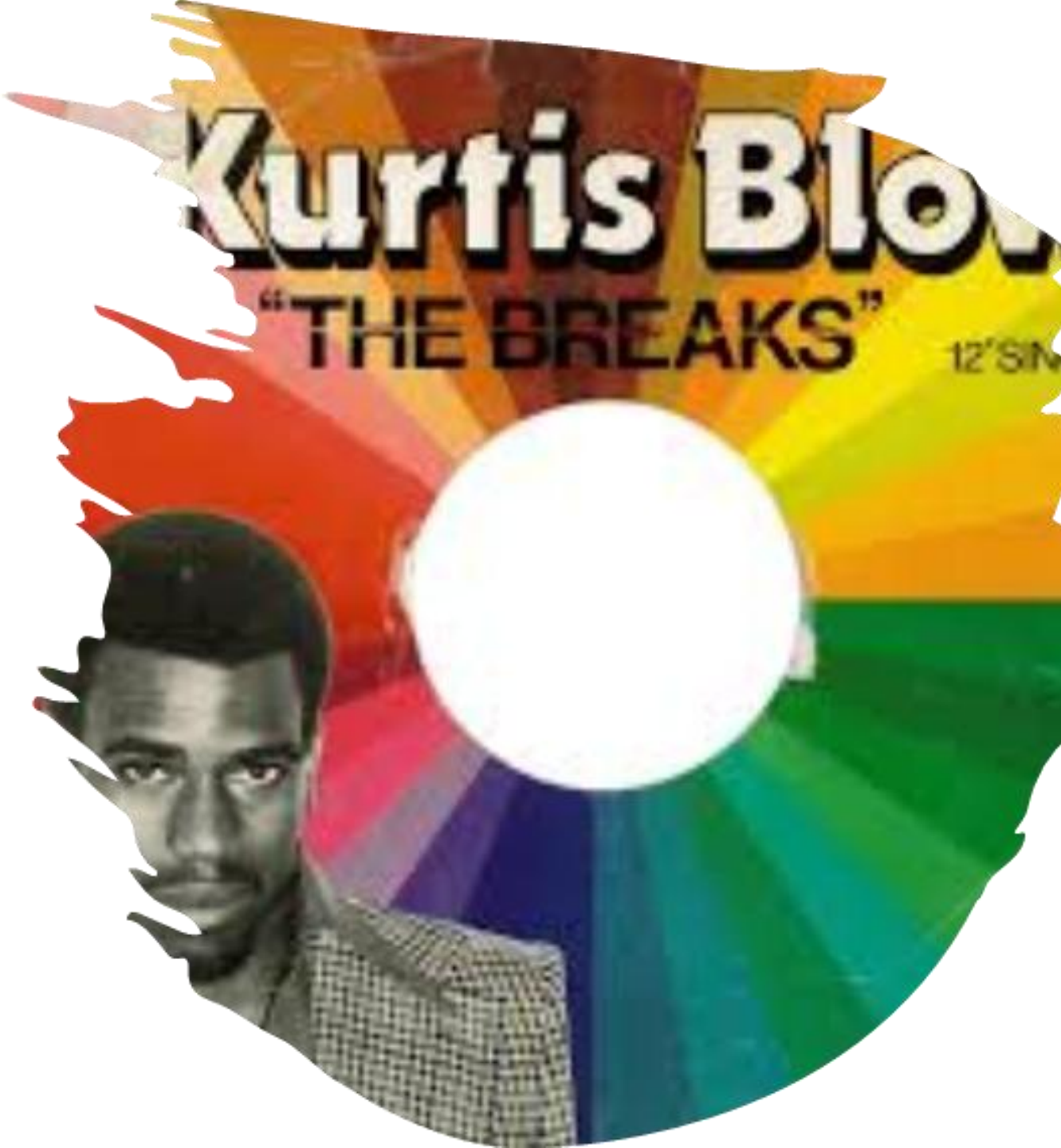
Joy and Escapism

Cultural Innovation

**“Rapper's Delight” – The Sugarhill Gang (1979)**

- 1.The first commercially successful hip hop single.
- 2.[The Sugarhill Gang - Rapper's Delight \(Official Video\)](#)





## Hip hop “culture” started (cont) “The Breaks”

- Celebration of Breakdancing and Hip-Hop Culture
- Wordplay on “Breaks”
- Philosophy of Resilience

### **“The Breaks” – Kurtis Blow (1980)**

1. One of the first rap songs to be certified gold.
2. [Kurtis Blow - The Breaks - 03-11-1980 • TopPop](#)

# Hip hop “culture” started (cont):



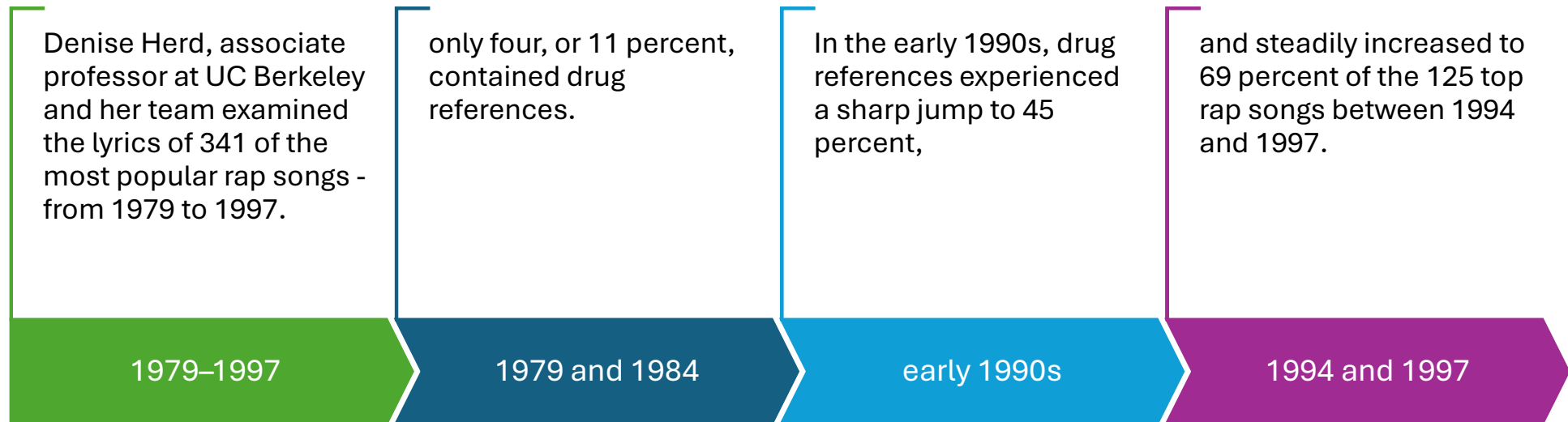
- **Global Unity Through Music**
- **Afrofuturism and Innovation**
- **Empowerment Through Creativity**
- **Cultural Reclamation**

## **"Planet Rock" – Afrika Bambaataa & the Soulsonic Force (1982)**






1. Fused hip hop with electronic music, influencing future genres.
2. [Afrika Bambaataa & The Soulsonic Force - Planet Rock \(Official Music Video\) \[HD\]](#)



# A study at UC Berkeley

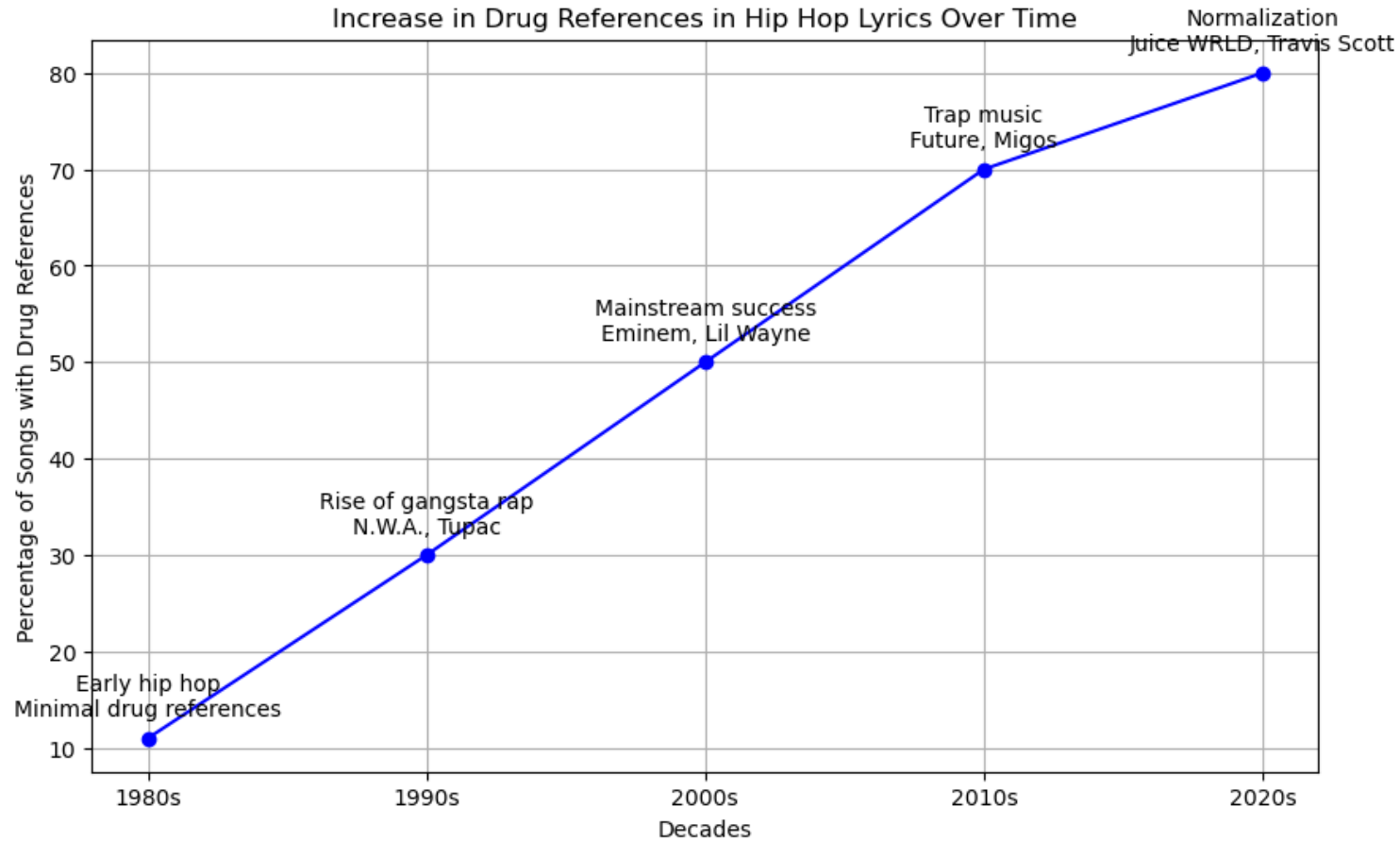


# What changed?

- Between **1979 and 1997**, several key factors contributed to the shift in rap music from cautionary tales about drugs to the **glamorization of drug and alcohol use**:
-  **Shift in Lyrical Themes**
-  **Commercialization of Rap**
-  **Cultural and Social Influences**
-  **The War on Drugs and Systemic Inequities**
-  **Media Influence and Role Models**



# Increase in drug references over time:



# A study at UC Berkeley cont.

Portrayed marijuana use as a positive activity.

A threefold increase between 1979 and 1997 in rap songs' mentions of marijuana

Drugs and rap music are inextricably linked, but that wasn't always the case," said Herd.

The direction of the music seemed to change with the music's growing commercial success."



# Hip hop influences on fashion...

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Hip hop artists became **style icons**, influencing global fashion trends:

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**Baggy jeans, Timberland boots, Kangol hats, and gold chains** became mainstream.

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Brands like **Tommy Hilfiger, Fila,** and **Nike** embraced hip hop aesthetics.

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**Jay-Z** co-founded **Rocawear**, turning artists into fashion moguls.

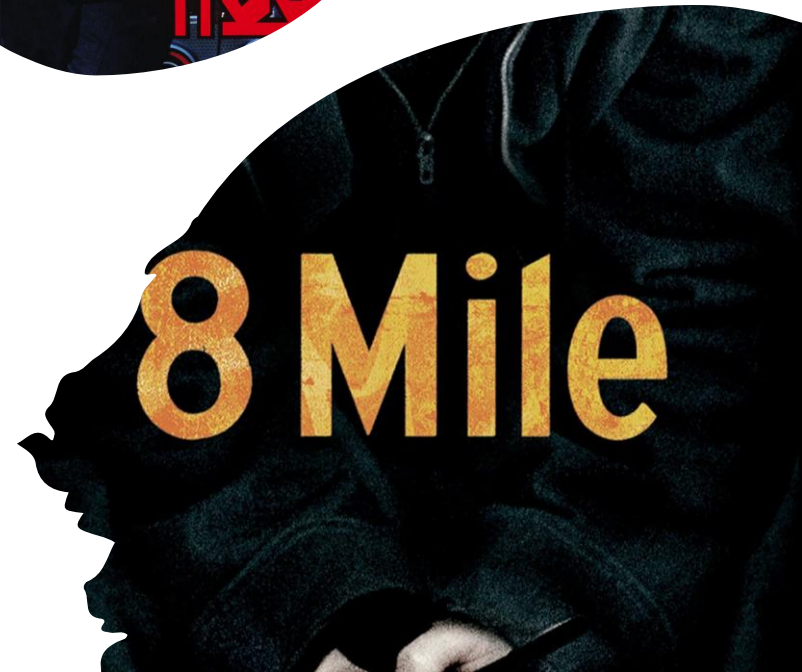


# Hip hop influences on film...

Hip hop culture shaped cinema and television:

- **Movies:**

- *Boyz n the Hood* (1991),
- *Juice* (1992), and *Menace II Society* (1993) portrayed urban life and featured hip hop soundtracks.
- *8 Mile* (2002, slightly post-90s) starred Eminem and brought battle rap to the big screen.







# Hip hop influences on TV...

- **TV Shows:**

- *The Fresh Prince of Bel-Air* (1990–1996) starred Will Smith and brought hip hop into suburban living rooms.
- *Yo! MTV Raps* (1988–1995) helped introduce hip hop to a global audience.
- BET (Black Entertainment Television) 1980's as the first television network primarily targeting African American audiences.

# Hip hop influences advertising...

Hip hop artists began appearing in major ad campaigns:

**Run-D.M.C. & Adidas:** Their song "*My Adidas*" led to a groundbreaking endorsement deal in 1986, paving the way for future partnerships.

**LL Cool J & Gap:** In the mid-90s, he wore a FUBU hat in a Gap commercial and subtly promoted the brand in his lyrics.

**Sprite:** Ran a series of ads in the '90s featuring rappers like Nas, A Tribe Called Quest, and KRS-One.





# STOPPING MENTHOL, SAVING LIVES: ENDING BIG TOBACCO'S PREDATORY MARKETING TO BLACK COMMUNITIES

FEBRUARY 2021

TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER.  
SMOKING DISPROPORTIONATELY AFFECTS THOSE MOST IN NEED SUCH AS THE POOR,  
THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM  
MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.

## THERE ARE UP TO 10X MORE TOBACCO ADS IN BLACK NEIGHBORHOODS THAN IN OTHER NEIGHBORHOODS.

SEIDENBURG AB, CAUGHEY RW, REES VM, CONOLLY GN. STOREFRONT CIGARETTE ADVERTISING  
DIFFERS BY COMMUNITY DEMOGRAPHIC PROFILE. AM J HEALTH PROMOT. 2010; 24(6): E24-E31.  
(2-5X INCREASE)

MORELAND-RUSSELL S, HARRIS J, SNIDER D, WALSH H, CYR J, BARNOVA J. DISPARITIES AND  
MENTHOL MARKETING: ADDITIONAL EVIDENCE IN SUPPORT OF POINT OF SALE POLICIES. INT J  
ENVIRON RES PUBLIC HEALTH. 2013; 10:4571-4583. (10X INCREASE)

J. CANTRELL ET AL. MARKETING LITTLE CIGARS AND CIGARETTES: ADVERTISING, PRICE, AND  
ASSOCIATIONS WITH NEIGHBORHOOD DEMOGRAPHICS. AMERICAN JOURNAL OF PUBLIC HEALTH.  
OCTOBER 2012, VOL. 102, NO. 10, PP. 1162-1169.



## Disproportionate exposure to substance use

- Black communities often face **disproportionate exposure** to pro-drug messaging in music and advertising.
  - Studies show that youth exposed to higher levels of alcohol advertising report significantly higher rates of underage drinking.
  - Research indicates that up to 75% of substance-related posts on social media portray alcohol, cannabis, or other drugs positively, with limited counter-messaging.



# Evolution of Hip Hop “culture”

In the '90s, artists began focusing more on **lyrical depth, storytelling,** and **social commentary.**

**Tupac Shakur – "Brenda's Got a Baby" (1991):** Tackled social issues like poverty and teen pregnancy.

**Nas – "N.Y. State of Mind" (1994):** Known for vivid storytelling and poetic lyricism.

# Evolution of Hip Hop “culture” (cont.)

Hip hop spread beyond New York, with distinct regional styles emerging:

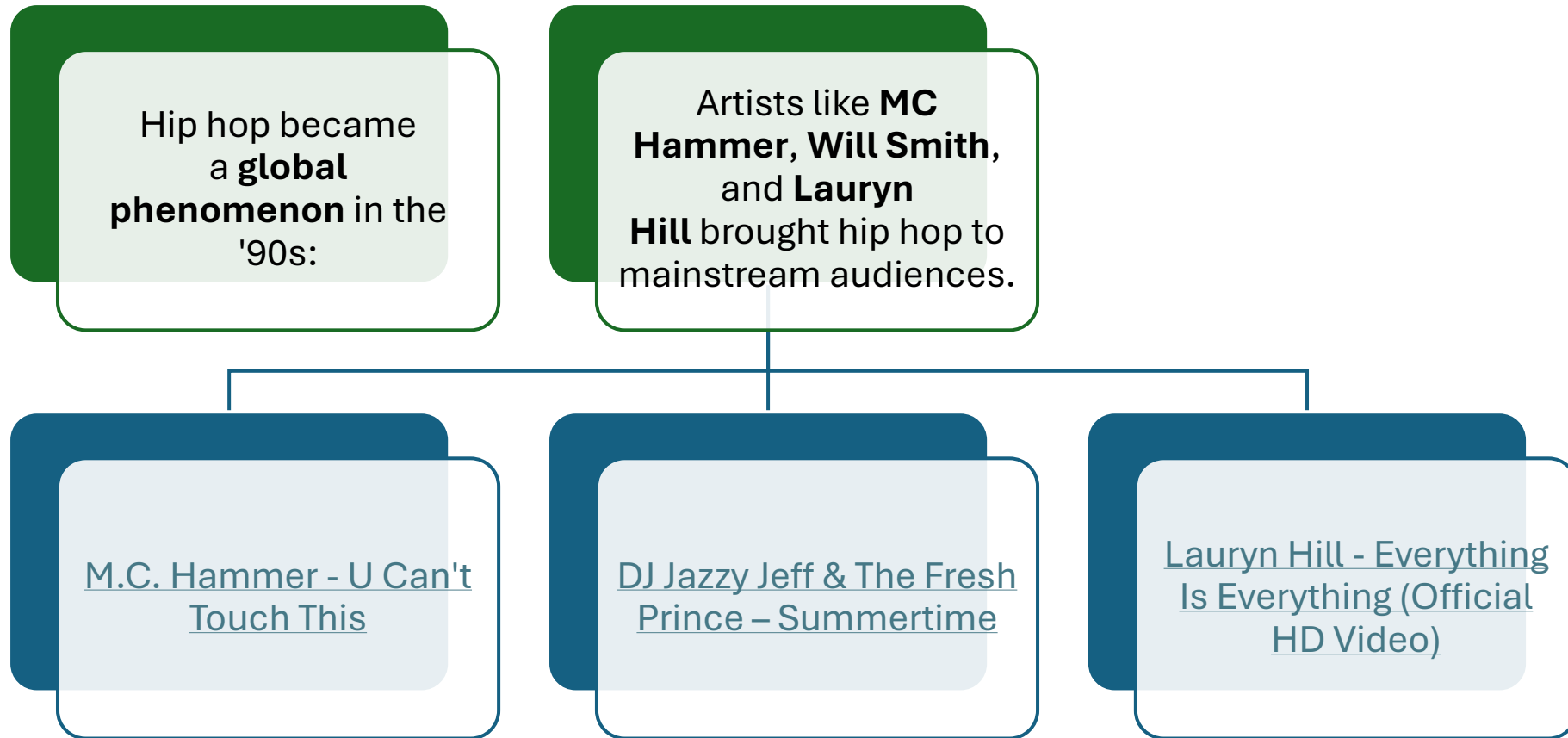
**West Coast (Los Angeles):** G-Funk sound, pioneered by **Dr. Dre, Snoop Dogg, and Tupac.**

- Example: *Dr. Dre – "Nuthin' But a 'G' Thang" (1992)*
- [Dr Dre - Nuthin' But A "G" Thang \[Official Music Video\]](#)

**East Coast (New York):** Boom bap beats and gritty realism.

- Example: *The Notorious B.I.G. – "Juicy" (1994)*
- [Juicy](#)
- **South (Atlanta, Houston, New Orleans):** Slower beats, chopped and screwed style.
- Example: *OutKast – "Player's Ball" (1993)*

# Evolution of Hip Hop “culture” (cont.)







## Limitations/future study of the UC Berkeley study

Herd did not study whether rap music's glamorization of illegal drugs actually led to increased drug abuse.

# Impact of social media on Substance Abuse Trends

**Early exposure  
to substance-  
related content**

**Billions of  
dollars spent  
annually**

**High visibility,  
low  
counterbalance**

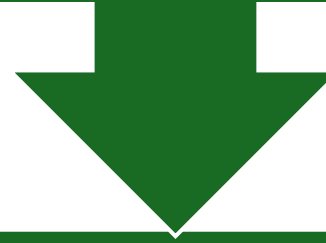
**Music and  
lyrics Hip hop**

**Celebrity  
endorsements**

**Cultural norms  
and Taboo**

Other  
limitations/  
Notable  
mention

"Young black people actually have similar or lower rates of drug and alcohol abuse compared with their white peers."



The reasons behind rap music's shift in drug references are complex, said Herd. They may reflect the nuanced interplay of

changes in the drug  
use habits of rappers  
and listeners

particularly the  
growing popularity of  
marijuana during the  
study period

greater  
commercialization of  
rap music, and

the rise of "gangsta  
rap" and other rap  
music genres.




# A study at University of Pittsburg

Dr. Brian Primack from the University of Pittsburgh's School of Medicine

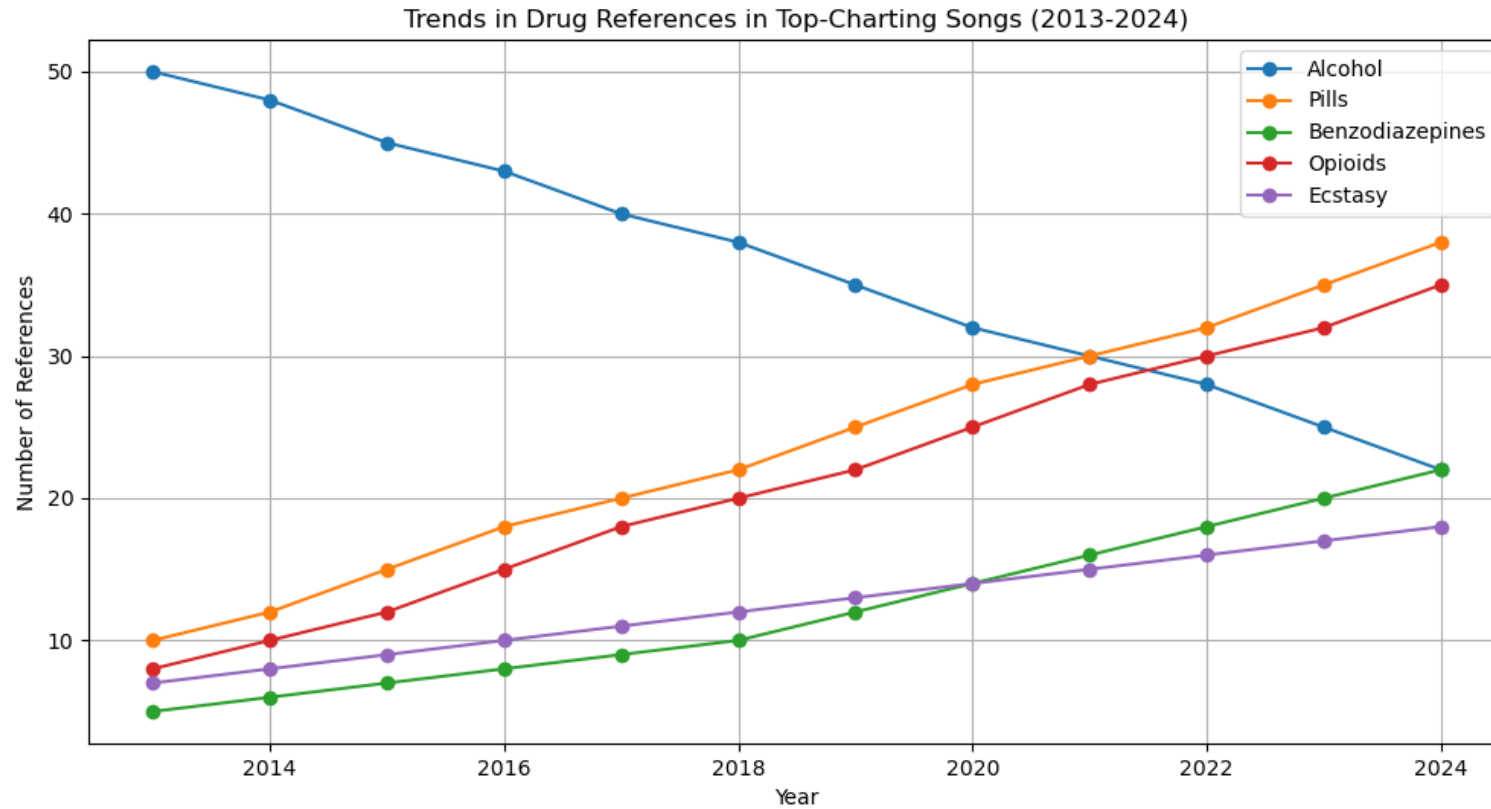


Billboard's 279 most popular songs in 2005, 77 percent of the 62 rap songs portrayed substance use, often in the context of peer pressure, wealth and sex.



He also found that only four of the 279 songs analyzed contained an "anti-use" message, and none of them was in the rap category.

# Decrease in alcohol references over time:



# Music's Influence on Youth and Substance Use

A 2025 study presented at the American Psychiatric Association's Annual Meeting found that pop music lyrics have increasingly reflected national trends in substance use and mental health.

Music is “both a mirror and a message” not only reflecting what is happening but shaping how we talk about it and potentially serving as a public health tool to help reduce stigma and promote healthier habits.



# Meta-Analytic Review of Music and Substance Use

- A 2018 meta-analysis published in the *Journal of Ethnicity in Substance Abuse* reviewed
- 31 studies involving over 330,000 participants.
- It found that **music genre and format significantly influenced substance use behaviors**, with hip hop being one of the genres most strongly associated with increased substance use.
- The study also noted that **biological sex and geographic location** moderated these effects

There's a growing awareness that while hip hop reflects real-life struggles, it also shapes youth culture. This has led to more nuanced storytelling and less glorification of drug use

**Awareness:** A widespread realization that something in the culture is problematic or unjust.

**Accountability:** Institutions, individuals, or industries are called out or held responsible.

**Reflection:** Society begins to question norms that were once accepted or ignored.

**Action:** Movements, reforms, or shifts in behavior and policy often follow.

## Cultural Reckoning

Some artists still promote drug use, but the conversation has become more balanced, with space for both celebration and critique.

# Artists Speaking Out

**Juicy J, Vic Mensa**, and others publicly acknowledged their role in glamorizing drug use and expressed regret. (December 2019)

- **Juicy J**: “If I inspired anybody to do drugs, I apologize.”
- **Vic Mensa**: “We need to recognize that the sh\*t we talk about influences children.”

Artists like **J. Cole** (with his album *KOD*) and **NF** have used their platforms to critique substance abuse and promote mental health awareness.

## Music with a Message

- Albums like **J. Cole's *KOD*** and **Logic's *Everybody*** (featuring the suicide prevention anthem “1-800-273-8255”) reflect a growing trend of addressing addiction, depression, and recovery.
- **Juice WRLD's posthumous music** often contains raw reflections on his struggles with drugs, serving as cautionary tales.

# Documentaries and Media Coverage

Documentaries have highlighted the devastating impact of addiction on artists and their communities.

These films have helped humanize the issue and spark broader conversations about mental health and substance abuse in hip hop.

*Juice WRLD: Into the Abyss*

*DMX: Don't Try to Understand*



# Perception vs Reality

Perceived and Realistic Impact: Hip-hop culture has a dual impact on substance use disorders.

- On one hand, many hip-hop artists openly discuss their struggles with addiction and mental health, which helps to normalize these issues and encourage individuals to seek help

This openness can reduce stigma and promote a supportive environment for those in recovery.

- On the other hand, some aspects of hip-hop culture may glorify substance use, potentially normalizing it and complicating efforts to address addiction

# Perceived Impact

## 1. Glamorization of Drug Use

*Perception:* Hip-hop often glorifies drug use (e.g., lean, weed, pills) as part of a luxurious or rebellious lifestyle.

*Example:* Lyrics and visuals in songs like Future's "Mask Off" or Travis Scott's "Antidote" can be seen as normalizing or celebrating drug use.

## 2. Peer Influence and Identity

*Perception:* Young listeners may adopt behaviors or attitudes from artists they admire, including substance use.

*Example:* The popularity of "molly" and "lean" in lyrics has coincided with increased awareness and experimentation among youth.

## 3. Desensitization to Addiction

*Perception:* Constant exposure to drug references may reduce the perceived risks or seriousness of addiction.

*Example:* Casual mentions of Xanax or Percocet in songs may make these substances seem harmless.

"Hip-hop doesn't just reflect the culture—it shapes it."

# Realistic Impact

## 1. Storytelling as a Warning

*Reality:* Many artists use their platform to share personal struggles with addiction, offering cautionary tales.

*Example:* Kendrick Lamar's "Swimming Pools (Drank)" critiques alcohol abuse, and DMX often spoke about his battles with addiction.

## 2. Catalyst for Dialogue

*Reality:* Hip-hop has opened up conversations about mental health and substance use in marginalized communities.

*Example:* Artists like Kid Cudi and Mac Miller (before his death) helped destigmatize seeking help for addiction and depression.

## 3. Therapeutic and Educational Use

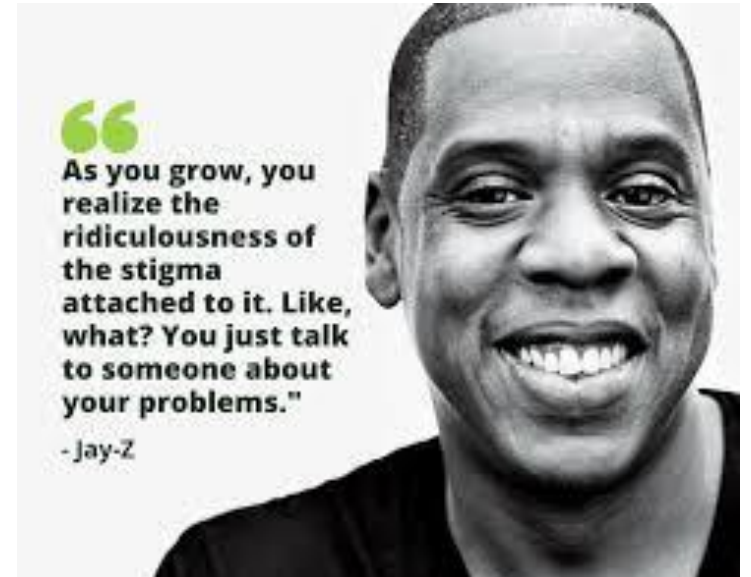
*Reality:* Hip-hop therapy is used in clinical and community settings to engage youth in addiction recovery.

*Example:* Programs like Hip Hop Therapy (developed by Dr. Edgar Tyson) use rap lyrics to help clients process trauma and addiction.

"Hip-hop is not just music—it's a mirror of the streets, the pain, and the healing."

# Hip-Hop Culture and Addiction Counseling

- Positive impacts: Normalizing addiction and mental health struggles
  - Positive Impacts: Many hip-hop artists openly discuss their struggles with addiction and mental health, helping to normalize these issues and encourage individuals to seek help. This openness can reduce stigma and promote a supportive environment for those in recovery
  - **Jay-Z:** In interviews and lyrics, Jay-Z has discussed therapy and the importance of mental health, particularly for Black men. His advocacy has helped normalize seeking professional help.





# Hip-Hop Culture and Therapy

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**Kid Cudi:** The rapper has been vocal about his struggles with depression and anxiety, even checking himself into rehab for mental health treatment. His openness has inspired many fans to prioritize their own mental well-being.

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**DMX:** Before his passing, DMX spoke candidly about his battles with addiction and how faith played a role in his recovery journey.

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**Meek Mill:** He has highlighted the mental health struggles associated with incarceration and systemic injustice, advocating for reform and support for affected individuals.

# Disparities in Treatment Referrals

- Black individuals are less likely to be referred to rehabilitation programs and more likely to face punitive measures for substance use.
  - **Delayed Access to Treatment**
  - **Lower Rates of Medication-Assisted Treatment (MAT)**
  - **Higher Likelihood of Punitive Measures**
  - **Underrepresentation in Treatment Programs**
  - **Systemic Racism and Structural Inequities**
  - **Underfunded communities**

# Disparities cont.

Stigma and Cultural Barriers

Lack of Access to Medication-Assisted Treatment (MAT)

Community Distress and Resource Gaps

These delays not only worsen the severity of addiction by the time treatment is accessed but also contribute to **higher overdose rates and poorer outcomes** for Black patients.

## Exposure to substance use & Access to Treatment

At the same time, they have **less access to quality mental health care and drug rehabilitation services** compared to white communities

Historical and  
Structural  
Racism:

Economic  
Barriers:

Provider  
Shortages:

Stigma and  
Cultural  
Perceptions:


Disparities in  
Treatment  
Referral:



This combination of **cultural influence** and **systemic inequality** can exacerbate substance abuse issues. These factors contribute to ongoing challenges in accessing care.



# Criminalization Over Care



Mental health  
in Black  
communities

Over **50% of**  
**incarcerated**  
**individuals**

**Over-policing**  
**and racial**  
**profiling**

**Mass**  
**incarceration**



# Underrepresentation in the Mental Health Workforce

- Less than **4% of American Psychological Association members are Black**, contributing to a lack of culturally relevant care
- This underrepresentation can lead to **miscommunication, stigma**, and **early termination of treatment**.

# Cultural Mismatch in Training and Practice

## Eurocentric Models:

- **Diagnostic Criteria for Mental Health Disorders (DSM)**
  - **Example:** The DSM (Diagnostic and Statistical Manual of Mental Disorders) was developed primarily using data from white, Western populations.

## Cultural Expression of Distress

- **Example:** In many Black communities, emotional distress may be expressed through spiritual or communal language (e.g., “feeling disconnected from God” or “carrying a heavy spirit”).
- Eurocentric models often pathologize these expressions instead of recognizing them as culturally grounded ways of coping.

# Cultural Mismatch in Training and Practice



The diagram consists of three horizontal bars stacked vertically. Each bar has a colored rounded rectangle on its left side and an empty rectangular outline on its right side. The top bar is green, the middle is a darker green, and the bottom is blue. Each bar is connected to the main title on the left by a thin line.

**Communication Styles**

**Family and Community Structures**

**Historical and Systemic Stressors**



# Acknowledging Cultural “mismatch”

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Asking, Not Assuming

---

Acknowledging Power Dynamics

---

Being Open to Correction

---

Seeking Community Input

---

Reflecting on One’s Own Biases

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Adapting Services to Fit Cultural Contexts

# Acknowledging Cultural “mismatch” cont.

- Misunderstanding of Systemic Racism and Its Psychological Impact
  - Chronic Racial Stress: Black individuals often face **ongoing racial discrimination**—in schools, workplaces, healthcare, and public spaces.
  - Microaggressions: are **subtle, often unintentional slights or insults** that communicate bias or prejudice.

# Acknowledging Cultural “mismatch” cont.

- Misdiagnosis and Pathologizing Cultural Expression
  - Communication Styles: Expressiveness, assertiveness, or emotional intensity—common in some Black cultural contexts—may be misinterpreted as aggression or pathology.
  - Spirituality and Community Ties: Strong religious or communal coping mechanisms might be overlooked or misunderstood, leading to inappropriate treatment plans.

# Acknowledging Cultural “mismatch” cont.

- Power Dynamics and Trust Issues
  - Historical Mistrust: Due to a long history of medical and psychological abuse (e.g., Tuskegee Study), many Black clients may be wary of mental health professionals, especially those from outside their community.
  - Therapist Bias: Implicit biases can lead therapists to make assumptions about intelligence, resilience, or compliance, which can damage the therapeutic alliance.

# Acknowledging Cultural “mismatch” cont.

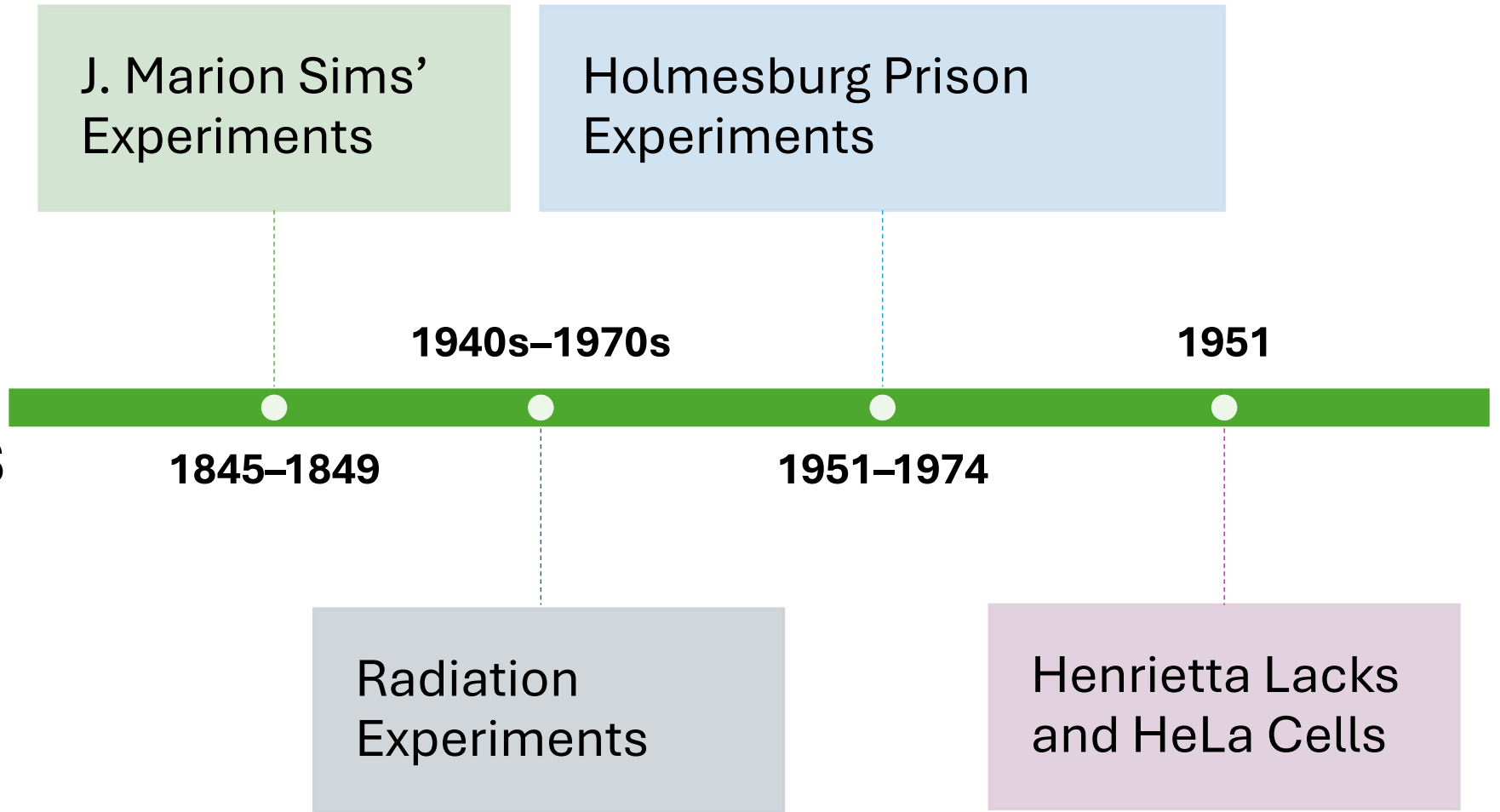
- Dismissal of Culturally Rooted Stressors
  - Code-Switching Fatigue: Constantly adjusting behavior to fit into white-dominated spaces can be exhausting, but therapists unfamiliar with this concept may not recognize its toll.
  - Intergenerational Trauma: The psychological effects of slavery, segregation, and ongoing racial violence are often passed down, yet rarely addressed in mainstream therapy.



# The “Culture’s” Mistrust of the Medical System (look back)

- **Tuskegee Syphilis Study**, have fostered deep mistrust in healthcare systems among Black Americans.
  - The study involved **deceiving Black men** with syphilis by withholding treatment (even after penicillin became the standard cure in the 1940s).
  - This betrayal fostered **widespread mistrust** of medical institutions among Black communities—a mistrust that still affects healthcare engagement today.
  - This mistrust extends to mental health and substance use treatment, where people of color may fear being misunderstood, mistreated, or criminalized

# Other experiments





# Ethical Reforms in Research

- The scandal led to the creation of **Institutional Review Boards (IRBs)** to oversee research involving human subjects.
- It also prompted the **Belmont Report (1979)**, which established ethical principles like:
  - **Respect for persons**
  - **Beneficence**
  - **Justice**
- **Disparities in Health Outcomes**
- **Impact on Public Health Campaigns**
- **Education and Awareness**

# “Whitewashed”

The term “**whitewashed**” **addiction treatment centers** refers to how mainstream substance use treatment systems in the U.S. often reflect **white, middle-class norms**.

This includes **language, values, and community-specific experiences** not being reflected in treatment approaches

# “Whitewashed” cont.

## Cultural Values and Norms

- **Example:** Many Black communities emphasize **collectivism**, spirituality, and extended family support.
- **Impact:** This mismatch can make clients feel that their values are being dismissed or pathologized.

## Community-Specific Experiences

- **Example:** A Black client discussing experiences with racism or microaggressions may be met with disbelief or minimization by a therapist who lacks cultural competence.
- **Impact:** This can lead to **invalidated trauma**, reinforcing mistrust in the mental health system.



# “Whitewashed” cont.

## Treatment Modalities Not Tailored to Cultural Context

- **Example:** Cognitive Behavioral Therapy (CBT) is widely used but often doesn't account for **racial trauma** or systemic oppression.
- **Impact:** Without adaptation, CBT may focus on changing the individual's thoughts without acknowledging the real, external sources of stress and harm.

## Lack of Representation in Therapeutic Materials

**Example:** Therapy workbooks, videos, or examples used in sessions may feature only white individuals or white-centric scenarios.

**Impact:** Clients may feel excluded or invisible, reducing engagement and trust in the process.

“Whitewashed”  
cont.

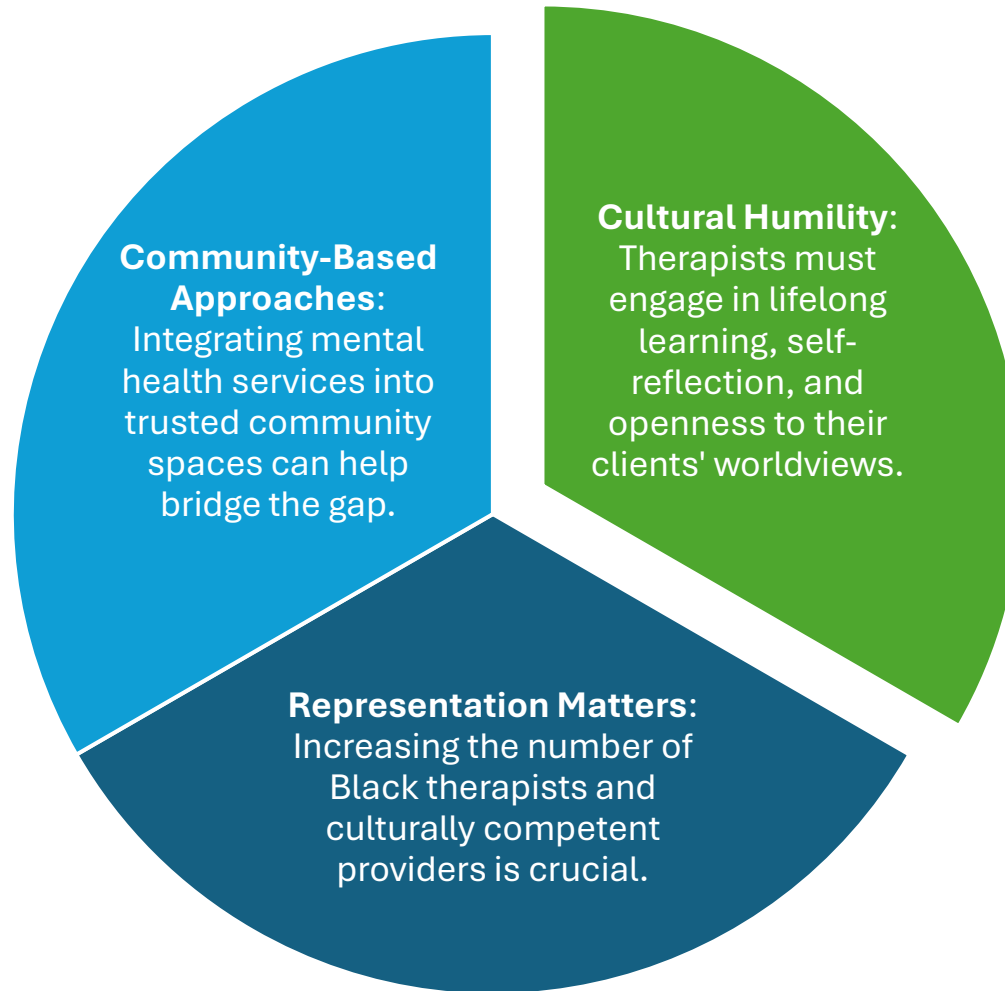


**Policy and  
Insurance  
Barriers**

The diagram consists of two rounded rectangular boxes. The left box is purple and contains the text 'Policy and Insurance Barriers'. The right box is orange and contains the text 'Call for Anti-Racist Reform'. Two curved lines connect the top and bottom of the two boxes, forming a circular shape around them. The top line is purple and the bottom line is orange.

**Call for Anti-  
Racist  
Reform**

# Culturally Responsive Therapy





# Integrating Ethical Practices with Cultural Awareness

- **Creating an inclusive and supportive environment**
  - Cultural safety:
  - Representation:
  - Accessibility:
  - Affirmation:
- **Fostering recovery and resilience**
  - Strengths-based approach:
  - Cultural resilience:
  - Narrative therapy:
  - Peer support:
- **Acknowledging Disparities and Their Impact on the Journey to Services**
  - Start with openness:
  - Invite the client's perspective:
  - Validate their reality:
  - Explore the impact:

# Cultural expressions misinterpreted



## **1. Language and Communication Styles**

- **AAVE (African American Vernacular English):**
- **Code-switching:**

## **2. Hairstyles and Dress**

- **Natural hair, locs, braids, and afros:**
- **Streetwear or hip-hop fashion:**

## **3. Emotional Expression**

- **Passionate speech or assertiveness:**
- **Distrust of institutions:**

## **4. Music and Art**

- **Hip-hop and rap:**
- **Dance styles like twerking:**

# Therapeutic Use of Music and Lyrics

Incorporating into Therapy: Use hip-hop music and lyrics as therapeutic tools to engage clients, promote self-expression, and facilitate healing. This approach can help clients relate to the therapy process and feel more comfortable discussing their experiences

## Examples of Hip-Hop Therapy Programs

- **Hip Hop For The Future SPC**  
Offers educational programs for mental health professionals
- **Rap Therapy by NeuroLaunch**  
Focuses on using rap writing and performance as a therapeutic tool.
- **Khafre Jay's Hip Hop Therapy Model**  
this model emphasizes empowerment and cultural relevance.





# Why It Works

- **Cultural Relevance:** Hip hop resonates deeply with many individuals who feel disconnected from traditional therapy.
- **Empowerment:** Writing and performing lyrics gives clients a voice and a sense of agency.
- **Community and Identity:** It fosters connection and helps individuals reclaim their narratives.

# Increasing Representation of African American Counselors

- Reducing cultural barriers
  - **Use Culturally Appropriate Language**
  - **Adapt Treatment Models**
  - **Respect Cultural Norms**
- Importance of representation in the therapeutic process
  - **Name the Elephant in the Room**
  - **Validate Lived Experiences**
  - **Be Transparent**



# Early Engagement Strategies



- Showing genuine interest in the client's background
  - **Ask Open-Ended Questions About Identity and Culture**
  - **Acknowledge and Validate Cultural Experiences**
  - **Incorporate Cultural Strengths into Treatment**
  - **Educate Yourself Without Expecting the Client to Teach You**
- Building rapport and overcoming mistrust
  - **Be Transparent and Consistent**
  - **Acknowledge Historical and Systemic Trauma**
  - **Use Strength-Based Language**
  - **Practice Cultural Humility**
  - **Create a Welcoming Environment**

# Culturally Specific Approaches

## Integrating

- Integrating spirituality and community-based support
- Incorporate spirituality and community-based support to create culturally resonant care
- Cultural Competence: Understand and respect the cultural backgrounds, values, and beliefs of clients to provide effective and tailored therapeutic interventions

## Creating

- Creating safe therapeutic spaces
- Ensure the physical environment is welcoming and considers cultural preferences, such as privacy, comfortable furnishings, and culturally relevant décor

## Collaborating with Community Healers and Family Members

### Providing

#### Providing holistic and culturally resonant care

- Collaborate with community healers and involve family members in the treatment process to provide holistic and culturally resonant care

### Involving

#### Involving family in the treatment process

- Family involvement can significantly improve recovery outcomes by providing emotional stability, rebuilding trust, and breaking the cycle of isolation

# Spirituality, Music, and Family in Healing

- Spirituality
- Music
- Family





# Addressing Socioeconomic Factors



## Impact on addiction and recovery

Socioeconomic factors such as income, education, and access to resources significantly influence addiction risk and recovery outcomes



## Strategies to support unique needs of Black clients

Addressing these factors involves improving economic stability, access to healthcare, and supportive social networks

# Cultural Sensitivity Training

## Importance for counselors

- Cultural sensitivity training helps counselors respect and respond to clients' unique needs, improving the quality of care

## Enhancing cultural competency

- Programs like those offered by Think Cultural Health provide comprehensive training on cultural and linguistic competency [Behavioral Health - Think Cultural Health](#)

# Breaking Down Stigma

## Fostering

- Fostering open dialogue regarding challenges
- Therapy stigma often stems from misconceptions about mental health, such as viewing therapy as a sign of weakness

## Making

- Making therapy “cool” within the “culture”
- Increase awareness and education about mental health, encourage open conversations, and share positive therapy experiences to normalize seeking help

# Hip Hop Therapy: A Culturally Grounded Healing Tool



**The Rise of Therapy Culture**



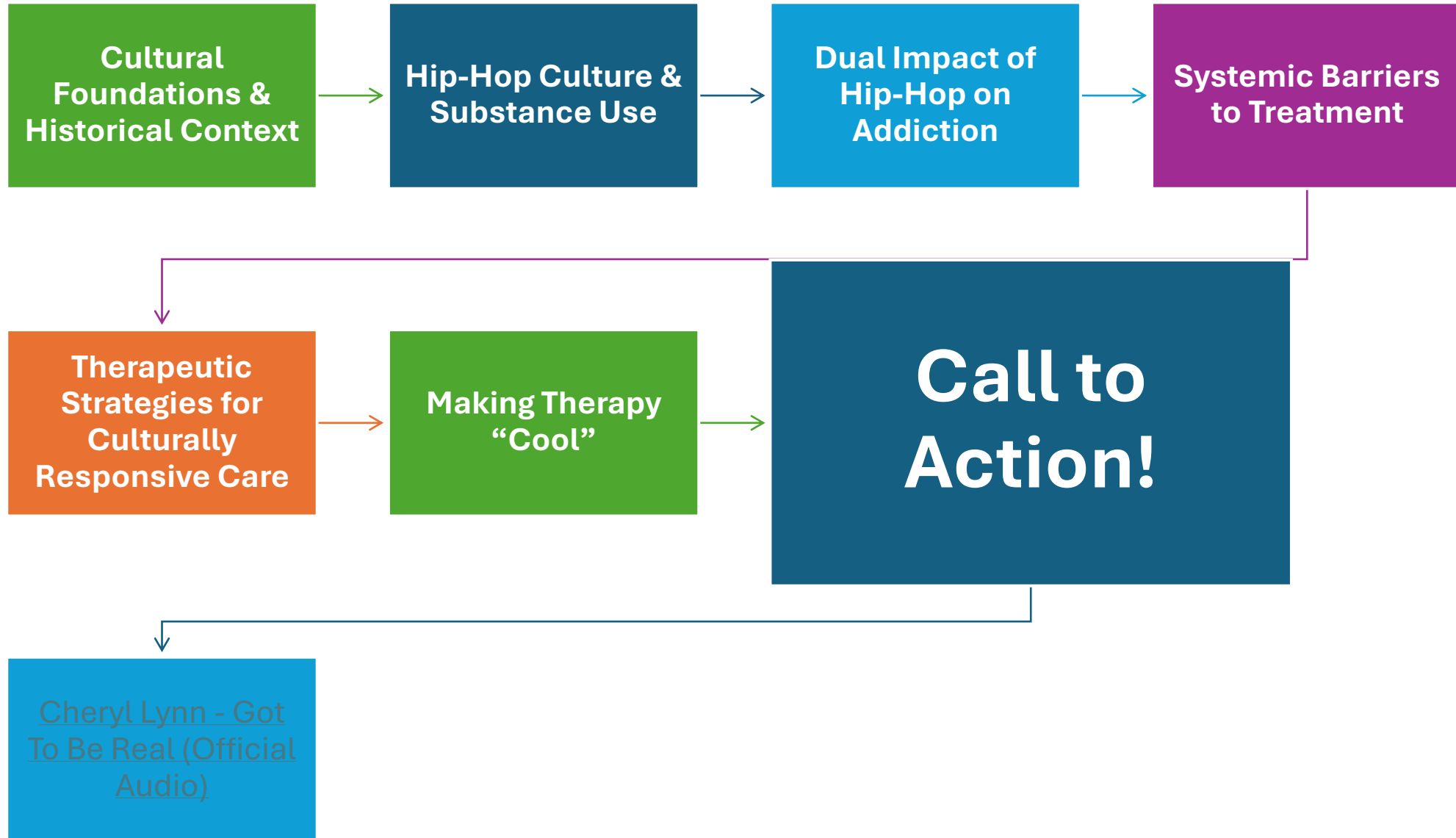
**Mental Health Awareness Campaigns**



**Cultural Influence and Representation**

# Conclusion

- "Rap is inherently powerful," said Herd. "It has experienced phenomenal growth in many sectors of society in this country and even abroad. Rap artists have become key role models and trendsetters, and their music serves as the CNN for our nation's young people by providing them with a way to stay current. But we have to ask ourselves whether there are other kinds of messages rap music could deliver. We need to better understand how this trend got started so we can find effective ways to counter it."





- Final thoughts and Q&A

- [kendriah@fellowshiphall.com](mailto:kendriah@fellowshiphall.com)

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