

Values about education, work, family structure and power

- African Americans value and pursue education to improve their socioeconomic status.
- African Americans value diversity in the workplace.
- African American family structure is hierarchical, with the father as the head of the family responsible for providing and the mother responsible for caring for the home and child-rearing.

Language spoken at home/community

- Most African Americans in the US speak Ebonics at home, which diverges from the American English.
- African American English has a unique tone and accent easy to recognize one.

Time in community

- African Americans, compared to other communities, are more relaxed and flexible about time and punctuality.
- Arriving late at an event or appointment is understandable and socially acceptable.
- The Colored People's time is used because African Americans are always late.

Oppression, discrimination, bias, and racism

- African Americans have experienced oppression, discrimination, bias, and racism for over a century in the US.
- About 71% say they have experienced some form of racism discrimination or oppression.

Population

- The US has about 47.2 million African Americans.
- The African American population is 12.1% of the total population.
- This is a 30% increase from 36.2 million in 2000
- It is the second-largest minority population after Hispanics

Health beliefs

- 30% of African Americans perceive their health to be dependent upon fate and destiny.
- Only 50% feel health is a priority.
- Some African Americans use folk medicine and other home remedies before seeking care.
- A significant proportion of Blacks lack health insurance.

Contact with cultural, religious institutions' holidays, food, and clothing

- Holidays observed by African Americans are mostly considered American Holidays.
- African Americans have a unique way of dressing that has influenced the American dressing, especially among young people.
- African Americans common cuisine is the soul food diet, which involves large amounts of meat, fat, and sugar.

Effects of trauma and crisis event

- African Americans are more likely to be victims or witness violence or have friends or family members as victims of violence
- Most African Americans report experiencing traumatic childhood events, with more PTSD cases than Whites.