

# RENEW

## Review

July 2018

RENEW counseling: Skilled staff; Nutrition-focused

Try the activity on your own or with others from your agency.

### RENEW Review Activity:

Time Orientation - *“People living in poverty live with the tyranny of the moment.”* Jodi Pfarr

Time orientation is one way of looking at attitudes towards time. While individuals vary, different cultures around the world tend to have similar time orientations. You can think of it as whether a culture focuses on the past, present or future. Besides just geographic culture, Jodi Pfarr pointed out the differences between the cultures of poverty, middle class, or wealth.

Most Americans, and especially middle or wealthy class people, tend to be future oriented. People who are future oriented value time and believe they have control over how they spend time. They believe that they can change the future based on how they use their time in the present. Future oriented people place value on being on time and using time “wisely.”

People in certain cultures, such as poverty, are often present oriented and may feel like the past is past and they have no control over the future. They don't view time as a precious commodity. The only time that really matters is what is happening in the moment and how they can survive the present. Being a new parent may make a person more present oriented than they would be otherwise.

People who are past oriented are more likely to feel like it is important to learn lessons from the past, make decisions slowly, honor traditions, and do things the way they always have.

1. Watch a video about time orientation. Here are several options:
  - a. <https://www.youtube.com/watch?v=isPj5KgpVqg> Philip Zimbardo
  - b. <https://www.youtube.com/watch?v=L2sw-oRR2D8>
  - c. <https://www.youtube.com/watch?v=2u3ozvcFwBU>
2. Think about your time orientation. Would you consider yourself past, present or future oriented? Why?
3. How does a participant's time orientation influence the way they perceive the WIC program or interact with your program? How do your agency policies or practices reflect time orientation (e.g. policies around appointment times)?
4. Consider this quote: *“The past, present, future orientation of a culture is fundamental to its existence and almost impossible to reconcile with differently held views. Differently oriented cultures will view each other at best as quaint and foolish and, at worst, with considerable contempt.”* Brett Rutledge, The Articulate CEO - What can you do to reconcile your views with those of other cultures? How can we honor those differing viewpoints in the WIC clinic?