

# Racial Equity Pre-convening

## Invest Health Network

June 6, 2017

Glenn Harris,  
President, Center for Social Inclusion

Simran Noor  
Vice President of Policy and Programs, Center for Social  
Inclusion

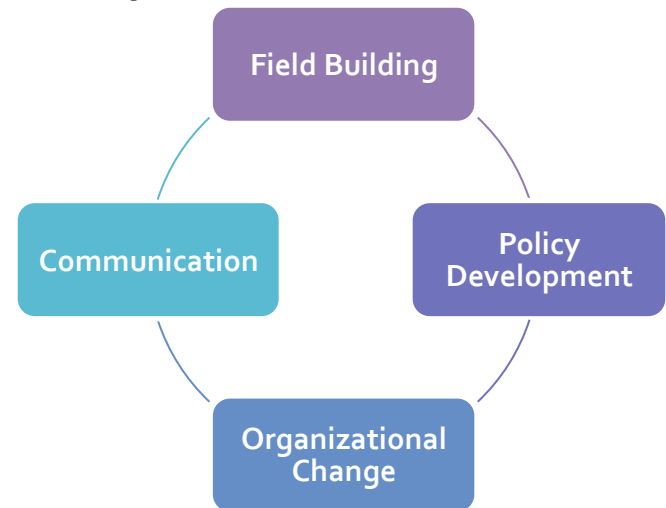
# Government Alliance on Race and Equity

A national network of government working to achieve racial equity and advance opportunities for all.

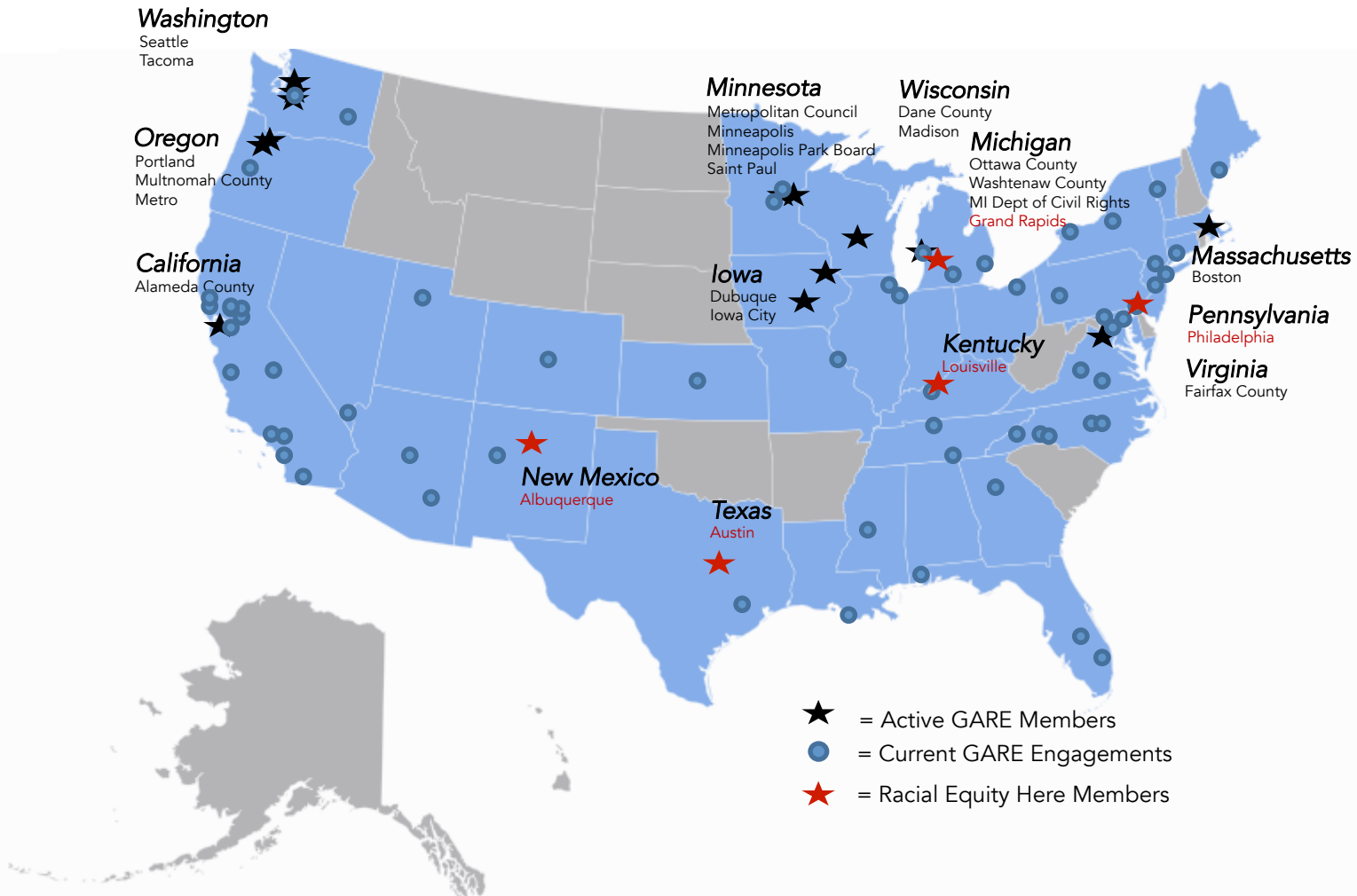
- ✓ Supporting jurisdictions at the forefront
- ✓ Expanding jurisdictions – in 30 states and more than 100 cities – all levels of government
- ✓ Providing tools and resources to put theory into action

## Center for Social Inclusion

The Center for Social Inclusion's mission is to catalyze grassroots community, government, and other institutions to dismantle structural racial inequity.



# Government Alliance on Race and Equity



# Invest Health and CSI

- CSI tapped to provide perspectives/presentations in last convening, led to deeper engagement based on participant feedback
- CSI has surveyed the network to understand needs, established an Invest Health Equity Committee (met 2x virtually to drive design/content for learning journey)
- CSI has completed one webinar for the network
- Equity Committee Members include, <To join email [snoor@thecsi.org](mailto:snoor@thecsi.org)>:

# Our learning environment

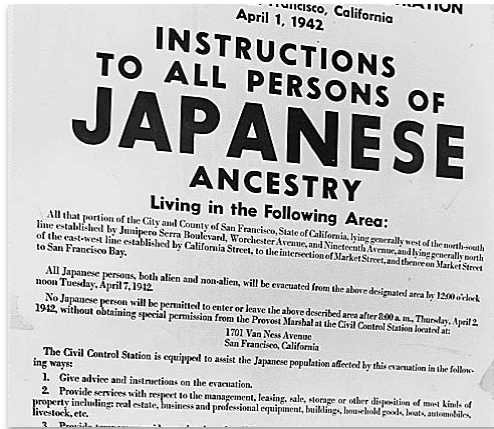
- Take space, make space.
- Avoid generalizations. Speak from experience.
- Anticipate discomfort.
- Assume best intentions, ask clarifying questions.
- Build and maintain brave space.
- Own and honor your own emotions.
- What is said stays, what is learned leaves.
- Offer what you can, ask for what you need.
- One mic, one diva.

# Values and realities

- All men are created equal
- With liberty and justice for all
- Government of the people, by the people, for the people, shall not perish from the earth

# History of government and race

Initially explicit



Government explicitly creates and maintains racial inequity.

Became implicit



Discrimination illegal, but "race-neutral" policies and practices perpetuate inequity.

Government for racial equity



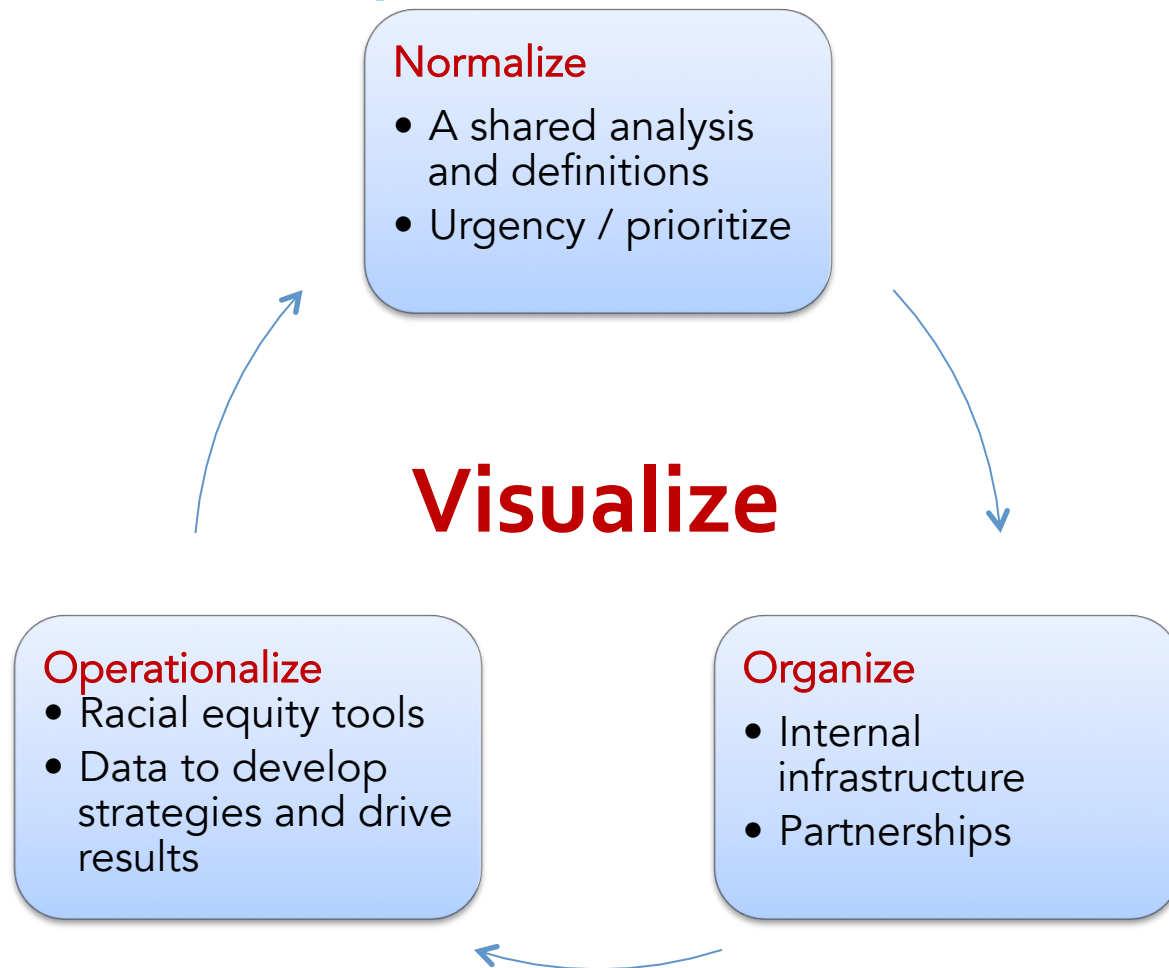
Proactive policies, practices and procedures that advance racial equity.

# Current context of race:





# National best practice



# Laying it on the Line

1. People who engage in public meetings are the ones who care most about the issues.
2. Hiring and promotion decisions should be based solely on merit.
3. I believe we can end racial inequity.

# Normalizing



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# Equity? Equality? What's the difference?



# Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...



# Racial equity means:

- “Closing the gaps” so that race does not predict one’s success, while also **improving outcomes for all**
- To do so, have to:
  - ✓ Target strategies to focus improvements for those worse off
  - ✓ Move beyond “services” and focus on changing policies, institutions and structures

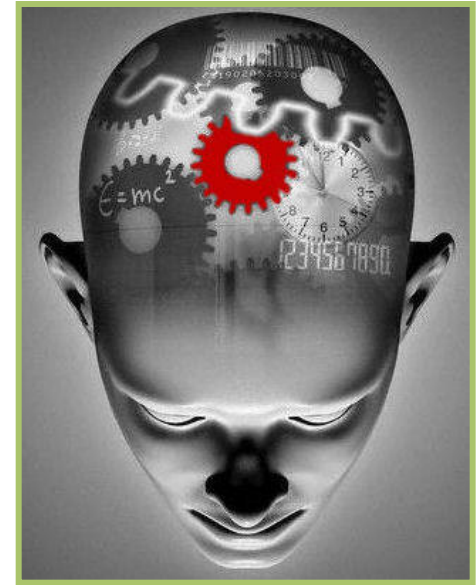
# How We Think

Humans need meaning.

- Individual meaning
- Collective meaning

Only 2% of emotional cognition is available consciously

Racial bias tends to reside in the unconscious network



We unconsciously think about race even when we do not explicitly discuss it.

# The Unconscious Mind



**Schemas:** the “frames” through which our brains help us understand and navigate the world:

1. Sort into categories
2. Create associations
3. Fill in the gaps



# What color are the following lines of text?

- Cvr zxyq brm
- Xoc jbn oew mne
- Vqeb peow ytro
- Vqeb peow ytro

# What color are the following lines of text?

- Black
- Red
- Blue
- Green

# What color are the following lines of text?

- Green
- Black
- Yellow
- Blue

# Explicit bias

Expressed directly

Aware of bias / operates consciously

Example – Sign in the window of an apartment building – “we don’t rent to \_\_\_\_\_”

# Implicit bias

Expressed indirectly

Unaware of bias / operates sub-consciously

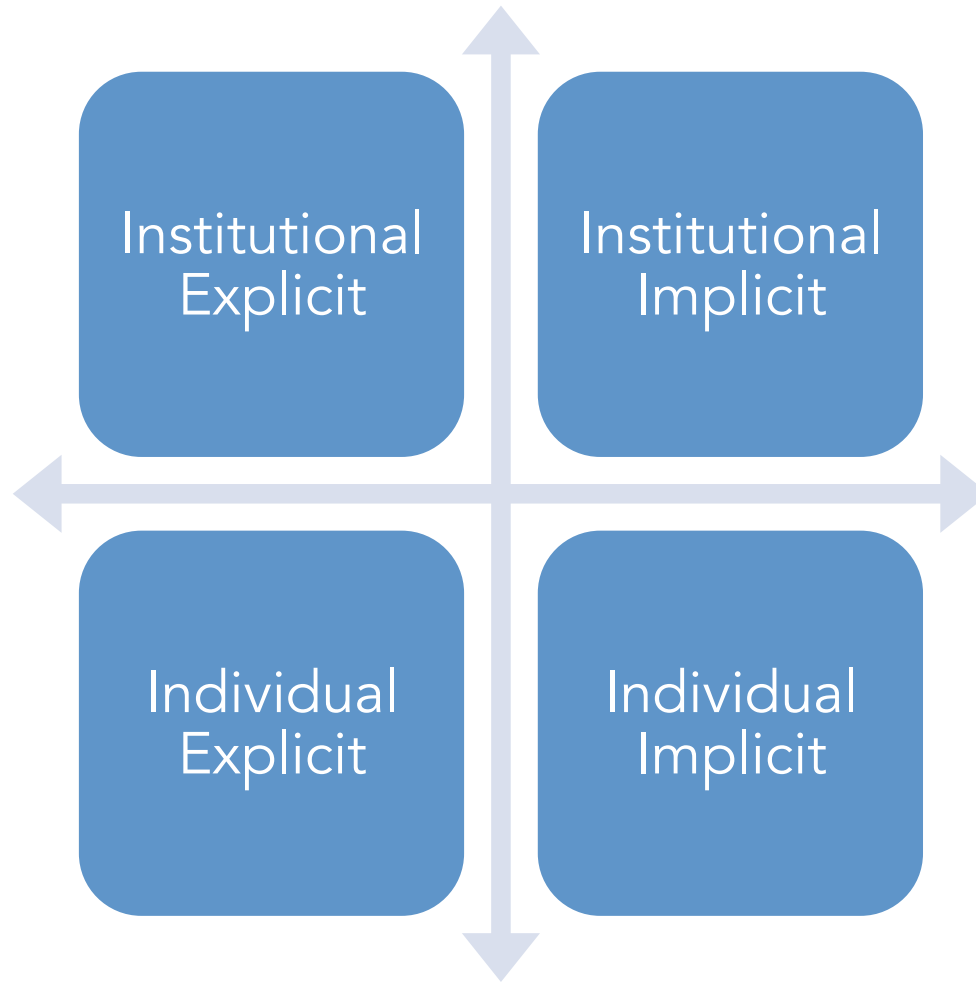
Example – a property manager doing more criminal background checks on African Americans than whites.

# What to do with bias?

- Suppressing or denying biased thoughts can actually increase prejudice rather than eradicate it.
- Openly acknowledging and challenging biases allows us to develop strategic interventions.



# What creates different outcomes?



## Institutional / Explicit

*Policies which explicitly discriminate against a group.*

**Example:**

Police department refusing to hire people of color.

## Institutional / Implicit

*Policies that negatively impact one group unintentionally.*

**Example:**

Police department focusing on street-level drug arrests.

## Individual / Explicit

*Prejudice in action – discrimination.*

**Example:**

Police officer calling someone an ethnic slur while arresting them.

## Individual / Implicit

*Unconscious attitudes and beliefs.*

**Example:**

Police officer calling for back-up more often when stopping a person of color.



## Individual racism:

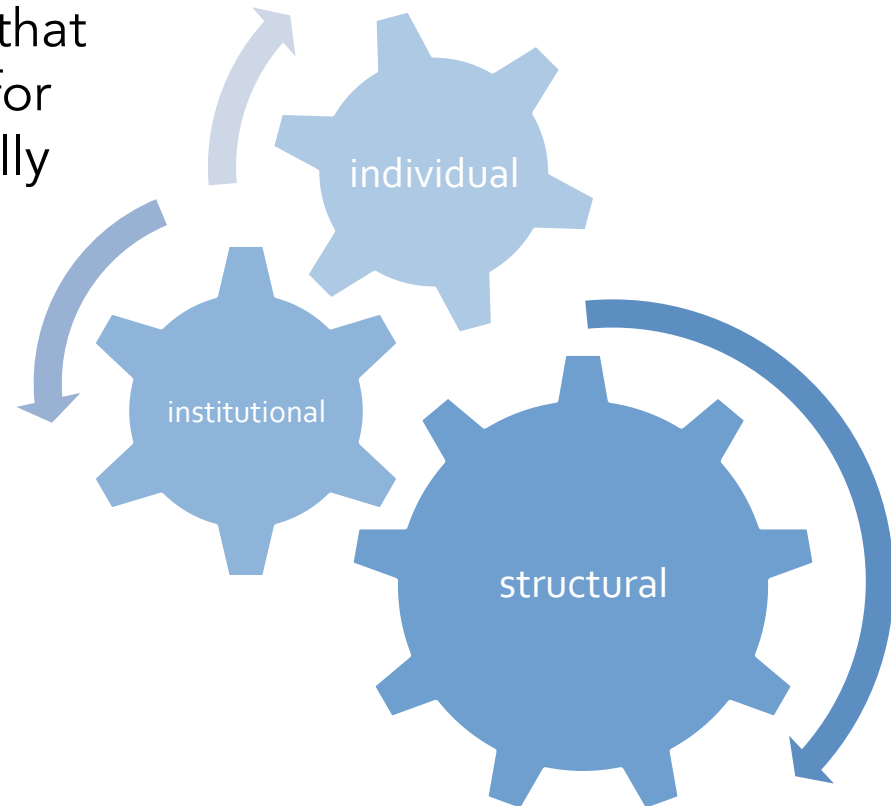
- Pre-judgment, bias, or discrimination by an individual based on race.

## Institutional racism:

- Policies, practices and procedures that work better for white people than for people of color, often unintentionally or inadvertently.

## Structural racism:

- A history and current reality of institutional racism across all institutions, combining to create a system that negatively impacts communities of color.

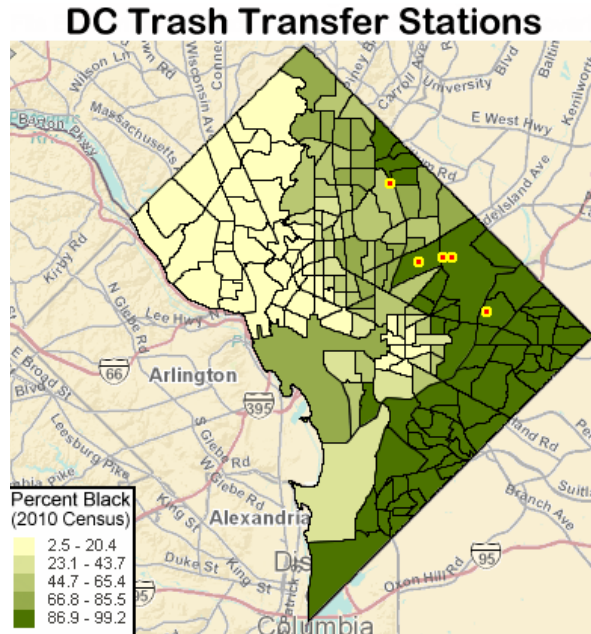


# Race in governmental policies

## Federal Housing Administration



## Location of city facilities



## Streetlighting



# Race the Power of an Illusion



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# Debrief

1. What struck you most about the film?
2. How does this policy history relate to your work?

# Scenario



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# Communicating Effectively

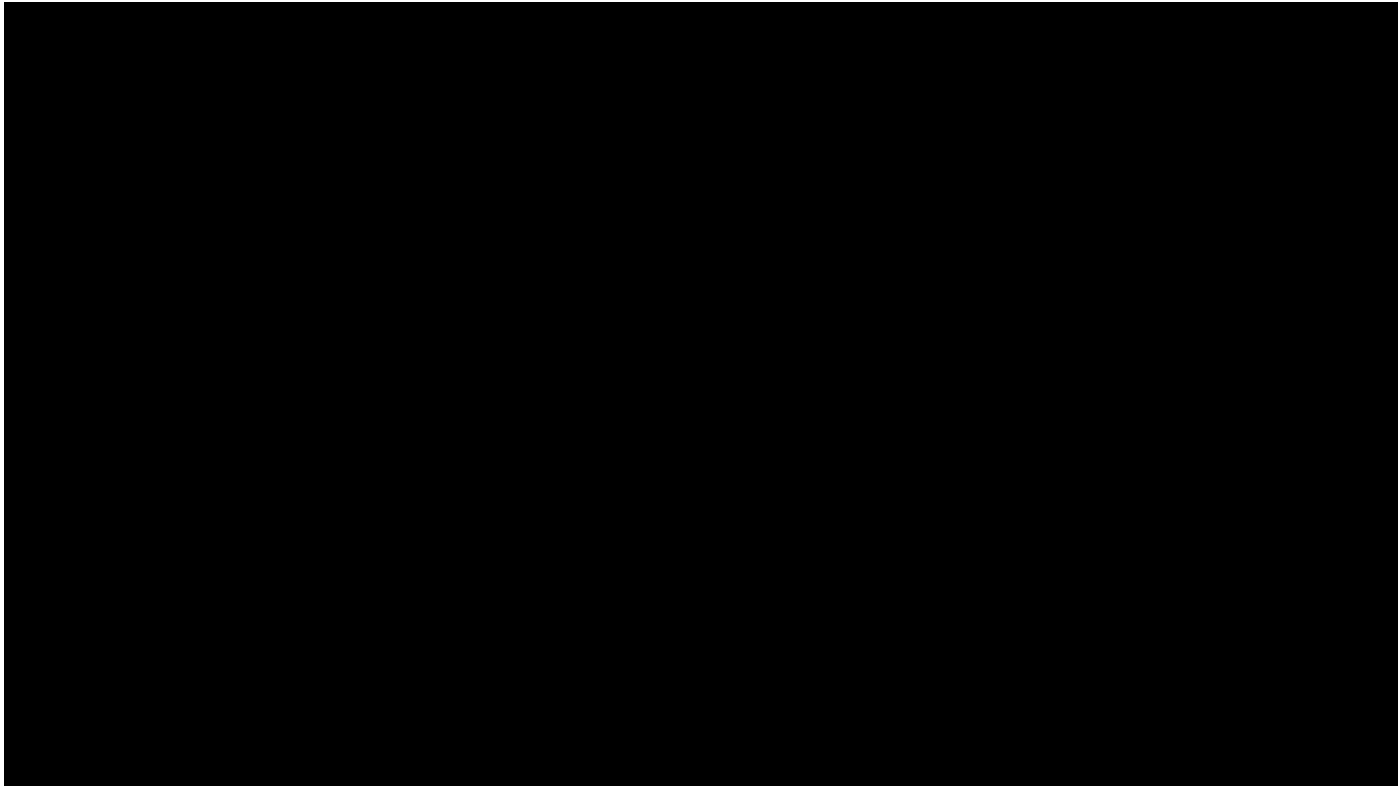


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# The Role of Narrative:



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# The Role of Narrative:



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# The Unconscious Mind



How our brains seek meaning:

1. Sort into categories
2. Create associations
3. Fill in the gaps



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# What is framing?

*Framing is simply the way in which one chooses to present a story or issue.*





AFP

Two residents waded through chest-deep water after finding bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythem)

**AP** Associated Press

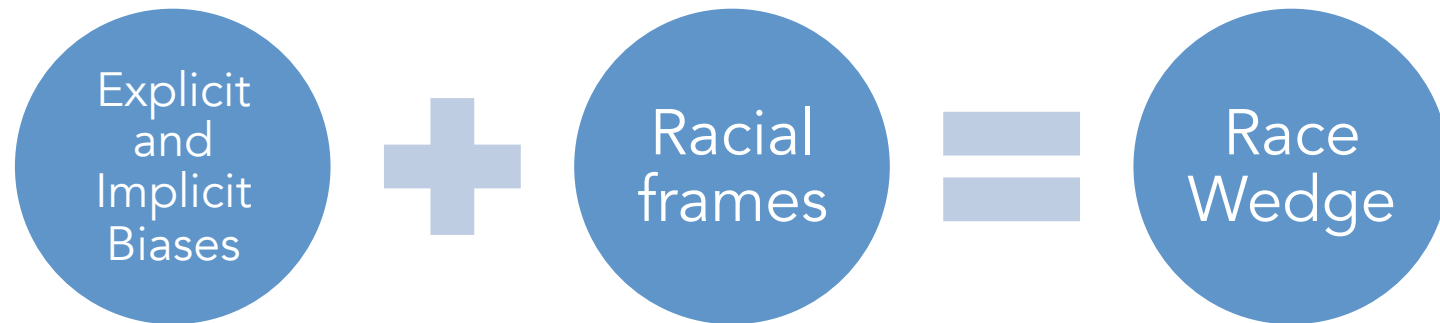
A young man walks through chest deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it



Csi

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# How framing creates race wedge:



# Four Major Frames in Race Wedge:

By Eduardo Bonilla Silva

1. Racism and racial inequality are things of the past  
"White people are doing worse than people of color"
2. Disparities caused by culture/behavior  
"Poor youth of color don't do well in school because their families don't value education"
3. Disparities inevitable and/or natural  
"Some group has to be at the bottom" or "Self-Segregation"
4. Programs helping people of color are unfair to White people  
a.k.a. reverse discrimination



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# Review:

Why do people think the way they do about race?

- *Our brain is wired to make shortcuts. We are socialized to make shortcuts about people of color.*

What is framing?

- *How people present a story or issue.*

What is the race wedge?

- *The process of using race as a tactic to divide people in order to achieve a political outcome.*

Have you seen any additional race wedges play out in your work?

What do you think the implications are?

# Countering Dominant Narratives

# Unfortunately:

Facts are not enough to change people's hearts and minds.

*We need to couch facts within a broader frame to change hearts and minds.*



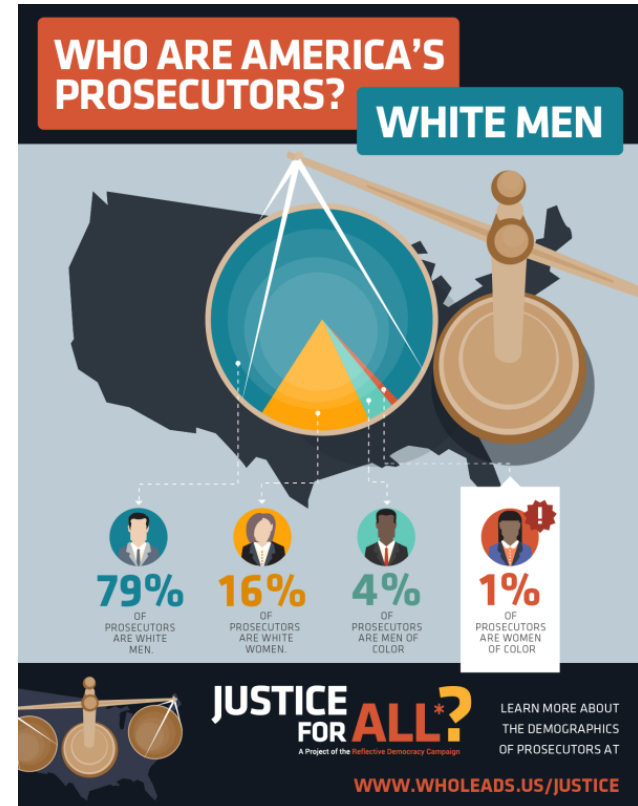
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# Spark curiosity:

Contrary to popular conception, there is not an empathy gap!

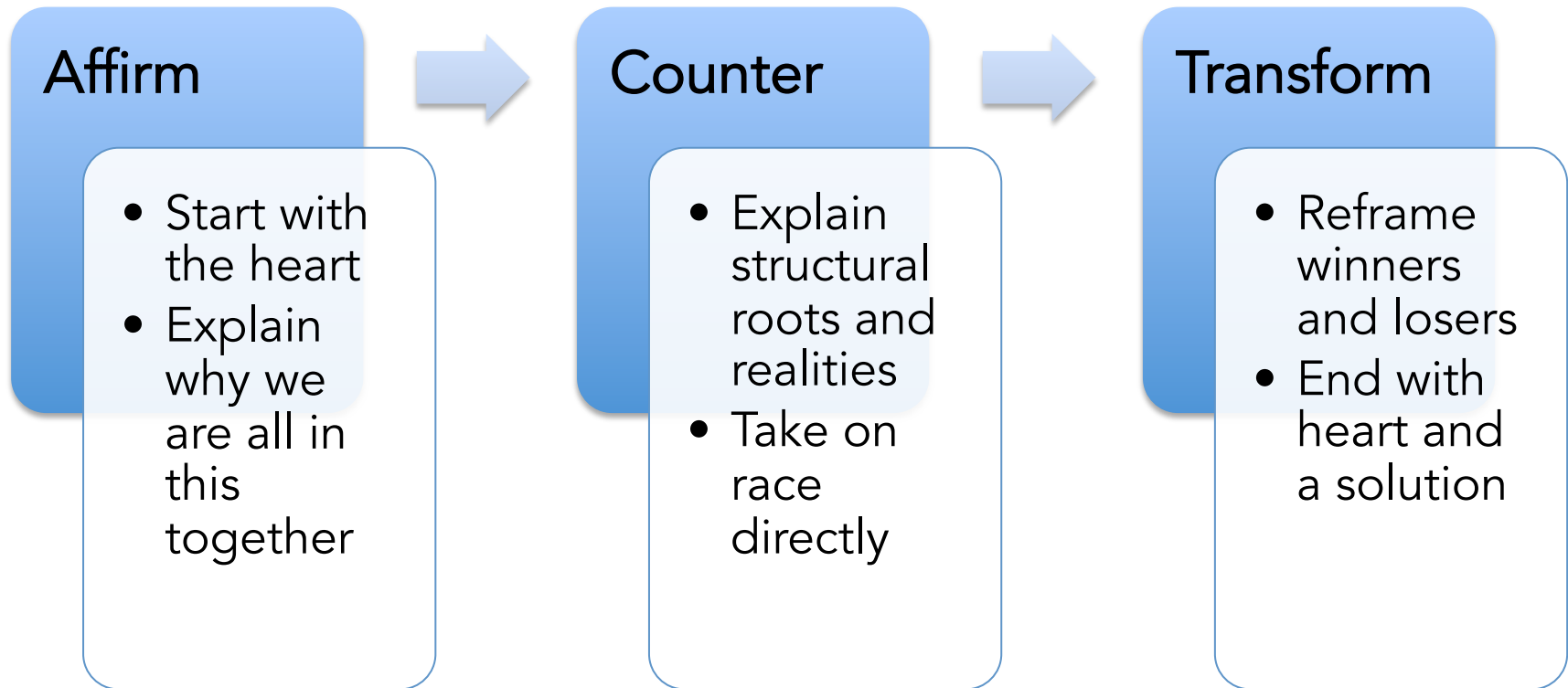
The gap is tolerance for ambiguity



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# Communicating about race

It's more than just talk – ACT



# Communicating about race

## It's more than just talk – ACT

### Affirm

- Start with the heart
- Explain why we are all in this together

The health of our children, families, and loved ones depends on the environments in which we live

People of all races want to live in clean environments with decent housing, good jobs, and high-quality schools.



# Tips:

- Be evocative. Emphasize shared humanity.
- What are the values you want to name or allude to?
- How can you couch your message in goals and real-life experiences?

# Communicating about race

It's more than just talk – ACT

## Counter

- Explain structural roots and realities
- Take on race directly

For decades, low-income communities of color have been the dumping grounds for environmental hazards.

Having access to neighborhoods that support success shouldn't be determined by your race.



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# Tips:

- Be clear about the structural story
- Choose your metaphors wisely
- Are you dismissing the race wedge

# Communicating about race

It's more than just talk – ACT

## Transform

- Reframe winners and losers
- End with heart and a solution

Corporations that contaminate our environment need to be held accountable. For our collective good, we need to value the quality of all of our neighborhoods above the profits for a few.

Join me in supporting legislation that will bring accountability to corporations. They need to pay their fair share so that all of us can have healthy environments in our communities.



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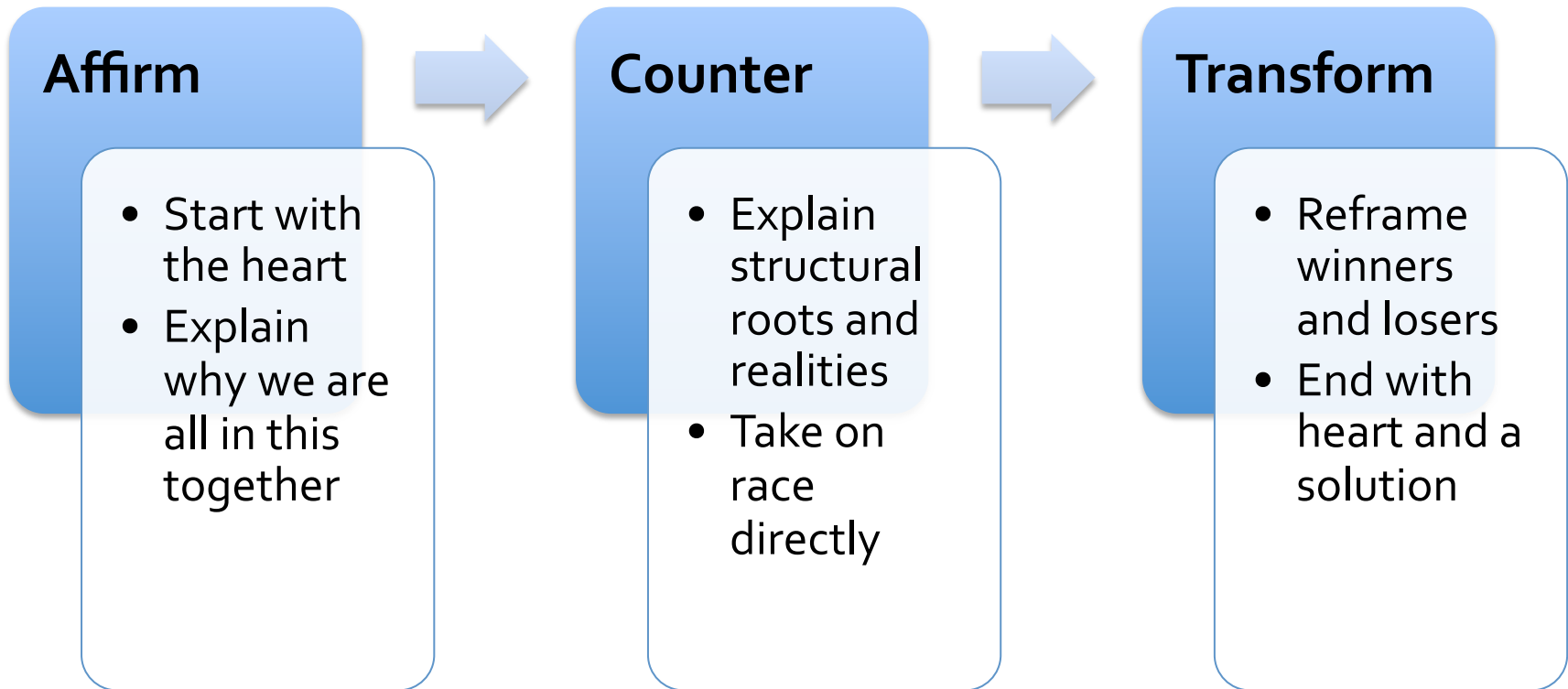
# Tips:

- How are you framing people of color as assets?
- How clear is your vision of the world you want to build
- How does your message spark curiosity?



# Communicating about race

It's more than just talk – ACT



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# Changing minds

- Most importantly, the best way to change attitudes is to change behavior.
- Attitudinal change tends to follow behavior change.
- Requires both short and long-term approaches –
  - Normalizing
  - Operationalizing
  - Organizing

# Contact information

Simran Noor  
(646) 315-1481  
[snoor@thecsi.org](mailto:snoor@thecsi.org)

[www.centerforsocialinclusion.org](http://www.centerforsocialinclusion.org)

[www.racialequityalliance.org](http://www.racialequityalliance.org)