Ground rules

- Emotions may be triggered. Breathe and take note about the emotions that come up.
- Use “I” statements.
- Be honest and willing to share.
- Suspend judgment. Listen with curiosity and the willingness to learn and change.
- Respect for one another, verbal and non-verbal.
- Confidentiality
- Assume good intentions, recognize unintended impacts.
- We are also still learning.
Opening reflection and sharing

Think of a time you noticed bias or racism and did not respond and wish that you had.

• What kept you from responding?
• How did/does that feel?
Frame, Narrative and Message

- **Frame:** a lens or worldview through which people see an issue or problem. Frames can be intentionally or unintentionally constructed.

- **Narrative:** specific stories used to convey or reinforce a given frame.

- **Message:** the takeaway from frames and narratives that points to a specific action needed

Race Forward: Moving the Race Conversation Forward [https://www.raceforward.org/research/reports/moving-race-conversation-forward](https://www.raceforward.org/research/reports/moving-race-conversation-forward)
What are Frames?

Networks of association that shape how we think, not just what we think

- People reject facts that don’t fit their frames
- People carry multiple frames that are sometimes linked and sometimes contradictory
- Framing is a long-term project because people need to receive information in multiple forms and over time to shift
Frame Examples

- Law & order vs. Human dignity
- Personal vs. Government responsibility
- Individual vs. Public health
- Right choices vs. Environment
Obesity
Recognizing the Frame, Narrative and Message

Frame

Right choices, personal responsibility

Narrative

Poor parenting leads to obese children

Message

Cut portions  Make better choices  Take responsibility for your/your family’s health
Coded Language

Inner City
Cut Taxes
Ghetto
Urban
Law and Order
Welfare
Food Stamps
Illegal
Culture
States’ rights
The Good Old Days

“This sort of coded speech operates on two levels. It triggers racial anxiety and it allows plausible deniability by crafting language that lets the speaker deny that he's even thinking about race.”

– Ian Haney Lopez, Author of *Dog Whistle Politics*
How race is triggered in messages

**Implicit Bias:**
Unconscious bias developed through networks of association on race

**Symbolic Racism:**
The use of images, code words, and metaphors that implicitly signal race

Using symbols to trigger unconscious racism

For all the taxes they take out of my paycheck, the least they can do is send me a picture of the ghetto family I'm supporting to hang on my fridge

Thanks for showing up to the state-funded health-care clinic with your Louis Vuitton purse, fresh mani and pedi, MAC lipgloss, hair weave and Medicaid card.
Think of a time you noticed bias or racism and did not respond and wish that you had.

• What kept you from responding?
• How did/does that feel?
How do you decide whether, when and how to respond?

- Power dynamics
- Existing relationship and trust
- End goal: what do you want to accomplish?
- Cost/benefit analysis
Countering Bias in Communication

AFFIRM  COUNTER  TRANSFORM
Start off the dialogue by mentioning phrases and images that speak to audience’s values. The key is to hook and engage your audience.

1. Start with the heart
2. Explain why we are all in this together

Center for Social Inclusion: Talking About Race Toolkit
http://www.centerforsocialinclusion.org/communications/talking-about-race-toolkit/
Counter

Lead the audience into the discussion of race with a brief snapshot of the historical context. The key is to open audience’s minds to deeper explanations about racial inequities.

3. Explain why we have the problem
4. Take on race directly
Transform

Leave the audience with an engaging solution. The key is to present a solution so that the audience feels committed and feel as though they are progressing forward.

5. Reframe “makers” and “takers”
6. End with heart and solution

Center for Social Inclusion: Talking About Race Toolkit
http://www.centerforsocialinclusion.org/communications/talking-about-race-toolkit/
PAIR AND SHARE USING ACT
Reflection: ACT practice

Was it easier or more difficult than expected?

Any surprises?

How can you continue developing your communication skills?
Closing

Thank you!

Evaluation