

Racial Equity in Community Engagement - July 2020: Objectives

A hand is shown with blue and purple paint on the palm that reads "Don't cancel in your kind". The hand is wearing a colorful scrunchie. The background is a blurred image of a person's face.

1. Participants will understand how a history of oppression and resistance of Black, Indigenous, People of Color has led us to this moment and how progress forward will depend on white Americans dismantling white supremacy culture.
2. Participants will learn about the norms of white dominant culture which impede effective community engagement in communities of color
3. Participants will reflect on where they have seen white supremacy culture norms play out within their organization and learn how to pivot towards tangible things they can do to dismantle those norms.
4. Participants will learn ways of equitably engaging marginalized / communities of color based on VACV's four-stage Community Voice Blueprint with a focus on how to listen effectively

Definitions

Racism = racial prejudice + social & institutional power

Power: the ability to help or harm

Personal Racism: The ways in which we perpetuate and/or assume the idea that white people are inherently better and/or People of Color are inherently inferior on an individual basis. The ways in which white people act out of racist implicit bias.

Cultural Racism: The ways in which the dominant culture is founded upon and then defines and shapes norms, values, beliefs and standards to advantage white people and oppress people of color.

Institutional Racism: The ways in which the structures, systems, policies, and procedures of institutions in the U.S. are founded upon and then promote, reproduce, and perpetuate advantages for white people and the oppression of People of Color.

White Dominant Culture Norms & Pivots Discussed

- Paternalism → Partnership
- Comfort with white leadership → Representative leadership
- Fear of open conflict → Constructive Feedback
- Priorities and timelines that perpetuate white supremacy culture → ...sustainability timelines
- Superiority of the written word → Valuing all forms of communication
- Transactional relationships → Transformational relationship
- Defensiveness → Vulnerability
- Equity washing → racial equity

VACV Cycle:

- Listen → Connect → Craft → Reflect
- Listening Tools:
 - One-to-one
 - In-depth Interviews
 - Focus groups
 - Surveys
 - Data Sweet Spot

