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GOVERNMENT ALLIANCE ON
RACE & EQUITY



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Advancing Racial Equity in the DMV Region: Normalize as Policymakers

Elected Officials Learning Series
June 17, 2022

Welcome



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Introducing the GARE Team



Cathy Albisa

Race Forward

Vice President of
Institutional and
Sectoral Change



Tony Pattillo

GARE Affiliate

Co-Lead Trainer



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GARE Affiliate

Project Manager

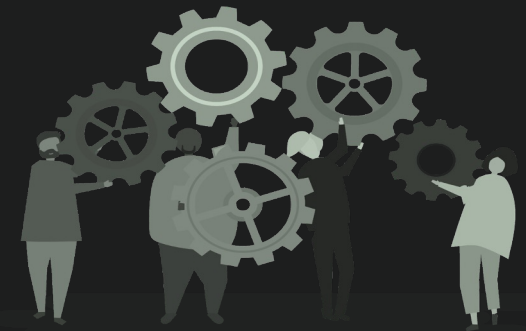
Our Learning Environment

- Take space, make space
- What is said here, stays here
- What is learned here, leaves here
- Brave space
- Offer what you can, ask for what you need
- One mic, one speaker
- Accept and expect lack of closure
- Use “I” statements

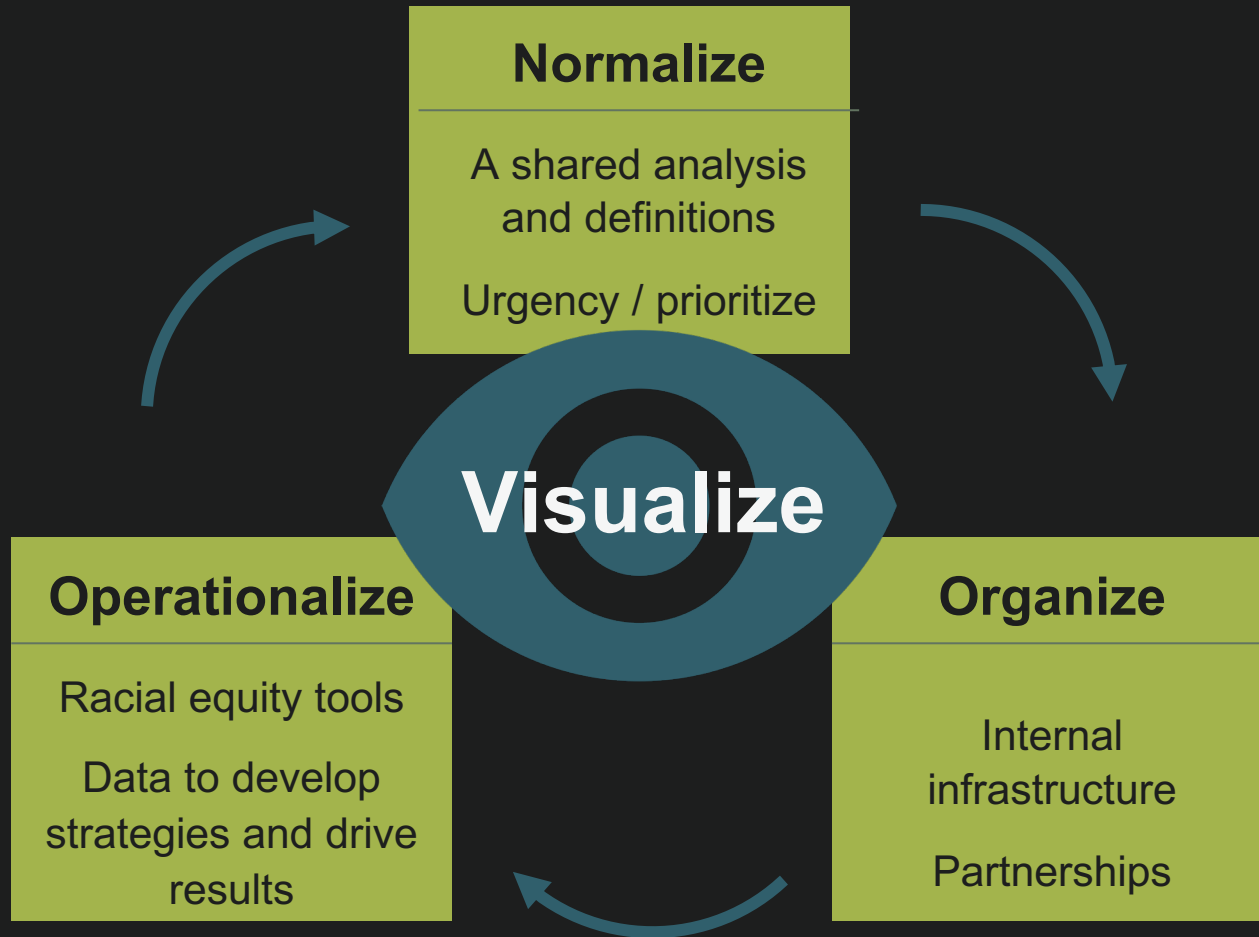


Objectives

- Examine effective narratives to incorporate into our efforts to advance racial equity
- Explore your personal narrative framework in the context of racial equity



GARE Practice





Governor Larry Hogan
(R) MD

maryland
OFFICE OF THE GOVERNOR



Amelia Handy
CONFERENCE PLANNING CHAIRPERSON

Maryland's Municipal League Summer Warman Discussion Conference returns in-person, giving leaders more opportunities



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Why Narrative?

Narrative Ecosystem



Deep Narrative

Deeply held values that have been repeated and reproduced over time. They are “baked in.”

Narrative

Collection of stories/messages that represent an idea or belief. Narratives highlight **values**, define the **problem/causes** and determine the **solutions/actions**

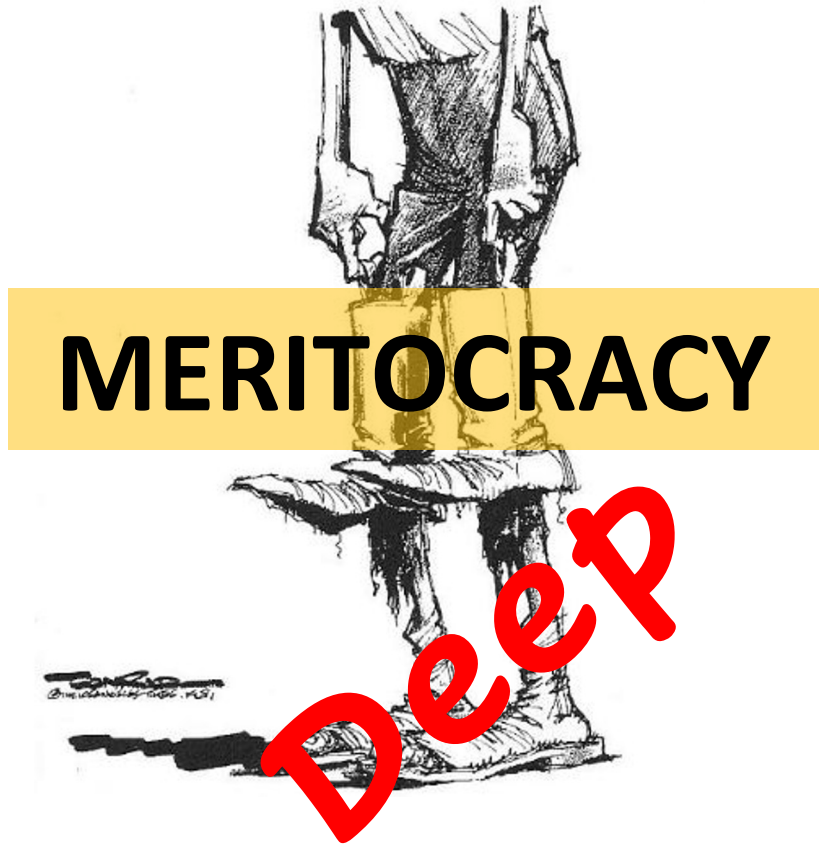
Story

An account of a series of related events or experiences

Message

Words, images, and/or sounds that convey an idea or belief





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Narratives on Race

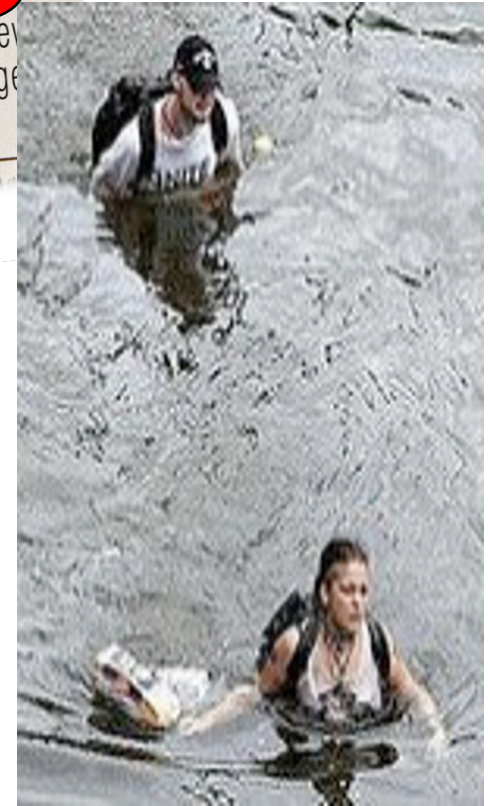


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finding



AP Associated Press

looting



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Narratives we must be prepared to counter:

- Disparities are caused by culture/behavior
- Racism is a relic of the past
- Talking about race is inherently divisive
- “Colorblindness”
- “Reverse Racism”
- “Makers and takers”
- Us vs. Them
- Law and Order
- Zero-Sum Game



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Racial Equity Narratives:

- **Structural Racism:** History and current reality of racism across all institutions negatively impact people of color.
- **Racial Equity:** When we correct systems that drive negative impacts for people of color, the system works better for everyone.
- **Truth and Reinvestment:** We must account for racism to move forward together
- **Solidarity Dividend:** When we correct systems that drive negative impacts for people of color, everyone, including white people, benefit from a stronger, more resilient, and more connected society.
- **Safety:** Investing in people of color communities instead of criminalizing them keeps all of us safe
- **Democracy/Good Governance:** We need a just, pluralistic democracy to protect and unleash the full potential of everyone, including people of color, to thrive.



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Race Forward's Messaging Research Findings

- Race-explicit messages are “higher-performing” than race-neutral messages
- Calling out “strategic racism” or the politics of division is a powerful tool (“certain politicians” or “powerful interests” or “some leaders”)
- Joining together across differences (“interest convergence”) to make real shared values is a motivator
- People are drawn to what you're FOR not just what you're against



Messaging Recommendations

Establish Shared Value

Establish a shared value and positive goal or aspiration before moving on to naming the problem.

Strong language: *“No matter where we’re from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health” “We all need a place to call home and rest after a hard day of work” “Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families”*

Name the Villain and Tactics

It is important to highlight the tactics employed in addition to naming the villain. The villain is NOT meant to be personal.

Strong language: *“history of redlining that even today, created uneven opportunities in neighborhoods across our community.”*

Work Together

Create a unity of purpose by describing people working together and using communal language.

Strong language: *“joining together” “working together we can...” “Together we can ensure”*

Evoke Universality

Talk about race and class, but underscore and “every [person]” when articulating an agenda to make life better for all.

Strong language: *“All children” “Everyone, regardless of how much money we have or what zip code we live in” “every child, every elder, and every person with a disability”*

Provide a Call to Action

Provide a positive call to action around unity in advocating for / investing in a housing solution the public supports.

Strong Language: *“come together as a community” “We can make a difference by coming together as a community” “We need to join together to rewrite the rules”*

Good afternoon, Milwaukee County. It is an honor to join you today to discuss the future of our county and our vision to achieve racial equity in order to become the healthiest county in Wisconsin.

At the same time, I stand in front of you on a screen because of the gravity of the consequences we're facing due to the COVID-19 pandemic. Our world is different than it was just five months ago. Vigorous hand washing, physical distancing, and mask-wearing have become a part of our routine. The pandemic challenges us all each day in unique and all too often heartbreaking ways, and while it takes a toll on our people, it also exposes deep inequities in our systems that need attention.

Today I make a commitment to you, the people of Milwaukee County, to dedicate the work of my administration to addressing these inequities. The pandemic has only exacerbated the disparities many of us know all too well and have existed for many, many of years. But there is hope. We are one county, stronger together. And together, we have the power to make change.

Milwaukee County Executive David Crowley Outlines Vision to Achieve Racial Equity

Charlotte's \$250 million Racial Equity Initiative is a good start to address racial inequality in the city

"The issues we face as a community are bigger, broader and more deep-seated than any one organization can address alone," said Charlotte Mayor Vi Lyles. "We need a significant commitment and investment from the private sector to complement and build upon the work being done by the public sector, the community and grassroots organizations. The vision for this effort is to establish a public-private partnership for achieving racial equity, social justice, economic opportunity and upward mobility. The response from our corporate partners surpassed even what I could have expected, and we have set a new standard for an American city. We will celebrate today's milestone as we continue together on this critical path to opportunity and equity for all of Charlotte."



Vi Alexander Lyles

Mayor of Charlotte, NC



Break



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The ACT Tool:

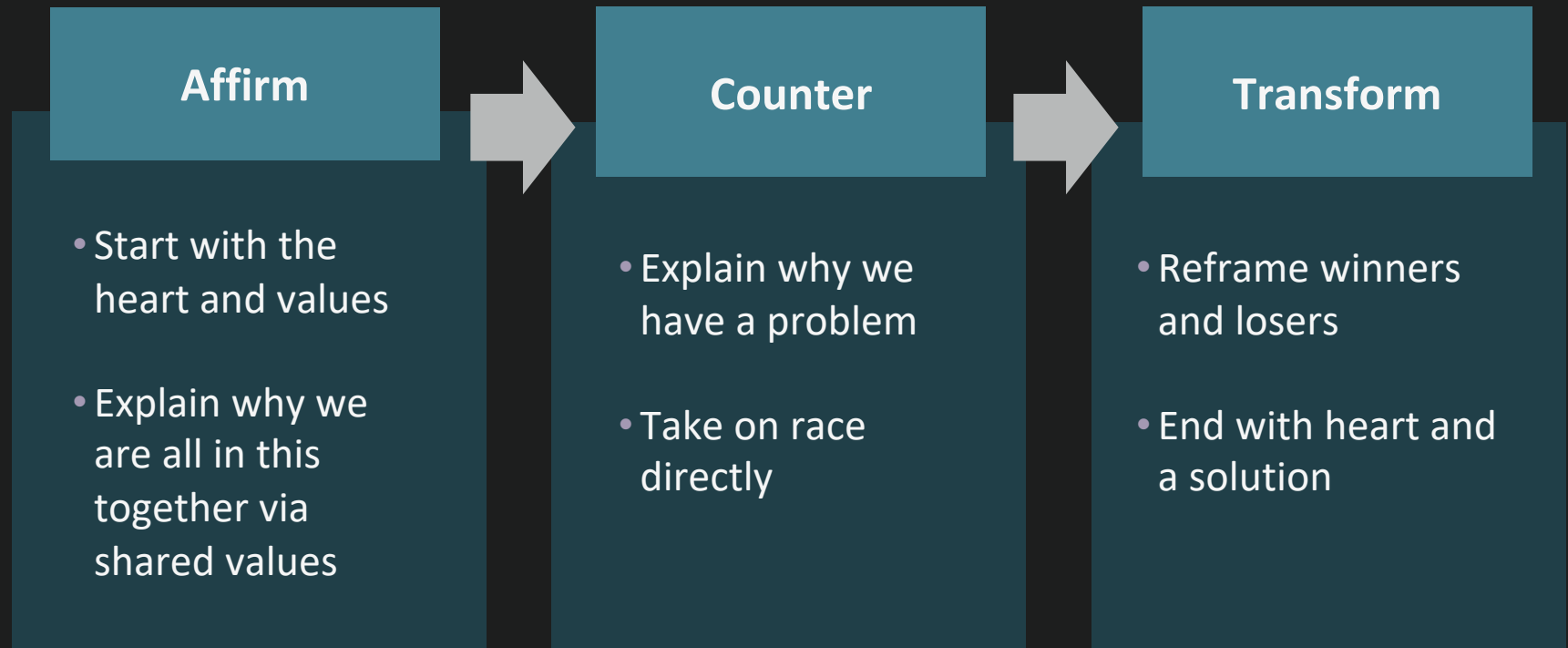


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Communicating about race

It's more than just talk – ACT



Affirm



Counter



Transform

“All our children deserve high-quality public education.”

Why are we talking about race when it comes to public education?

Yet only 50% of African American, Latino and Native students graduate on time. Many structural factors — including higher suspension rates for children of color, lack of access to computers at home, and racially skewed school budgets driven by property values — influence this racially disparate outcome.

Disparities based on race are harmful to students, their families and our communities. Fortunately, we have tools to address inequity: policy changes, restorative justice programs and racial equity tools can dramatically reduce disparities in our schools.



Breakout *session*

- Think about a challenge in your community
- Decide at your table which to tackle
- Collectively develop a message you could use in your next media interview or at a community meeting utilizing the ACT model



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TABLE DISCUSSION REPORT OUT



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**How do we activate racial
justice narratives to
advance racial equity?**
Stories and messages about Race



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Storytelling

Your personal narrative



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Personal Narrative Framework by Marshall Ganz



Story of Self → What moment or series of moments speak to one of the racial equity narratives? What conflicts did you have to move through or what awakenings did you have?

Story of Us → What does your story teach us and the world? (connect it to your racial equity narrative)

Story of Now → What are the choices before us and what actions should we take?


Storytelling

What is YOUR personal narrative???



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Closing And Next Steps



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Elected Officials Learning Series: A Look Ahead

- **July 22: Organize as Policymakers**
 - Building on the strengths in your community
 - Strengthening inclusive governmental structures
- **September 16: Operationalize as Policymakers**
 - Building public will and cross sector support
 - Preparing for Challenges





thank you

