

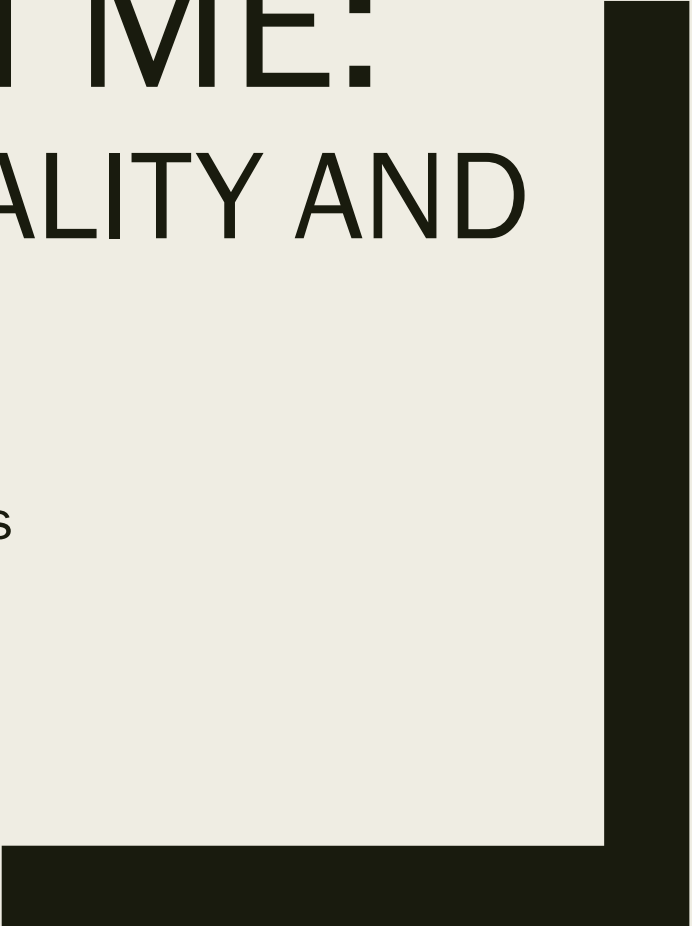


IT STARTS WITH ME: IDENTITY, INTERSECTIONALITY AND PRIVILEGE

UW Family Medicine Brownbag Series

Session 5

March 2, 2017



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

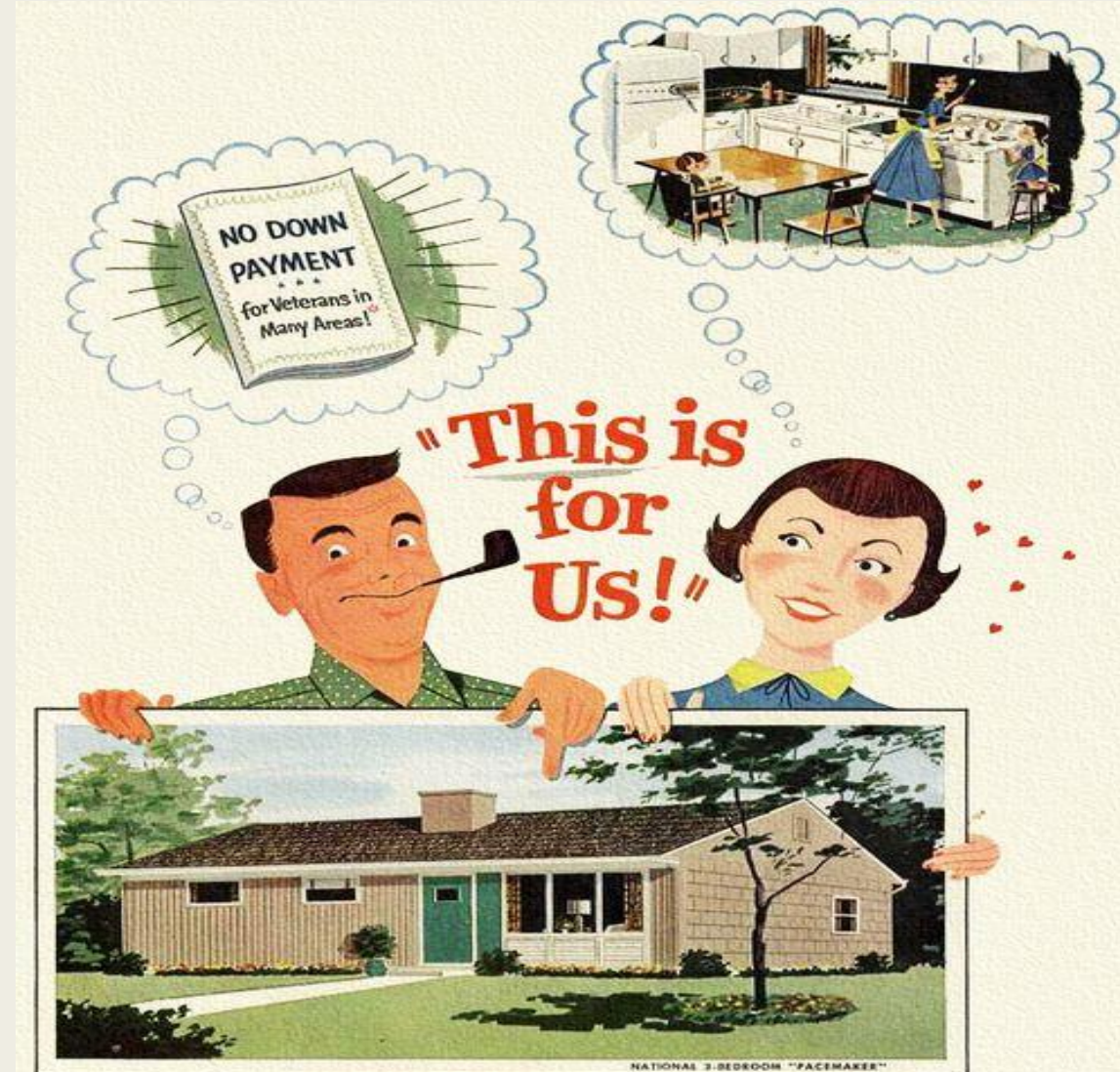
What are Frames?

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

WARNING
CHUBBY KIDS
MAY NOT
OUTLIVE THEIR
PARENTS
stopchildhoodobesity.com

WARNING
FAT KIDS
BECOME FAT
ADULTS.
stopchildhoodobesity.com

WARNING
BIG BONES
DIDN'T MAKE ME
THIS WAY.
BIG MEALS DID.
stopchildhoodobesity.com

WARNING
HE HAS HIS
FATHER'S EYES,
HIS LAUGH AND
MAYBE EVEN HIS
DIABETES.
stopchildhoodobesity.com



**PORTIONS HAVE GROWN
SO HAS TYPE 2 DIABETES, WHICH
CAN LEAD TO AMPUTATIONS**

THEN

NOW

CUT YOUR PORTIONS. CUT YOUR RISK.
» Call 311 for your Healthy Eating Packet

Made possible by funding from the Department of Health and Human Services.
©2012 New York City Department of Health and Mental Hygiene.

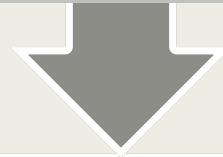
NYC
Health

Michael A. Bloomberg
Mayor
Thomas Farley, MD MPH
Commissioner

Recognizing the Frame, Narrative and Message

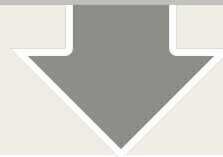
Frame

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

Using symbols to trigger unconscious racism

Symbolic

Racism:

The use of images, code words, and metaphors that implicitly signal race

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

somee cards
user card



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.

your e cards
someecards.com



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

Start off the dialogue by mentioning phrases and images that speaks 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*



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



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