

Talking About Race Right

Simran Noor

October 15, 2015



CENTER FOR SOCIAL INCLUSION

Take a moment to respond

What is the role of government in advancing racial equity? Why is it important?



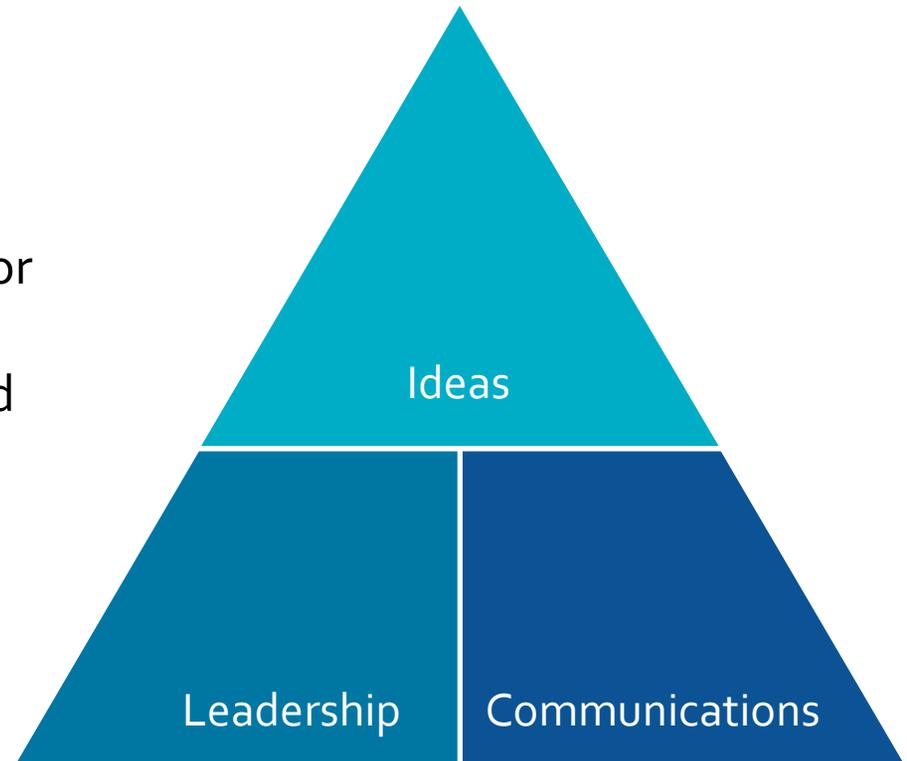
About the Center for Social Inclusion: (TWEET: @thecsi @simranoo)

What we do:

CSI is a national policy strategy organization working to transform structural barriers to opportunity for communities of color, and ensure that we all share in the benefits and burdens of public policy.

3 pillars:

- Ideas
- Leadership
- Communications



SOLUTIONS THAT WORK FOR EVERYONE



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.



CENTER FOR SOCIAL INCLUSION



LOCAL AND REGIONAL GOVERNMENT
**ALLIANCE ON
RACE & EQUITY**

-
- 1) Think of a number between 1 and 10
 - 2) Multiply that number times 9
 - 3) If it is a two digit number add them together
(for example 32 would be $3+2=5$)
 - 4) Subtract 5
 - 5) Convert to a letter (a is 1, b is 2, etc.)
 - 6) **COUNTRY** starts with that letter.
 - 7) Take the last letter in the county name and think of an **ANIMAL** that starts with that letter.
 - 8) Take the last letter in the animal name and think of a **FRUIT** that starts with that letter.

Our societal minds



Eberhardt, Goff, Purdie, & Davies, 2004

Framing and Messaging

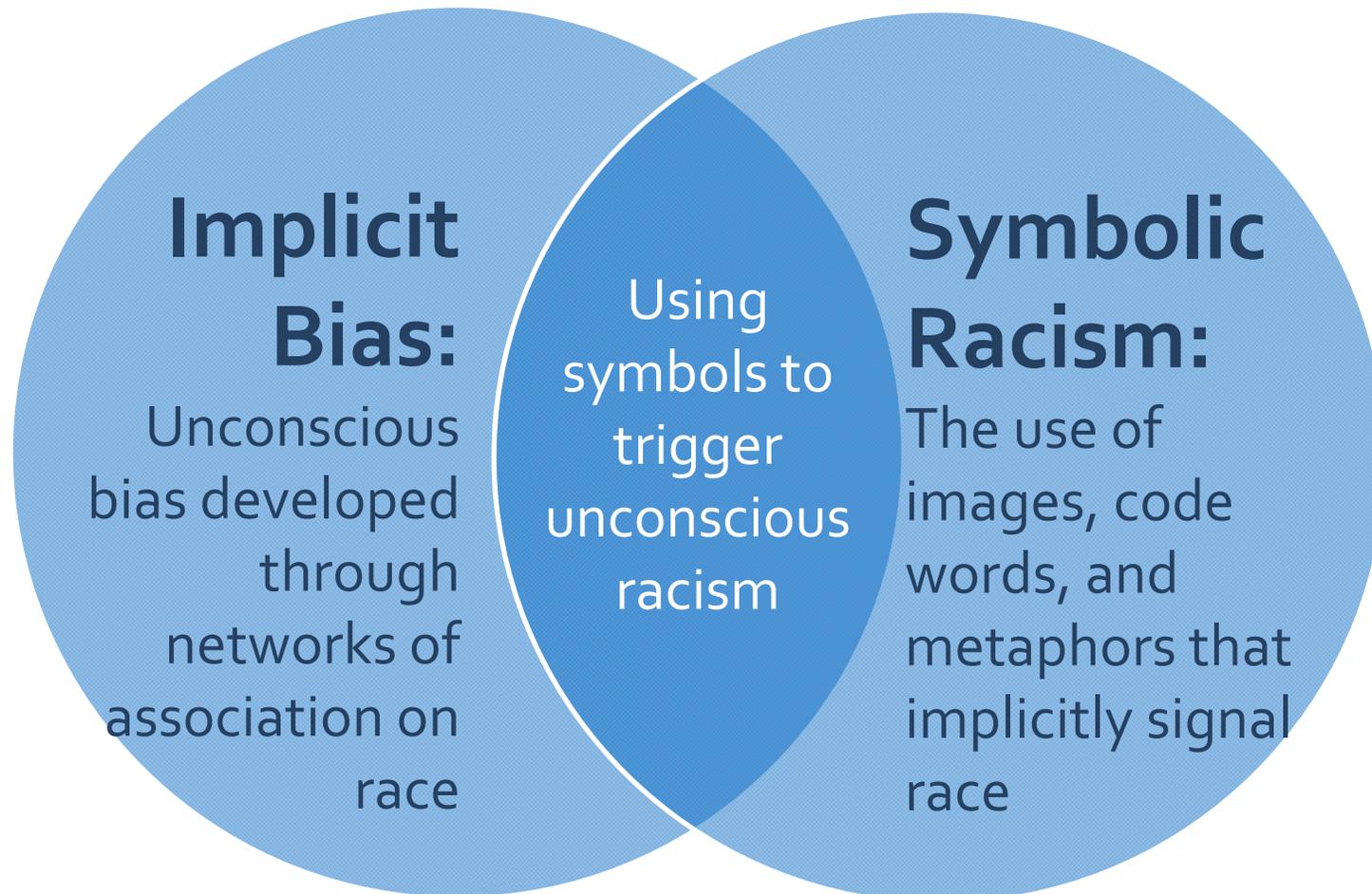
- Framing
 - Comprehensive long term strategy
- Messaging
 - re-packaging arguments with language changes
- Meta-Frames: umbrella frames that encompass multiple values and symbols (e.g., individualism)

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 it in multiple forms and overtime to shift

How race gets triggered in messages



Understanding Implicit Bias. Kirwan Institute for the Study of Race and Ethnicity, 2014. Web. October 14, 2014.

David O. Sears and P. J. Henry, "The Origins of Symbolic Racism", *Journal of Personality and Social Psychology* 85, no. 2 (2003): 259-275.

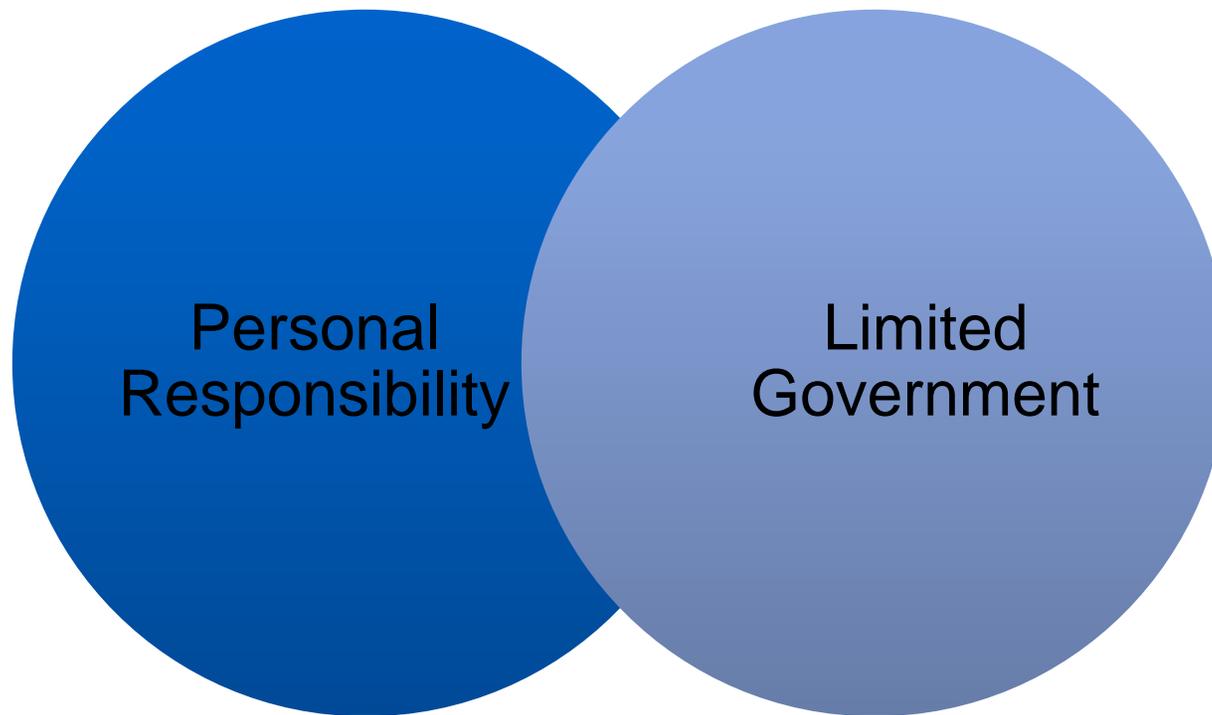
Race Frames

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 Black and Latino youth 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 Whites**
a.k.a. reverse discrimination

People often jump between these frames, and so challenging their frame requires attacking all four

Race meta-frames



Messaging on healthcare and housing

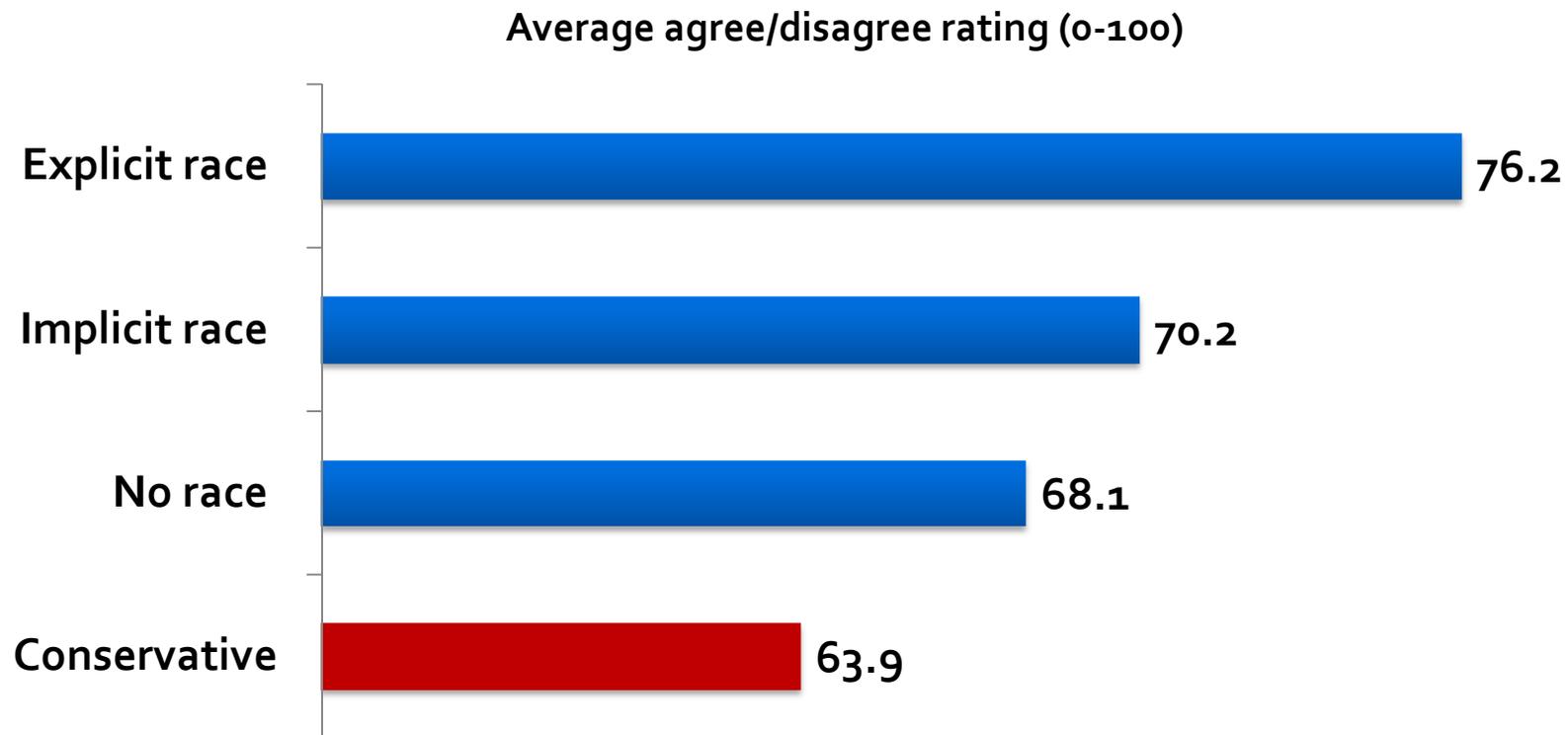
1. Chose policy debates where race has played a big role
 - ❑ Healthcare reform
 - ❑ Finance reform
2. Developed 1 minute storyboards/commercials
 - ❑ Emotional, visual, and ready to deploy
3. Pitted the following against conservative message:
 - ❑ Race-explicit messages
 - ❑ Race-implicit messages
 - ❑ Race-neutral messages
4. Gave the test online to 900 registered voters using a dial-test



Message results housing

We asked respondents:

On a scale of 0 to 100, how much do you agree or disagree with the message?



Messaging on fiscal policy

1. Gave the test nationally online to 1770 registered voters
2. Tested implicit bias (AMP) pre-and post-messages
3. Participants randomly assigned to watch (5 different groups):
 1. Conservative message only
 2. Conservative message + racially explicit/subtle and job stereotype/stereotype mixed message
4. Participants answered questions on government involvement and tax reform (fiscal policies)



Fiscal policy and race

1. Progressive policy messages that specifically name race are successful with the general public.
2. The majority of people are holding two frames at once on policy issues and race, both progressive and conservative.
3. Even people with high implicit bias, when watching a progressive racial explicit message still agreed with progressive fiscal policies.
4. Talking about race does not elevate individual implicit bias.
5. Multiracial spokespeople are better received than White-only spokespeople.

What we learned

- Framing matters – Attack the dominant race frames by pointing out inclusive values
- Effective ways in talking about race can move people on policy

It's more than just talk – ACT

1. **Start with the heart**
2. **Explain why we are all in this together**
3. **Explain why we have the problem**
4. **Take on race directly**
5. **Reframe winners and losers**
6. **End with heart and a solution**

It's more than just talk – AFFIRM

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

It's more than just talk – COUNTER

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

It's more than just talk – TRANSFORM

5. Reframe “winners” and “losers”
6. End with heart and a solution

It's more than just talk – ACT

1. **Start with the heart**
2. **Explain why we are all in this together**
3. **Explain why we have the problem**
4. **Take on race directly**
5. **Reframe winners and losers**
6. **End with heart and a solution**

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

2. Explain “shared fate” in racially-explicit terms

It doesn't matter whether you're white, Black or Latino. It feels the same to see your kids pushed out of college because they can't afford to pay for it. Not having a college degree means it will be harder to find a job.

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

2. Explain why we are all in this together

It doesn't matter whether you're white, Black or Latino. It feels the same to see your kids pushed out of college because they can't afford to pay for it. No college, means a harder time finding a job.

3. Tell us how we got here in simple terms

Public dollars for schools, bus service, health care and a hundred more things we need, helped create jobs in the past. Cutting them now is not the answer to our problems, it will be the cause of more pain and misery.

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

2. Explain why we are all in this together

It doesn't matter whether you're white, Black or Latino. It feels the same to see your kids pushed out of college because they can't afford to pay for it. No college, means a harder time finding a job.

3. Explain why we have the problem

Public dollars for schools, bus service, health care and a hundred more things we need, helped create jobs in the past. Cutting them now is not the answer to our problems, it will be the cause of more pain and misery.

4. Take on race directly

This is not about "illegal immigrants" or welfare. This is about whether Americans will see their children off to college or see their parents get the health care they need....

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

2. Explain why we are all in this together

It doesn't matter whether you're white, Black or Latino. It feels the same to see your kids pushed out of college because they can't afford to pay for it. No college, means a harder time finding a job.

3. Explain why we have the problem

Public dollars for schools, bus service, health care and a hundred more things we need, helped create jobs in the past. Cutting them now is not the answer to our problems, it will be the cause of more pain and misery.

4. Take on race directly

This is not about "illegal immigrants" or welfare. This is about whether Americans will see their children off to college, see their parents get the health care they need....

5. Reframe winners and losers

Medicare, social security, college loans are the opportunities we all helped create. Corporations need to do their part like hard working Americans so that we can keep this country investing in our future.

It's more than just talk – ACT

1. Start with the heart

Americans need jobs we can count on. Too many Americans lost their job or are afraid they will.

2. Explain why we are all in this together

It doesn't matter whether you're white, Black or Latino. It feels the same to see your kids pushed out of college because they can't afford to pay for it. No college, means a harder time finding a job.

3. Explain why we have the problem

Public dollars for schools, bus service, health care and a hundred more things we need, helped create jobs in the past. Cutting them now is not the answer to our problems, it will be the cause of more pain and misery.

4. Take on race directly

This is not about "illegal immigrants" or welfare. This is about whether Americans will see their children off to college, see their parents get the health care they need....

5. Reframe winners and losers

Medicare, social security, college loans are all the opportunities we all helped create. Corporations and the nation's wealthy, like CEOs, need to do their part like hard working Americans so that we can keep this country invest in our future.

6. End with heart and a solution

It's time those who have benefitted most from the opportunities we all created - corporations and the wealthy - help pay for: schools, health care, transit and more. It's time to invest in Americans.

Confronting



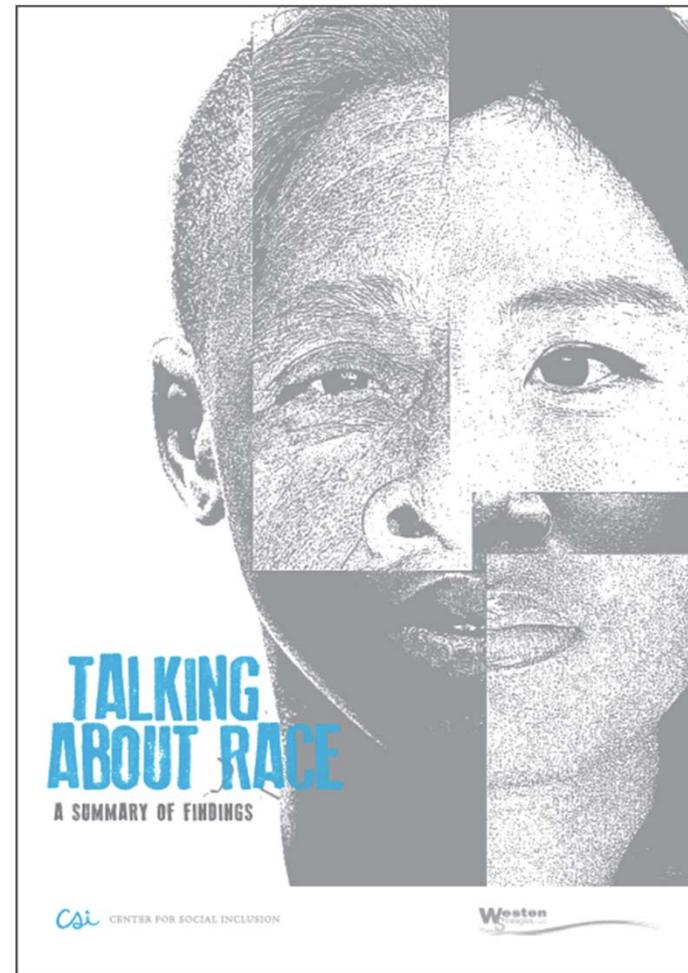
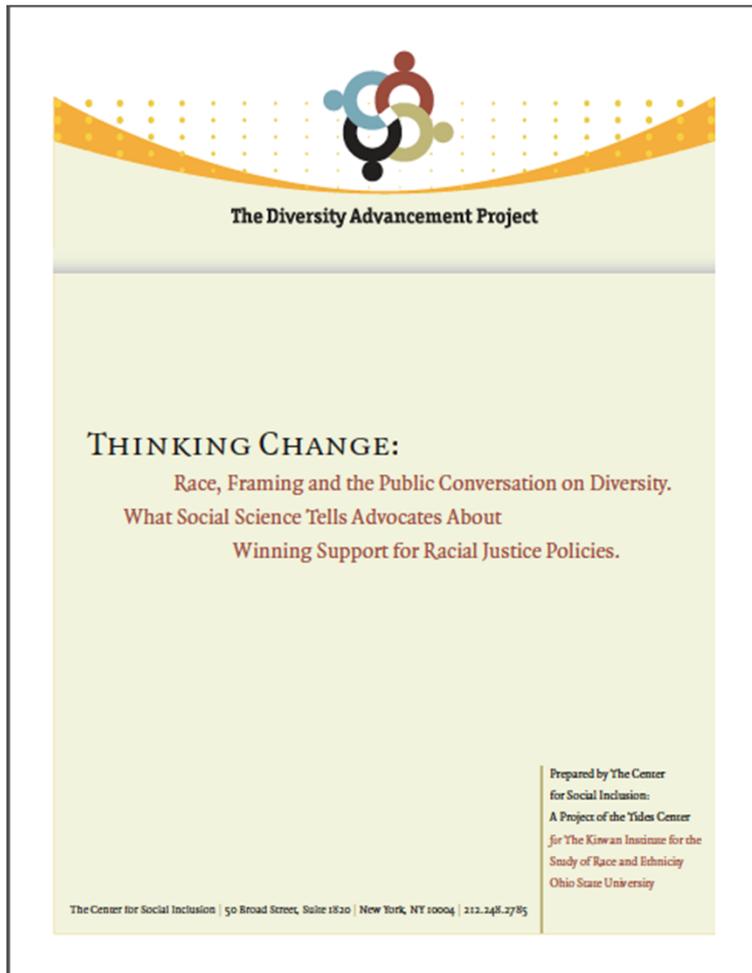
Changing minds

- 1) Reason (rational approach/argument);
- 2) Research (data/evidence to support argument);
- 3) Resonance (feels right);
- 4) Multiple forms of representing the idea(s);
- 5) Resources and rewards (incentives for mind change);
- 6) Real world events (wars, depressions, legislation, which affect many individuals); and
- 7) Understanding and addressing resistances to mind change.

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.

Additional resources



Re-craft message...

What is the role of government in advancing racial equity? Why is it important?



Stay connected with us:



SOLUTIONS THAT WORK FOR EVERYONE

www.centerforsocialinclusion.org



www.twitter.com/theCSI



www.facebook.com/centerforsocialinclusion

Csi

CENTER FOR SOCIAL INCLUSION