



## STEP 1

### ESTABLISH AN UNDERSTANDING OF RACE EQUITY AND INCLUSION PRINCIPLES

---

Often, race-focused conversations derail because people are using the same terms in different ways. One of the challenges of communicating effectively about race is to move people from the narrow and individualized definition of racism to a more comprehensive and systemic awareness. To illuminate racism we need to “name it, frame it and explain it.”

Building a proactive framework for addressing issues of race begins with having a clear understanding and vision of racial equity and inclusion. It is not enough to be able to critique and react to race inequities. We also need to know how to create and proactively build racial equity. Establishing a shared language to present data, describe conditions and outcomes and identify root causes of inequities serves an important function. A common language creates a narrative that makes it easier to communicate the commitment to racial equity, both internally and externally, and it creates a platform for coordinated work toward equitable outcomes.

People find it hard to talk about race without feeling blame, shame, guilt and grievances — which do little to move us forward. When engaging others in this very difficult conversation, try to shift the conversation to one focused on

causes, effects, systems and solutions. Use the basic elements of effective issue framing to make the case by articulating:

- Shared values at stake
- The problem
- The cause
- The solution
- The action needed

These elements help to create a complete frame that is clear, concise, compelling and convincing. Use personal stories to illustrate systemic patterns and familiar elements (characters, setting, action and conflict) to make your story memorable. Always project positive and widely shared values such as fairness, equity, inclusion, unity and dignity.

The following are definitions of core concepts that can help groups develop a shared language for race equity and inclusion.

## CORE CONCEPTS

**Equity** is defined as “the state, quality or ideal of being just, impartial and fair.”<sup>1</sup> The concept of equity is synonymous with fairness and justice. It is helpful to think of equity as not simply a desired state of affairs or a lofty value. To be achieved and sustained, equity needs to be thought of as a structural and systemic concept.

**Systematic equity** is a complex combination of interrelated elements consciously designed to create, support and sustain social justice. It is a robust system and dynamic process that reinforces and replicates equitable ideas, power, resources, strategies, conditions, habits and outcomes.

**Inclusion** is the action or state of including or of being included within a group or structure.<sup>2</sup> More than simply diversity and numerical representation, inclusion involves authentic and empowered participation and a true sense of belonging.

**Racial justice** is the systematic fair treatment of people of all races that results in equitable opportunities and outcomes for everyone.<sup>3</sup> All people are able to achieve their full potential in life, regardless of race, ethnicity or the community in which they live. Racial justice — or **racial equity** — goes beyond “anti-racism.” It’s not just about what we are against, but also what we are for. A “racial justice” framework can move us from a reactive posture to a more powerful, proactive and even preventative approach.

**Race** is a socially constructed system of categorizing humans largely based on observable physical features (phenotypes) such as skin color and on ancestry. There is no scientific basis for or discernible distinction between racial categories. The ideology of race has become embedded in our

identities, institutions and culture and is used as a basis for discrimination and domination.<sup>4</sup>

The concept of **racism** is widely thought of as simply personal prejudice, but in fact, it is a complex system of racial hierarchies and inequities.

At the micro level of racism, or individual level, are internalized and interpersonal racism. At the macro level of racism, we look beyond the individuals to the broader dynamics, including institutional and structural racism.

**Internalized racism** describes the private racial beliefs held by and within individuals. The way we absorb social messages about race and adopt them as personal beliefs, biases and prejudices are all within the realm of internalized racism. For people of color, **internalized oppression** can involve believing in negative messages about oneself or one’s racial group. For white people, **internalized privilege** can involve feeling a sense of superiority and entitlement, or holding negative beliefs about people of color.

**Interpersonal racism** is how our private beliefs about race become public when we interact with others. When we act upon our prejudices or unconscious bias — whether intentionally, visibly, verbally or not — we engage in interpersonal racism. Interpersonal racism also can be willful and overt, taking the form of bigotry, hate speech or racial violence.

**Institutional racism** is racial inequity within institutions and systems of power, such as places of employment, government agencies and social services. It can take the form of unfair policies and practices, discriminatory treatment and

inequitable opportunities and outcomes. A school system that concentrates people of color in the most overcrowded and under-resourced schools with the least qualified teachers compared to the educational opportunities of white students is an example of institutional racism.

**Structural racism (or structural racialization)** is the racial bias across institutions and society. It describes the cumulative and compounding effects of an array of factors that systematically privilege white people and disadvantage people of color.<sup>5</sup> Since the word “racism” often is understood as a conscious belief, “racialization” may be a better way to describe a process that does not require intentionality. Race equity expert John A. Powell writes: “‘Racialization’ connotes a process rather than a static event. It underscores the fluid and dynamic nature of race... ‘Structural racialization’ is a set of processes that may generate disparities or depress life outcomes without any racist actors.”<sup>6</sup>

**Systemic racialization** describes a dynamic system that produces and replicates racial ideologies, identities and inequities. Systemic racialization is the well-institutionalized pattern of discrimination that cuts across major political, economic and social organizations in a society. Public attention to racism is generally focused on the symptoms (such as a racist slur by an individual) rather than the system of racial inequality.

Like two sides of the same coin, **racial privilege** describes race-based advantages and preferential treatment based on skin color, while **racial oppression** refers to race-based disadvantages, discrimination and exploitation based on skin color.



**EQUALITY VS. EQUITY**

**Equity** involves trying to understand and give people what they need to enjoy full, healthy lives. **Equality**, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives. Like equity, equality aims to promote fairness and justice, but it can only work if everyone starts from the same place and needs the same things.