

Inclusionary Messaging and Outreach Training

Presented to the:
**Alliance for the
Chesapeake Bay
Communications
Workgroup**



Training Agenda

1. Introductions/Welcome
2. Logistics, Groups Agreements, & Parking Lot
3. Review of Today's Goals
4. Check-In: Activity One – Level Setting
5. Part 1: Identity
 1. Historical Context
 2. Intersectionality
 3. Vocabulary
6. Activity Two - Developing Your Self-Story
7. 10-Minute Tech Break
8. Part 2: Values, Engagement & Messengers
 1. Defining and Leading with Values
 2. Tools to Authentic Engagement
9. Q & A | Open Dialogue
10. Check-out | “Chatterfall”

Group Agreements/ Logistics



Remember to
Mute/Unmute



Intent Is Different Than
Impact



One Mic



Don't Yuck My Yum



Give Grace for Tiny
Humans & Furry Family

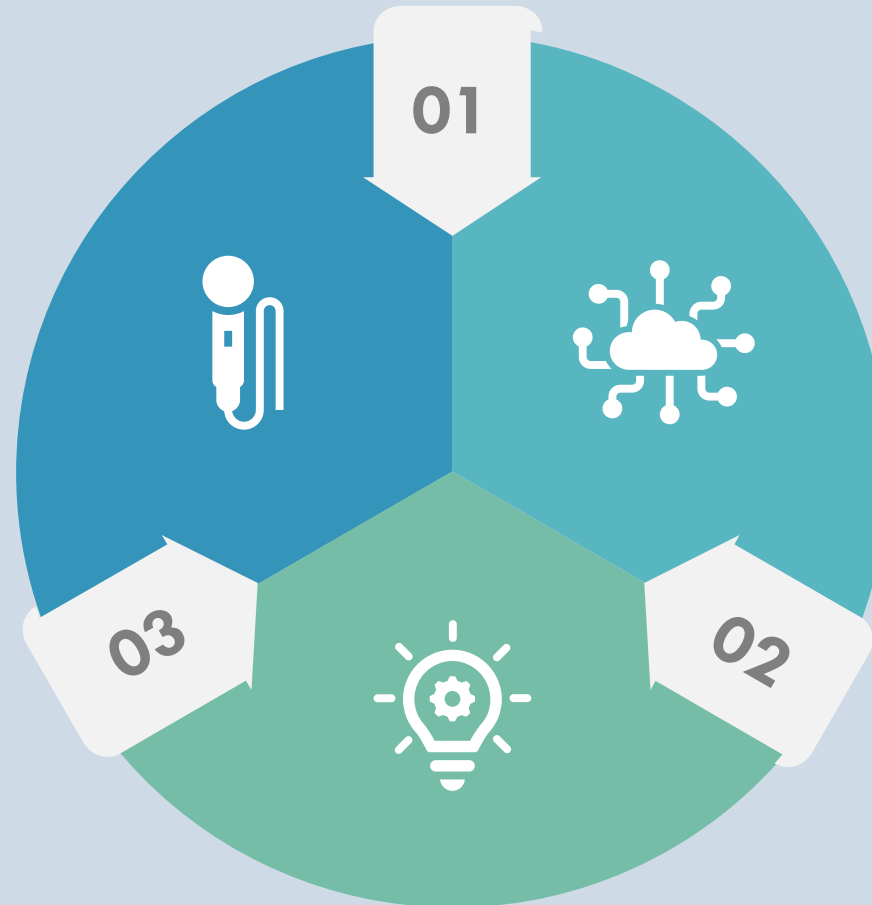


Brave Safe vs Safe Space



Goals for the Day

Discuss the historical context of people of color in messaging and media.

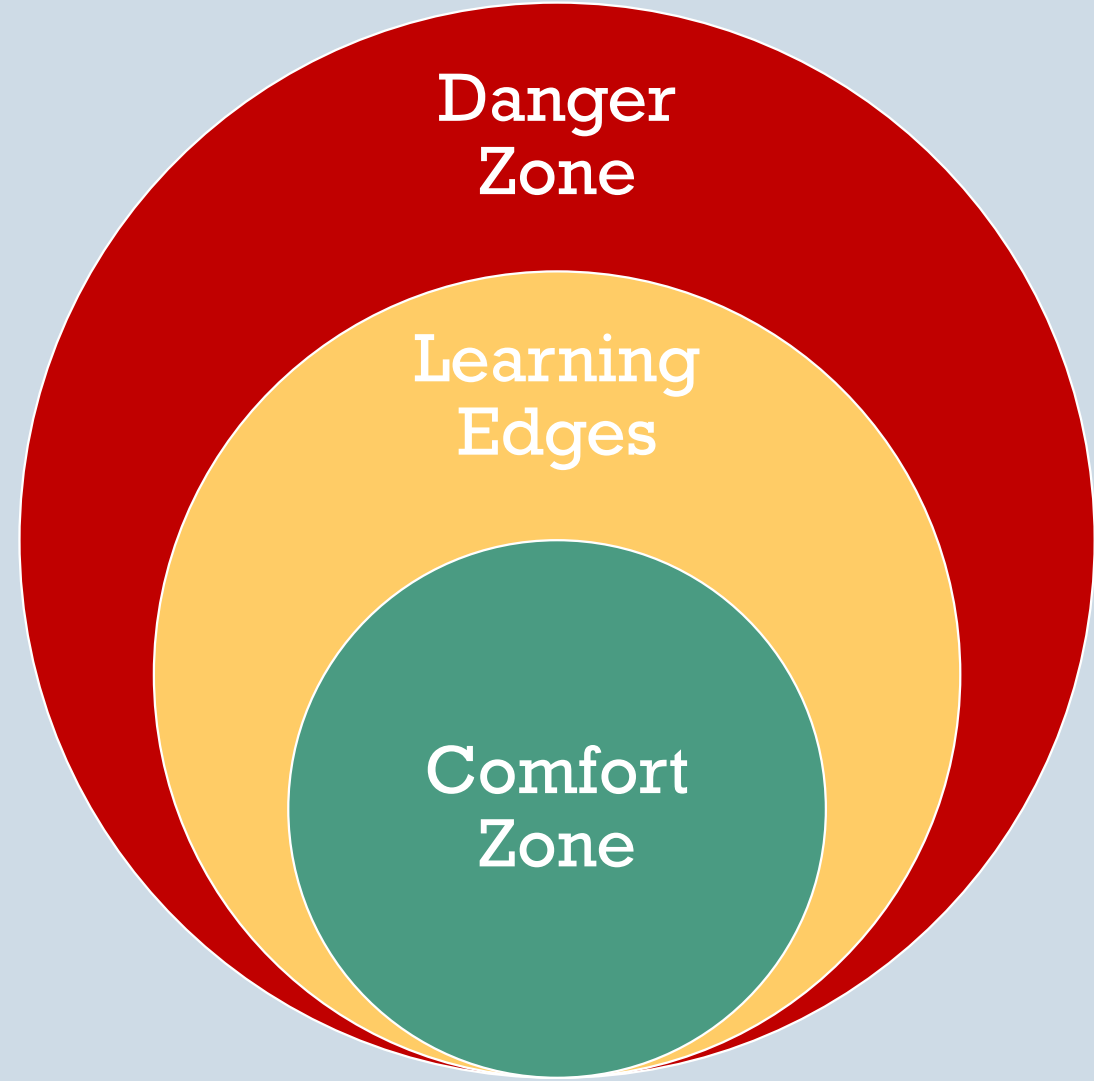


Introduce a framework for developing an inclusive communications strategy.

Facilitate activities that illustrate the impact of culturally responsive messaging & engagement.

Activity One: Level Setting

1. Write 1-9 on a sheet of paper or in a document
2. After each prompt write where you fall in or out of your comfort zone.



Part 1: Identity



Historical Context of People of Color in Media

Beyond specific effects on particular groups of viewers, racial images packaged as entertainment can skew the way all viewers understand and categorize people. Popular media can have a negative impact on whites' perceptions of people of color and racial stereotypes in film and television can exacerbate preexisting racist fears. One study finds that popular media depictions of nonverbal features of people of color, including facial expressions and body language, influence racial biases for white viewers.

When there is a lack of contact between racial groups, people tend to rely on media stereotypes to formulate ideas about people outside of their own race. For instance, stereotyped depictions of Latinx people in the media can lead audiences to associate immigration with increased unemployment and crime.

Savage



Model Minority



Magical Negro



Coon





Mammy



Gang Banger



Submissive



Virginal



Black Buck



Emasculated
Asian Male



Illegal/Job Stealer



Savage

Sapphire/
Welfare Queen



Uncle Tom



Intersectionality

Intersectionality is a theoretical framework that posits that multiple social categories (e.g., race, ethnicity, gender, sexual orientation, socioeconomic status) intersect at the micro level of individual experience to reflect multiple interlocking systems of privilege and oppression at the macro, social-structural level (e.g., racism, sexism, heterosexism)



Inclusive Vocabulary

Inclusive Vocabulary

RACE

A social construct that artificially divides people into distinct groups based on characteristics such as physical appearance; particularly color. ancestral heritage, cultural affiliation, cultural history, ethnic classification, and the social, economic and political needs of a society at a given period of time. Racial categories subsume ethnic groups.

SEXUALITY

An inherent or immutable enduring emotional, romantic or sexual attraction to other people..

GENDER

One's innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

DISABILITY

A physical, mental, cognitive, or developmental condition that impairs, interferes with, or limits a person's ability to engage in certain tasks or actions or participate in typical daily activities and interactions



Important Terms

ALLY

Someone who supports a group other than their own (in terms of racial identity, gender, faith identity, sexual orientation, etc.) awareness of oppression.

DOMINATE CULTURE

The cultural beliefs, values, and traditions that are centered and dominant in society's structures and practices.

CULTURE FIT

The likelihood that a job candidate will be able to conform and adapt to the core values and collective behaviors that make up an organization..

IMPLICIT BIAS

The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

DIVERSITY

Individual differences and group/social differences that can be engaged in the service of learning.

INCLUSION

A dynamic state of operating in which diversity is leveraged to create a fair, healthy, and high-performing organization or community.

Important Terms

MICROAGGRESSION

This term describes the tiny, casual, almost imperceptible insults and degradation often felt by any marginalized group.

PRIVILEGE

A right or advantage that only some people have access or availability to because of their social group membership.

SPONSORSHIP

An action that allies and those with privilege can take to advance the careers of members of marginalized groups.

TOKENISM

The practice of including one or a few members of an underrepresented group in a team or company, without their having authority or power equal to that of other group members.

TONE POLICING

Tone policing is a silencing tactic used in arguments or discussions that focuses on the emotion behind a message rather than the message itself.

UNDERREPRESENTED GROUP

This term describes any subset of a population that holds a smaller percentage within a significant subgroup than it holds in the general population.

Activity Two: Developing Your Self-Story

What stories can you share that will enable others to “get you”?

How can you enable others to experience sources the values that move you not only to act or to lead?

A good story public story is drawn from the series of choice points that have structured the “plot” of your life – the challenges you faced, choices you made, and outcomes you experienced.

Challenge:

Why did you feel it was a challenge?
What was so challenging about it?
Why
was it your challenge?

Choice:

Why did you make the choice you
did? Where did you get the courage
– or not?
Where did you get the hope – or
not? How did it feel?

Outcome:

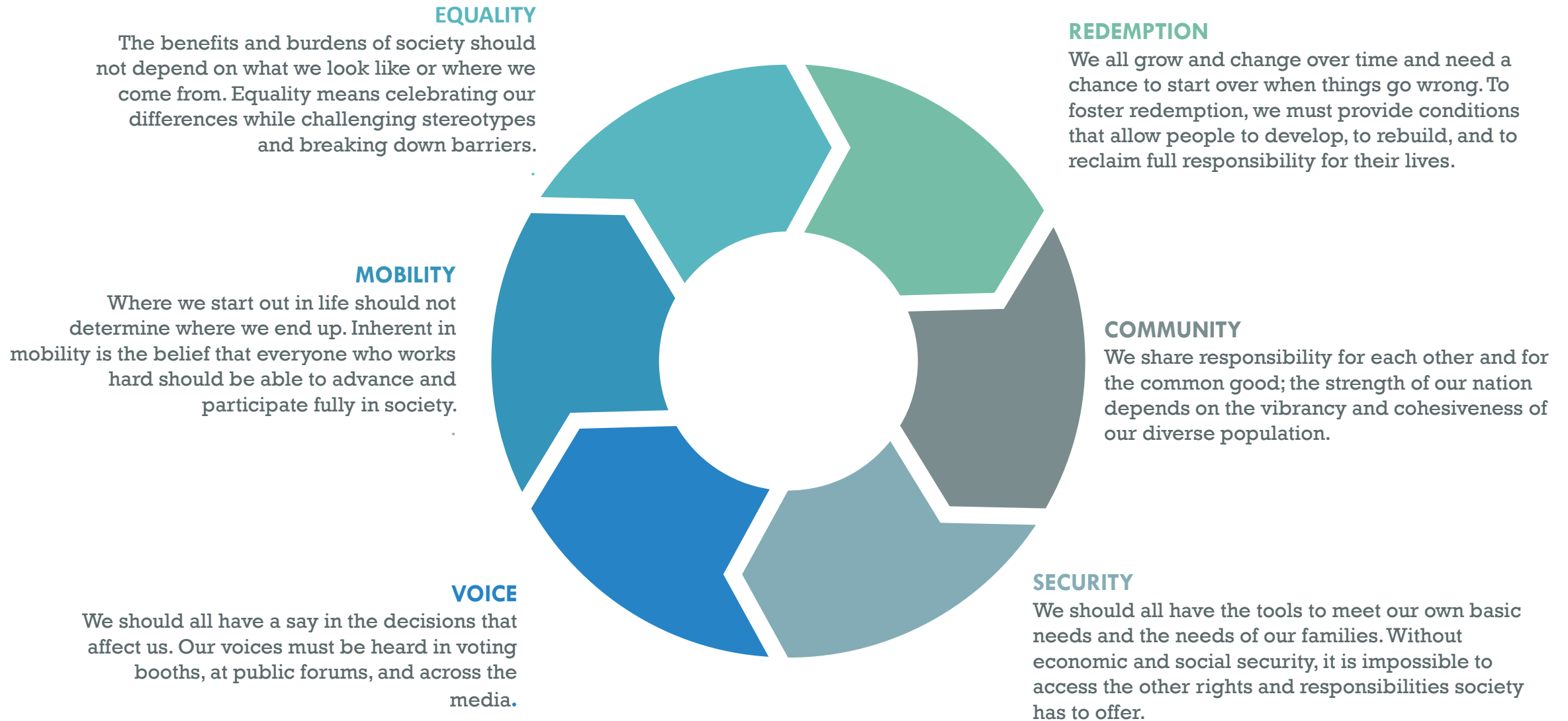
How did the outcome feel? Why did
it feel that way? What did it teach
you?
What do you want to teach us? How
do you want us to feel?

Only write 2-3 sentences for each

Part 2: Values, Engagement & Messengers



Defining and Leading with Values



Activity Three: Implicit Bias Test

<https://implicit.harvard.edu/implicit/selectatest.html>

Various Learning Styles

<https://venitism.wordpress.com/2018/01/05/inside-learning-styles/>



VISUAL



VERBAL



KINESTHETIC



AURAL



LOGICAL



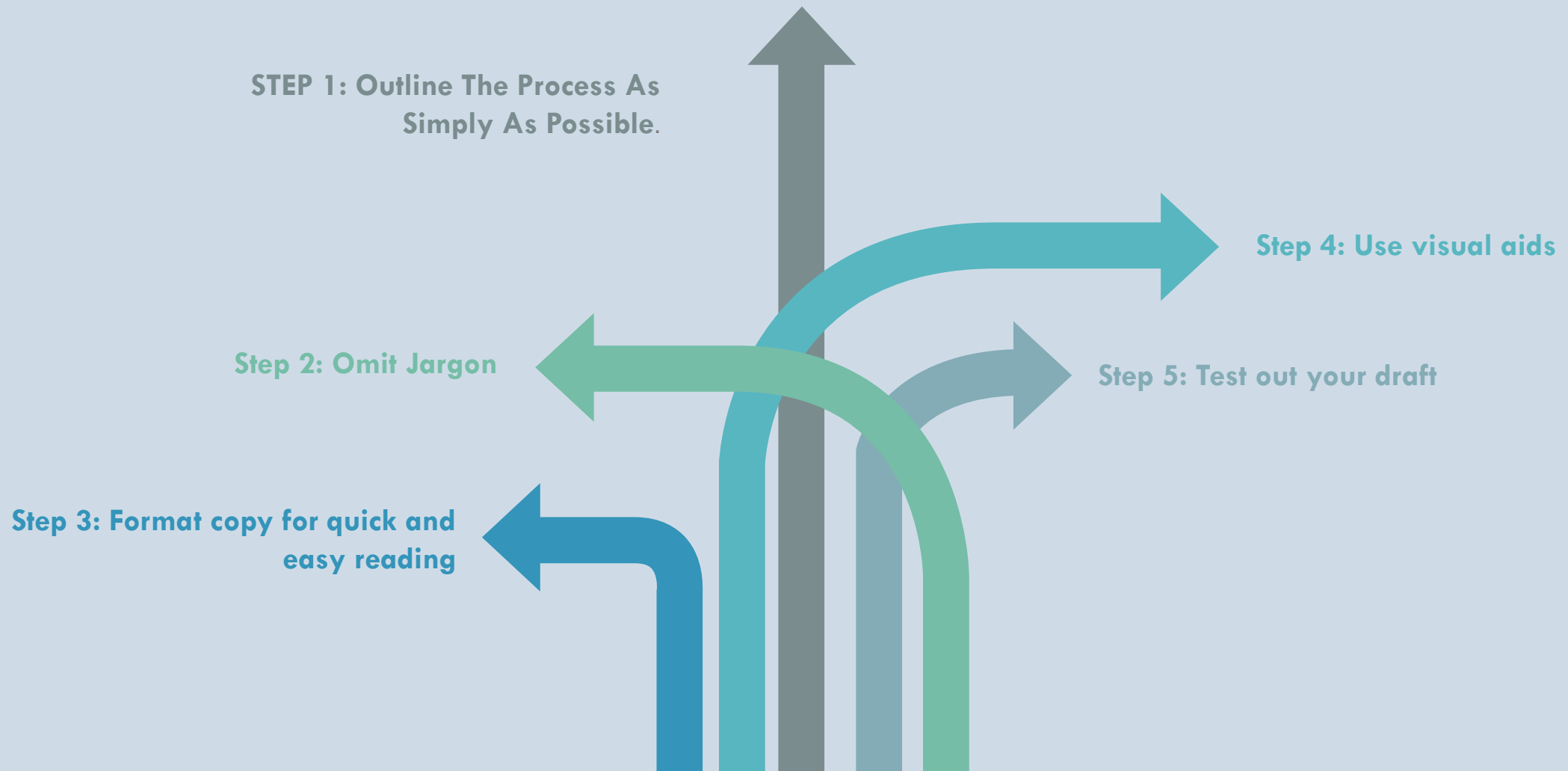
SOCIAL



SOLITARY

Sugar with the Medicine: Simplifying Technical Info

<https://uxdesign.cc/how-to-simplify-complex-technical-information-4a34f995819d>



THE ENLIGHTENED INSIDER

Someone who has spent time within the system that you want to change, recognized its faults, and is willing to speak about this.



THE AFFECTED/CHANGE AGENT

Someone directly affected by the flawed system and who took action to change it. It's important that this person's success was related to changing a system, a policy, an entire way of thinking—and not just successful for their own individual gain.

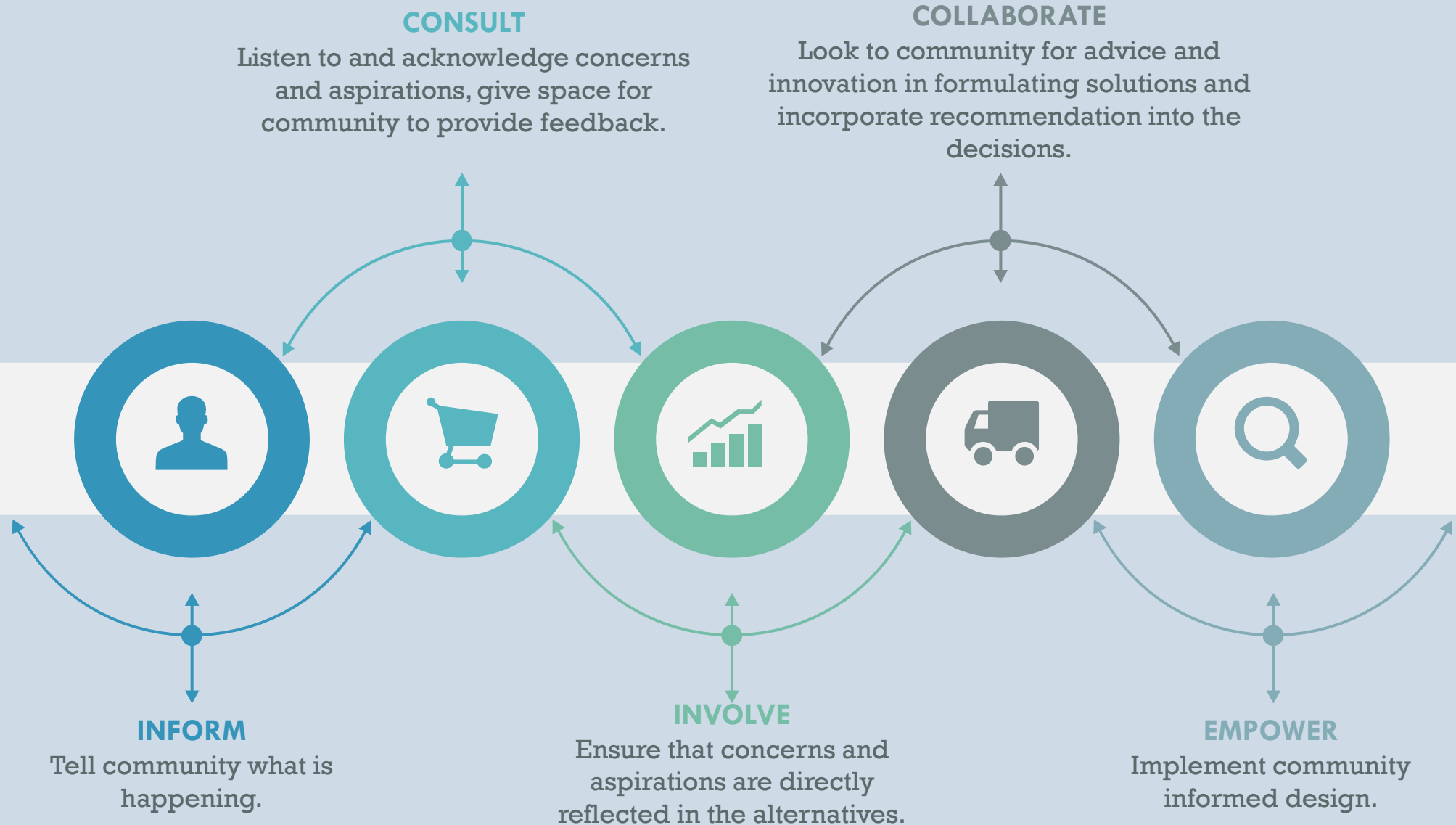


EXPERTS

Someone to provide the big picture, the statistics, and studies that show how this issue affects the whole community and who can make the point that the issue must be solved at the policy, not individual, level.



Communicating & Setting Expectations





Closing Reflections & Check Out Chatterfall

Think of one-word
inclusion for the
Chesapeake Bay Alliance
would feel like?

Recommended Readings & Viewings

Key Resource:

[The Avarna Group
Progressive Style Guide](#)

Articles:

[Inside Learning Styles](#)

[Racial Equity Resource Guide](#)

[The desexualization of the Asian American male](#)

[An Incomplete Guide to Inclusive Language for Startups and Tech](#)

[How to Simplify Complex Technical Information](#)

Videos:

[Kimberlé Crenshaw: What is Intersectionality?](#)

[I'm Mexican. Does that change your assumptions about me? | Vanessa Vancour | TEDxUniversityofNevada](#)

[On Diversity: Access Ain't Inclusion | Anthony Jack | TEDxCambridge](#)

[The Science of Inclusion | Quinetta Roberson | TEDxVillanovaU](#)

[Cross cultural communication | Pellegrino Riccardi | TEDxBergen](#)

Books:

[The Little Book of Circle Processes : A New/Old Approach to Peacemaking \(The Little Books of Justice and Peacebuilding Series\)
\(Little Books of Justice & Peacebuilding\)](#)

[The Art of Gathering: How We Meet and Why It Matters](#)

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**Thank
You!**