

RACISM

NAME IT!

AND MOVE TO ACTION



RACISM IS A SYSTEM

STRUCTURING OPPORTUNITY AND ASSIGNING VALUE BASED ON SOCIAL INTERPRETATION OF LOOKS (WHAT WE CALL RACE)

UNFAIRLY DISADVANTAGES SOME AND UNFAIRLY ADVANTAGES OTHERS
SAPS STRENGTH OF WHOLE SOCIETY THROUGH THE WASTE OF HUMAN RESOURCES

GOAL

ALL ELSE HAS NOT BEEN EQUAL SINCE 1865

EVERY INDIVIDUAL GET TO THEIR HIGHEST POTENTIAL



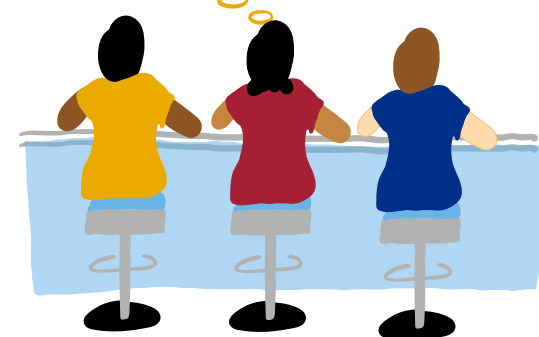
FORMAL DECLARATIONS GREAT... BUT

RACISM EXISTS

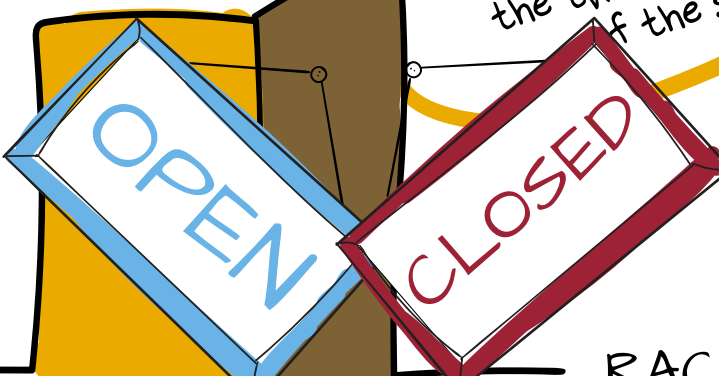
DUAL REALITY



LET'S EAT!



how can people born inside the restaurant know something about the two-sided nature of the sign.



NAMING RACISM EMPOWERS YOU TO ACT FOR THOSE ON THE OTHER SIDE OF THE SIGN

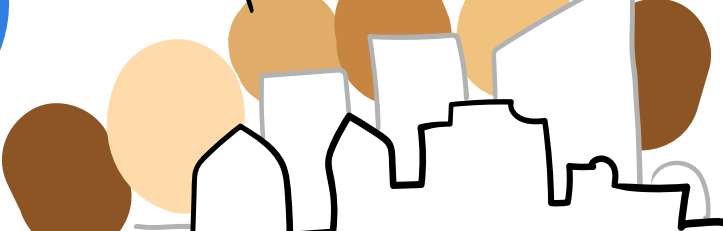
ASK THE OWNER? OPEN THE DOOR? DISMANTLE THE LOCK?

HEALTH EQUITY IS the ASSURANCE of conditions for optimal health for all people

- Valuing all equally
- Rectifying injustices
- Providing resources according to need

BARRIERS

Narrow focus on individual
A-historical stance
Myth of meritocracy
Myth of zero sum game
Myth of american exceptionalism
Limited future orientation
White supremacist ideology



RACISM SAPS

Focus ALL OF SOCIETY on the System

ACT!

RACISM PERSONALLY MEDIATED
DIFFERENTIAL ASSUMPTIONS ON ABILITIES, MOTIVES AND INTENTS OF OTHERS, BY "RACE"

RACISM INSTITUTIONALIZED
DIFFERENTIAL ACCESS TO GOODS, SERVICES, OPPORTUNITIES HOUSING, EDUCATION, HEALTH ENVIRONMENT, INFORMATION VOICE

RACISM INTERNALIZED
ACCEPTANCE OF STIGMA SELF-DEVALUATION HOPELESSNESS

BURST THROUGH OUR BUBBLES!

THE GARDENER

Break down the boxes and mix up the soil.

ENRICH the SOIL

DO

Identify the systems (who, what, when, and where) policies (how) norms, values (why)

You know, I was right to like red flowers over pink.

"GO PINK!"

The rich fertile soil actually belongs to everyone

YEAR AFTER YEAR SAME PLANTING

YEAR AFTER YEAR SAME PLANTING

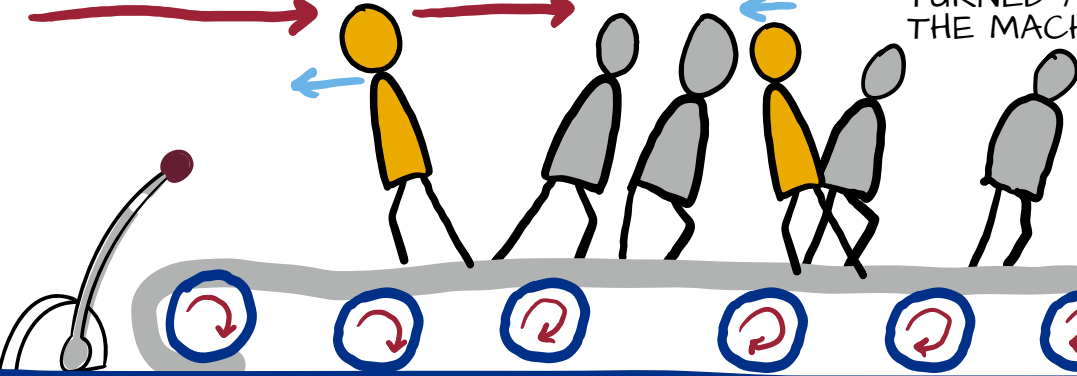


Address differences with urgency
Make flower boxes transparent
Teach history
Address gardener's initial preference for red over pink

DO

CONVEYOR BELT

WE NEED EACH OF US TURNED AROUND AND DISMANTLING THE MACHINE OF RACISM

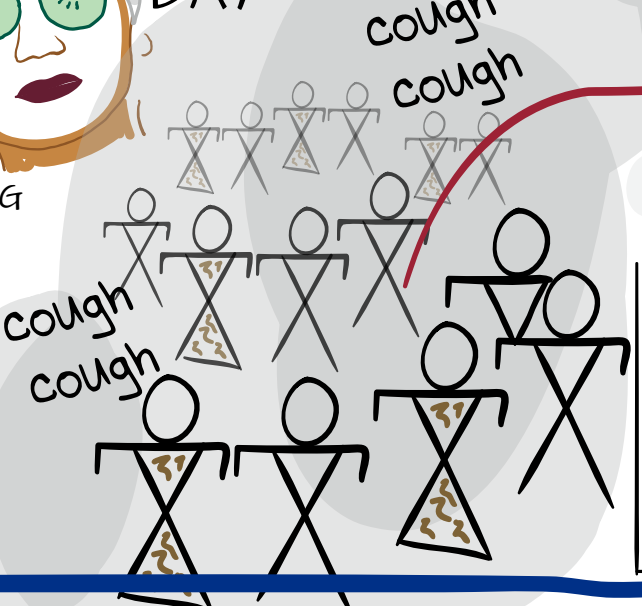


racism

Internal solution
CLEANSING SPA DAY



Personally Mediated solution



CEMENT FACTORY

GETTING TO THE ROOT of HEALTH disparities

ROOT

DR. CAMARA P. JONES

