

Inspiring Change, LLC  
*One Conversation at a Time*

## IDENTIFYING AND UNDERSTANDING IMPLICIT BIAS PART I

TERESA M. STAFFORD  
FOUNDER AND PRINCIPAL CONSULTANT

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## DISCLAIMER



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### TODAY'S PURPOSE....

Examine how bias impacted housing in the United States.

➡


Discuss implicit bias and why it exist.

➡

Examine how culture impacts clients ability to accessing services.

➡

Identify aspiring ally's role in making institution changes.



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**Keep in Mind...**

Being uncomfortable is not the same thing as being unsafe.



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CREATING A SAFE SPACE FOR DISCUSSION

**Vegas Rule: Learning leaves but the names/stories stay here.**



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- Why is this an important discussion for us to have?
- How does what we talk about today inform the work that you do?



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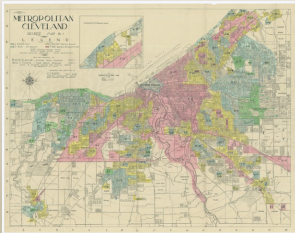
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**Redlining** is the practice of arbitrarily denying or limiting financial services to specific neighborhoods, generally because its residents are people of color or are poor.



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SMALL GROUP DISCUSSION

Think back to a time where you experienced discrimination due to race, culture, gender, sexual orientation, religion or differing ability.



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CULTURE: HOW WE MAKE SENSE OF THE WORLD...

How people think, learn and solve problems, what they value and respect, what delights them, what offends them and their sense of what is appropriate.

  
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THE TREE METAPHOR OF CULTURE

- What we usually see as culture is above the surface
- We often miss the deeper aspects of culture. These profoundly influence the standards and ideals we hold ourselves to

Healing Roots, 2017




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### CULTURE IS MULTI-LAYERED

It exists at individual, group and societal level:

- individual assumptions, values, beliefs shaped by family and social group
- group membership based on ethnicity, gender, age, class, race, religion, sexual orientation, region of the country, etc.
- societal institutions that shape our world - schools, workplaces, the media, government




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### HISTORICAL TRAUMA

- Multigenerational trauma easily described as multigenerational trauma experienced by a specific group.
- Can be experienced by 'anyone living in families at one time marked by severe levels of trauma, poverty, dislocation, war, etc, and are still suffering as a result' (Cutler, n.d.)




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### CULTURAL TRAUMA

Cultural trauma occurs when members of a collective feel as they have been subjected to a horrendous event that leaves indelible marks upon their group consciousness, marking their memories forever and changing their future identity in fundamental and irrevocable ways.

Cultural Trauma and Collective Identity, 2004




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## WHY DISCUSS HISTORICAL AND CULTURAL TRAUMA

As a collective, those who never even experienced the traumatic stressor, such as children and descendants, can still exhibit signs and symptoms of trauma.




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Who is impacted by cultural and historical trauma?




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## WHO IS IMPACTED BY HISTORICAL AND CULTURAL TRAUMA?

- Native Americans
- Immigrants
- People of Color
- Families living in poverty
- Others?




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**Race** is a false classification of people that is not based on any real or accurate biological or scientific truth.

<http://newsreel.org/video/race-the-power-of-an-illusion>

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**Race** is a political/social construction. A political construction is something created by people; that is not a natural development; is constructed for a political purpose.

<http://newsreel.org/video/race-the-power-of-an-illusion>

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## RACISM

A system of social structures that provides or denies access, safety, resources and power based on race categories and produces and reproduces race-based inequities.

It affects us *individually*, is built into our *institutions* and is woven into the fabric of our *culture*.



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## WHAT ARE THE SOCIAL IMPLICATIONS OF OUR SOCIETY'S IDEA OF RACE?



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Police brutality

Lack of response to interpersonal violence

Overrepresentation of men of color in prison system

Broken educational systems

War on drugs (crack cocaine)

Immigration and deportation

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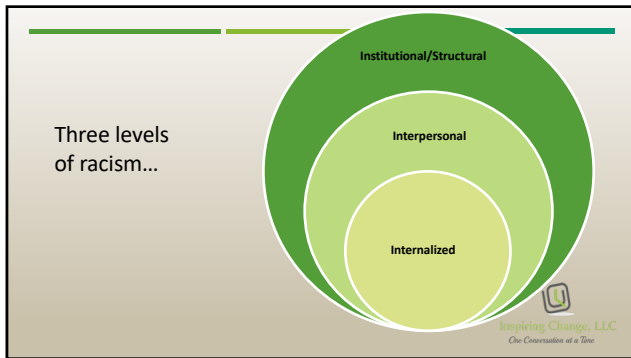
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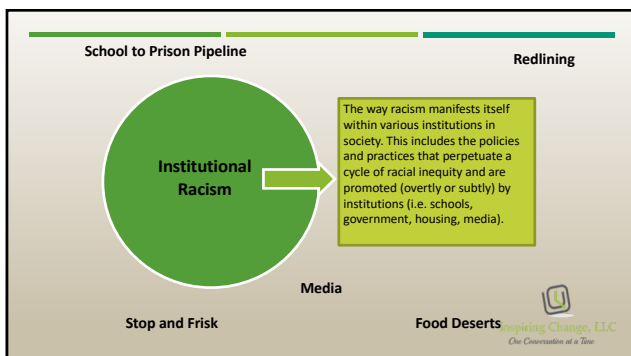
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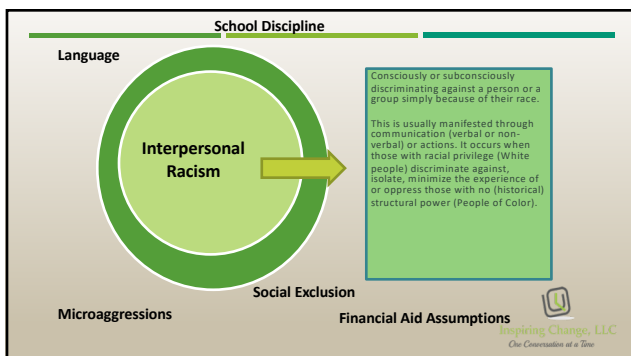
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**Internalized Racism**

An individual's conscious or subconscious acceptance of a racial hierarchy in which White people are consistently ranked above People of Color.

It is manifested by, but not limited to, exhibiting patterns of thinking that one's racial group is inferior (i.e. as questioning one's self worth based on their racial identity) or/and or thinking aspects of the dominant culture are superior (i.e. assuming Whiteness is the 'normal').

I Belong Here

Owning Vs. Renting

Code Switching

Is that really racist?  
Let me show you what is!

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## PRIVILEGE

- Privilege:
  - "Makes life easier; it is easier to get around, to get what one wants, and to be treated in an acceptable manner."
  - Allows people to be oblivious to how their lives differ from others.
  - Most of us simultaneously occupy privileged and non-privileged social identity groups.
  - Some people who can pass as a member of a privilege group might have access to some levels of privilege

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## CHECK YOUR PRIVILEGE:

<input type="checkbox"/> WHITE	<input type="checkbox"/> CISGENDER*
<input type="checkbox"/> MALE	<input type="checkbox"/> ABLE-BODIED
<input type="checkbox"/> CLASS	<input type="checkbox"/> HETEROSEXUAL
<input type="checkbox"/> CHRISTIAN	

privilege: unearned access to social power based on membership in a dominant social group

Developed at the University of San Francisco by Dr. Walker (Psychology), Dr. Poole (School of Management, Marketing), Professor Murray (Design), and Student Life. Original poster designs by Gamille Espasito, Ray Choi, Veronica Cabanayan and Cat Bago.

\*CISGENDER: a description for a person whose gender identity, gender expression and biological sex all align

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## DOMINANT/NON-DOMINANT GROUPS

- Dominant groups include those who usually enjoy more economic and social advantages in society
  - Cultural power
  - Socializing power via control of institutions
  - Set status quo and parameters for what is “normal”
- Non-dominant groups include those who traditionally have been less privileged (economically and socially) than others



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## INDIVIDUALS OF DOMINANT GROUPS:

- Tend to overestimate presence and inclusion of minorities
- Tend to overestimate similarity in terms of beliefs, attitudes, values, and backgrounds
- Tend to feel uncomfortable during discussions of “diversity”
- May feel that including minorities means excluding majorities
- Tend unconsciously connect “difference” with non-dominant groups



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## ELEMENTS OF POWER

- **Personal Power** – often derived from charisma, self confidence, self respect, networks of support, and individual characteristics that we and others value
- **Institutional / Organizational Power** – derived from our position, mandate, resources, longevity or seniority in an organization.
- **Collective Power** – solidarity, community, empowers others, supportive, builds creative action and can be used to organize against institutional and organizational power
- **Social Power** – power derived from aspects of our social identity such as gender, race, class, sexual orientation, etc



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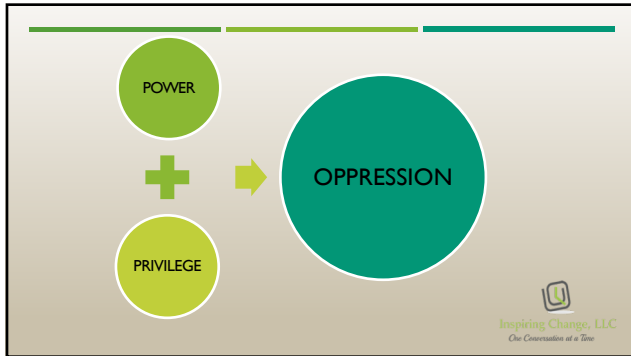
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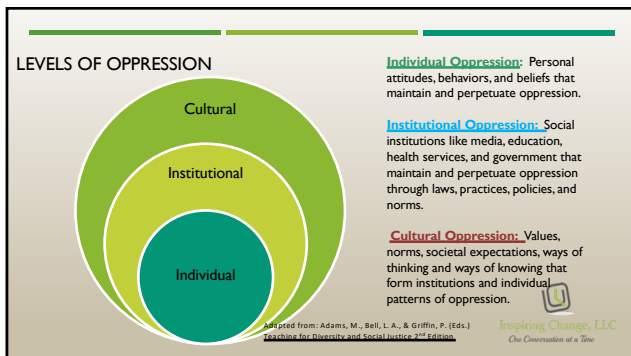
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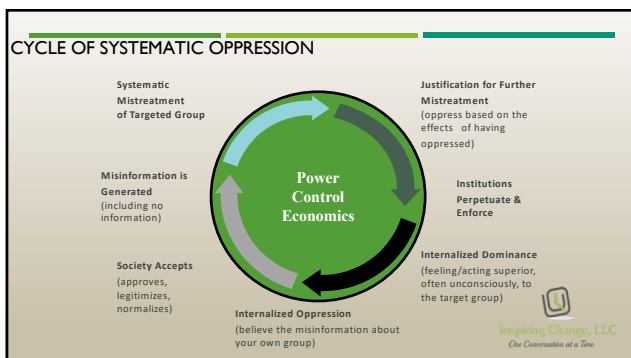
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## INTERNALIZED RACIST OPPRESSION

*Internalized Racist Oppression is the internalization by people of color of the images, stereotypes, prejudices, and myths promoted by the racist system about people of color in this country.*



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## IMPACT OF RACISM/OPPRESSION

### Dominate Groups

- Avoidance of contact
- Tendency to “blame the victim”
- Tendency to minimize the experiences of others
- Essentialism

**“They All Look/Act Alike”**

### Marginalized Groups

- System beating
- Covering or denial of identity
- Over blaming the ‘system’ absence of personal agency
- Avoidance of contact
- Minimization of oppression



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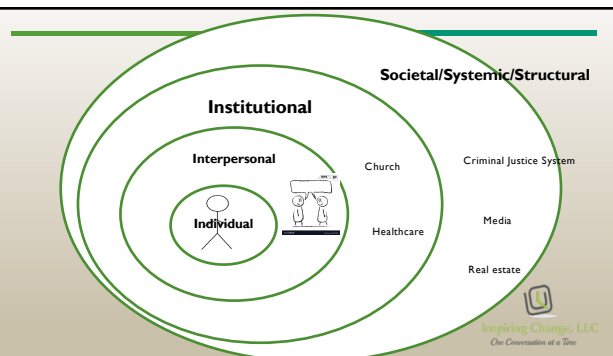
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How does our cultural backgrounds shape our perspectives and behaviors?



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IMPLICIT BIAS

**Implicit Bias** is a preference for OR prejudice against a person or group of people.



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Operates at the subconscious level. We are NOT aware that we have them.



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**WHAT IS IMPLICIT RACIAL BIAS?**

- Implicit racial bias is a mental process that causes most of us to have negative attitudes about people or groups of people based only on their race or ethnicity.

- Typically, these people are not members of our own racial or ethnic "in group," although implicit bias can also be directed at people who look and think like we do.
- Many researchers believe that implicit racial bias is fueled by "symbolic" attitudes that we all develop over the course of our lives starting at a very early age.
- These attitudes are formed from distorted messages that we are exposed to every day from a variety of sources—television, newspapers, magazines, conversations with people we trust—that depict African Americans and other people of color in a negative light.

(The Kirwan Institute for the Study of Race and Ethnicity, 2015)

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(The Kirwan Institute for the Study of Race and Ethnicity, 2015)

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ADD VIDEO

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## WHAT IS IMPLICIT BIAS?

- Triggered **automatically** through the **rapid association** of people/groups/objects and our attitudes AND stereotypes about them.
- Run **contrary to our stated beliefs and attitudes**. We can say that we believe in equity (and truly believe it). But then behave in ways that are biased and discriminatory.
- Operate at both **the individual and institutional**.

Safe Places for the Advancement of  
Community and Equity




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## DEPOWERING BIASES

- Improved decision-making
- Counter-stereotypic imaging
- Individuating
- Intergroup Contact

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## IMPROVED DECISION-MAKING

Slowing down; being more deliberative; removing discretion and ambiguity from decision-making:

- "What assumptions have I made about the cultural identity, genders, and background of this family?"
- What evidence has supported every conclusion I have drawn, and how have I challenged unsupported assumptions?"

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## COUNTER-STEREOTYPIC IMAGING

The subconscious power of pictures, images and symbols to create “identity safety” and reduce/counter negative biases.

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## INDIVIDUATING

Using the power of regular, one-on-one conversations to see people for their individual qualities and attributes versus seeing them as part of a stereotypic group.

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## INTER-GROUP CONTACT

Using the power of positive, sustained dialogue across different identity groups to support individuation, perspective taking and group re-categorization.

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How does culture impact our response to individuals?



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Race	Immigrants/Immigration Status	Language
Mental health	Religion	Prior Engagement with Criminal Justice System
<div style="background-color: #8BC34A; color: white; text-align: center; padding: 10px; display: inline-block;">Sexual orientation</div>		



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**Things to consider:**

- What types of marginalization is this community experiencing (e.g., geographic, linguistic, poverty, limited education, discrimination)?
- What is the history of local, state, and federal agency interactions with this particular community?
- What mistakes have been made in the past?
- What are the sources of mistrust?



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### ADDITIONAL WAYS TO ELIMINATE BARRIERS...

- Acknowledge the intersectionality of individuals and how that impacts engagement and access.
- Identify the community leaders.
- Identify organizations that have a trusting relationship with the different populations.
- Host community events to bring awareness across all communities.
- Marketing material should be diverse, both print and electronic..



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What is a microaggression?

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### MICROAGGRESSIONS

Everyday verbal, nonverbal, and environmental slights, snubs, or insults, whether **intentional** or **unintentional**, that communicate hostile, derogatory, or negative messages to target persons based solely upon their membership to **marginalized groups**.



"You speak really good English for an immigrant."

"Why haven't you found a husband yet?"

Sue et al., 2007

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