

Calls to Action for Institutions to Counter Bigotry

Strategies & Tools for Countering Bigotry Internally

- Review and update your institution's values to reflect an inclusive culture and community that is sensitive to its most marginalized members, and promote those values publicly.
- Reflect racial/ethnic/religious/ diversity and equity in recruitment, hiring, and contracts.
- When implementing a policy, consider its impact on minorities in your institution.
- Adopt a calendar that includes diverse cultural, racial and religious holidays and commemorations.
 - Celebrate diverse ethnic and religious holidays which reflect your staff.
 - Avoid holding important meetings on religious or cultural holidays.
 - Commemorate various heritage months such as Black History Month, Latinx Heritage Month, and Arab-American Heritage Month through events, emails, and newsletters.
 - Provide incentives for staff to attend multi-cultural events.
 - Create a place on your website and elsewhere to acknowledge events and campaigns such as "Stop Asian Hate."
- Convene implicit bias trainings and cultural diversity education in your institution.
 - Initiate cultural competency certification in your department through attending events, training, club memberships, etc.
 - Convene a series of classes or lectures about specific communities that lead to certification or continued education credits.
 - Initiate groups or clubs to discuss countering racism and convene conversations about the roots and impact of racism on various ethnic and religious groups.
 - Incorporate examples from diverse cultures in your trainings, marketing, and elsewhere.
 - Screen any resources that are culturally diverse with subject matter experts.

Strategies & Tools for Countering Bigotry Externally

- Partner with community groups who can educate how racism impacts them and how to counter it.
- Identify local groups or institutions that represent various cultures/groups and use them as resources.
- Translate website and other material into languages which represent the community.
- Create a multilingual phone system which reflects the population in your area.
- Help fund murals or other art projects to commemorate the history of marginalized communities.
- Highlight diverse voices and accomplishments by minority groups in your newsletters or other media.
- For administrators, it is important to engage with diverse communities:
 - Research the specific history and impact of racism in your area.
 - Participate in community events and get to know various communities.
 - Listen to their concerns and cultural needs/preferences.

- Reach out to other institutions that have experience with diverse groups.
- Partner with schools, universities, and libraries to expand and coordinate multicultural programs.
- Hold an annual Cultural Diversity Event with stations representing culture and food from each group.
 - Include European cultures since, except for Indigenous Peoples, we are all immigrants.
 - Schools can convene a Multicultural Night with food, art, and entertainment from diverse cultures.
- Publicize ethnic businesses and utilize them for events.
- Stay informed about potentially oppressive laws and policies and how to challenge them.
- Keep abreast of current events that are affecting communities in your area and check in with communities experiencing bigotry or injustice, locally, nationally or internationally.
- Publicly denounce bigotry or injustice that occurs locally, nationally, or internationally, in your public communications.

Readings and Resources (Developing List)

Articles

- “Speak Up!,” *Learning for Justice*:
<https://www.learningforjustice.org/magazine/publications/speak-up>
- “How to Respond to Coronavirus Racism,” *Learning for Justice*:
<https://www.learningforjustice.org/magazine/how-to-respond-to-coronavirus-racism>
- “Test Yourself for Hidden Bias,” *Learning for Justice*:
<https://www.learningforjustice.org/professional-development/test-yourself-for-hidden-bias>
- “7 Ways We Know Systemic Racism Is Real,” *Ben & Jerry’s*:
<https://www.benjerry.com/home/whats-new/2016/systemic-racism-is-real>
- “Social Identities and Systems of Oppression,” Smithsonian National Museum of African American History & Culture: <https://nmaahc.si.edu/learn/talking-about-race/topics/social-identities-and-systems-oppression>
- “The Many Ways Institutional Racism Kills Black People”, *Time*:
<https://time.com/5851864/institutional-racism-america/>
- “What it means to be anti-racist,” *Vox*: <https://www.vox.com/2020/6/3/21278245/antiracist-racism-race-books-resources-antiracism>
- “6 ways to be antiracist, because being 'not racist' isn't enough,” *Mashable*:
<https://mashable.com/article/how-to-be-antiracist>
- “Companies Try a New Approach to Diversity, Equity and Inclusion: Honest Conversations,” The Society for Human Resource Management (SHRM): <https://www.shrm.org/hr-today/news/hr-news/Pages/a-new-approach-to-diversity-equity-and-inclusion.aspx>
- “How to Talk About Race with Your Employees,” SHRM:
<https://www.shrm.org/resourcesandtools/tools-and-samples/exreq/pages/details.aspx?erid=1600>

Websites

- “Race: The Power of an Illusion,” California Newsreel, the Othering & Belonging Institute, the U.C. Berkeley Library, and the American Cultures Center at U.C. Berkeley:
<https://www.racepowerofanillusion.org/>
- “Anti-Racism Resources,” UNC: <https://diversity.unc.edu/yourvoicematters/anti-racism-resources/>
- “Talking About Race,” Smithsonian National Museum of African American History & Culture:
<https://nmaahc.si.edu/learn/talking-about-race>

Books

- Michelle Alexander, *The New Jim Crow: Mass Incarceration in the Age of Colorblindness*, (Penguin, 2010)
- Robin DiAngelo, *White Fragility* (Beacon, 2018)
- Isabel Wilkerson, *Caste, The Origin of Our Discontents* (Random House, 2020)
- Beverly Daniel Tatum, *Why Are All the Black Kids Sitting Together in the Cafeteria? And Other Conversations About Race* (Basic Books, 2017)
- Alex Haley, *The Autobiography of Malcolm X* (Ballantine, 1965)
- James Baldwin, *The Fire Next Time*, (Dial Press, 1963)
- Edward Said, *Orientalism* (Vintage, 1979)
- Charles C. Mann, *1491: New Revelations of the Americas Before Columbus* (Vintage, 2006)
- Howard Zinn, *A People’s History of the United States* (Harper, 2015; original publication 1980)
- Roxanne Dunbar-Ortiz, *An Indigenous People’s History of the United States* (Beacon, 2015)

Videos/Films

- “Institutional racism in US explained through a Michael Jackson song”, TRT, 2018:
<https://youtu.be/MdOCyqPcp2o>
- “Who, Me? Biased?” video series, *New York Times*, 2016:
 - “Peanut Butter, Jelly and Racism:”
<https://www.nytimes.com/video/us/100000004818663/peanut-butter-jelly-and-racism.html>
 - “Check Our Bias to Wreck Our Bias”:
<https://www.nytimes.com/video/us/100000004818668/check-our-bias-to-wreck-our-bias.html>
 - “The Life-Changing Magic of Hanging Out”:
<https://www.nytimes.com/video/us/100000004818671/the-life-changing-magic-of-hanging-out.html>
- “Isabel Wilkerson, *Caste: The Origin of Our Discontents*”
<https://www.youtube.com/watch?v=vvYzyqUdUfY>
- “A Conversation with Richard Rothstein, Author of ‘The Color of Law’”, Silicon Valley at Home, 2021: <https://www.youtube.com/watch?v=6NjS-iPMOFM>
- “500 Nations: The Story of Native Americans,” 1995: <https://documentaryheaven.com/500-nations-the-story-of-native-americans/>



educating for cultural literacy
and mutual respect

- “The African Americans: Many Rivers to Cross”, *PBS*, 2013
- “Latino Americans: The 500-Year Legacy That Shaped a Nation”, *PBS*, 2013
- *Exterminate All the Brutes*, (Raoul Peck), *HBO*, 2021
- *I Am Not Your Negro*, (Raoul Peck), 2016
- *Selma*, (Ava DuVernay), 2014
- *13th*, (Ava DuVernay), *Netflix*, 2016
- *Just Mercy*, (Destin Daniel Cretton), 2019

Podcasts

- Code Switch: www.npr.org/podcasts/510312/codeswitch
- Ibram X. Kendi on the difference between "antiracist" and "not racist," *CBS This Morning*:
<https://www.cbsnews.com/news/ibram-kendi-talks-how-to-be-antiracist/>

Community Organizations

- Islamic Networks Group: www.ing.org/
- Interfaith America: <https://ifyc.org/interfaith-america>
- Southern Poverty Law Center: www.splcenter.org/
- Not in Our Town: www.niot.org/