



Dismantle Racism

# ADVOCATE + COMMIT

Conversation Starter

## **In all your getting, get understanding.**

In the backdrop of a global pandemic, the murder of George Floyd has sparked a coordinated response to recent events and other relentless and systemic injustices happening in Black communities – the same communities that are still reeling from the disproportionately lethal effects of the virus, COVID-19.

The causes that placed us at these crossroads include a 400-year national history of marginalization, disenfranchisement, police brutality, and global systems that perpetuate racism. These truths need to be acknowledged while we tackle the ongoing effects of that history on the black experience in the United States. To White America, commit to the hard work of getting educated on equity, inclusion and advocacy for people who do not look like you or share your worldviews. The breaking point that many of our cities have reached because of this violence against black bodies is where the process of re-building trust and community can begin.

Protests are more than organized marches and leaders chanting on a bullhorn about the change we want to see. Protests are the lifeblood of driving collective, synthesized, and focused calls to action. Even in the complexities and multifaceted aspects of what justice must look like in this country, if I say “NO JUSTICE, NO PEACE” or “SAY HER NAME” or “LOVE WINS” you have an idea of what those demands are. You feel a conscious tug that brings you to attention even if only for a moment. You have an idea of who is hurting. You get a peek at some of the broken things in this country. It is your choice to either tune in or tune out. I do not condone violence and I do not condone damage to property or looting. However, I do know protests can be used, like any other good thing, for different intentions that can possibly hurt a movement. I also understand that sometimes people respond to uncertainty and transgression with fearful and destructive behavior. What will forgiveness look like on every side?

My heart breaks for all black life that has been injured, traumatized, or destroyed by people and systems. To my colleagues, legislators, teachers, parents, and other stakeholders that shape culture for future generations, let us break every wheel that has been programmed to divide us. We need more people ready to build something new. For some it is too scary. For others it is too risky. For me, it is more than necessary. I’m a Black woman in the wine and cannabis space with Black brothers, sisters, nieces, and nephews who deserve safe communities and a fair shot at generational wealth building. When you turn this page or scroll down this screen, think of every thought leader on your social media feed that writes, provides resources, designs curriculum, shares posts and makes it easy for those who want to understand to do just that – get understanding. Will you have the courage to take the hard steps of immersing in this moment? Will it change you enough to make you an advocate for black lives?

Many of us want to build bridges, not walls, in every industry if you will.

- Tiffany Yarde

Co-Founder, SHOKI Beverages



# Dismantle Racism **ADVOCATE**

## Step up what you know.

Let's talk about race. The [National Museum of African American History and Culture](#) launched a portal to help you better understand black trauma from the hands of people and systems in this country.

It includes published research from leading experts, activists, historians, and thought leaders on race, equity, and inclusion, including [Brené Brown](#), [Kimberlé Williams Crenshaw](#), [Robin DiAngelo](#), [Julie Olsen Edwards](#), [Kang, Ibram X Kendi](#), [Enid Lee](#), [Audre Lorde](#), [Beverly Daniel Tatum](#), [Bishop Desmond Tutu](#), and [Tim Wise](#).

Phase one of the portal features eight foundational subjects including:

- **Being Anti-Racist:** a conscious decision to make frequent, consistent, equitable choices daily.
- **Bias:** the inclination or prejudice toward or against something or someone.
- **Community Building:** connecting and engaging with others doing anti-racism work and exploring issues of race.
- **Historical Foundations of Race:** how race, white privilege, and anti-blackness are woven into the very fabric of American society.
- **Race and Racial Identity:** how societies use race to establish and justify systems of power, privilege, disenfranchisement, and oppression.
- **Self-Care:** caring for one's mental, emotional, and physical health to sustain the work of dismantling racism.
- **Social Identities and Systems of Oppression:** systems built around the ideology that some groups are superior to others.
- **Whiteness:** an ideology that reinforces power at the expense of others.

## Assess where you're at and interrupt it.

Find your hidden biases. [Take a Racial Bias Test](#)

Engage in self-assessments and awareness exercises like this series of questions (Excerpt from: [Tips for Creating Effective White Caucus Groups](#) developed by Dr. Craig Elliott II):

- Describe a memory of experiencing or witnessing someone mistreated because of they were a member of a subordinate racial identity group.
- What happened?
- What do you remember doing, saying?
- How did you feel?
- Did anyone interrupt the racism in this incident?
- What did they do to successfully interrupt the racism?
- If no one intervened to interrupt the racism, what do you wish that someone had done to interrupt the racism? What do you imagine that someone could have done to interrupt the racism?
- What is one thing that you wish that you would be able to do if that incident occurred again in the future?

**Discover** [75 Things White People Can Do for Racial Justice](#)

## Read.

[So You Want To Talk About Race](#)  
by Ijeoma Oluo

[The Fire Next Time](#)  
By James Baldwin

[How To Be An Antiracist](#)  
by Dr. Ibram X. Kendi

[Democracy in Black](#)  
by Eddie Glaude

[Stamped from the Beginning](#)  
by Ibram X. Kendi

[Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do](#)  
by Claude M. Steele



# Dismantle Racism **COMMIT**

## Commit to healing your racial biases.

There are several levels of racism that you can work to interrupt in your spheres of influence.

- **Personal:** Private beliefs, prejudices, and ideas that individuals have about the superiority of whites and the inferiority of people of color. Among people of color, it manifests as internalized oppression. Among whites, it manifests as internalized racial superiority.
- **Interpersonal:** The expression of racism between individuals. It occurs when individuals interact, and their private beliefs affect their interactions.
- **Institutional:** Discriminatory treatment, unfair policies and practices, inequitable opportunities and impacts within organizations and institutions, based on race, that routinely produce racially inequitable outcomes for people of color and advantages for white people. Individuals within institutions take on the power of the institution when they reinforce racial inequities.
- **Structural:** A system in which public policies, institutional practices, cultural representations, and other norms work in various, often reinforcing ways to perpetuate racial group inequality. It is racial bias among institutions and across society. It involves the cumulative and compounding effects of an array of societal factors including the history, culture, ideology, and interactions of institutions and policies that systematically privilege white people and disadvantage people of color. **Source: Adapted from Interaction Institute for Social Change**

### Listen

- [Equal Justice Initiative: "Lynching in America: Confronting the Legacy of Racial Terror"](#)
- [Code Switch \(NPR\)](#)
- [Intersectionality Matters! hosted by Kimberlé Crenshaw](#)

### Read

- [White Fragility: Why It's So Hard For White People To Talk About Racism](#) by Robin DiAngelo
- [Op-Ed: "George Floyd's Death Is a Failure of Generations of Leadership"](#) by Elizabeth Hinton | NY Times
- ["America's Racial Contract Is Killing Us"](#) by Adam Serwer | Atlantic
- ["Who Gets to Be Afraid in America?"](#) by Dr. Ibram X. Kendi | Atlantic
- ["Why People Loot"](#) by Olga Khazan | Atlantic (June 2, 2020)
- [White People, Read This Before You Text Your Black Friends](#)

**"To try to understand racism or the Black experience in America, you must first admit that you do not understand racism and the Black experience in America. Accepting that your perspective is always partial and incomplete allows for the humility needed to embark on intentional learning, deep listening, and self-motivated researching about the experiences of others."**

-Allison F. Avery, Career Development Coach  
& Inclusion Consultant

## Commit to being a better leader and showing up for others.

Review [this community policing toolkit](#)

Interrupt [bias](#) on your teams

Build a better [workplace for Black employees](#)

Step up for Black people [right now](#)

Incorporate the [six signature traits](#) of inclusive leadership

Create a safe space and [psychological safety](#) for your teams

Learn

- [How White managers can respond to anti-Black violence](#)
- [How to Manage Your Team in Times of Political Trauma](#)

**Commit to diversifying and monitoring your talent pipeline. Commit to increasing your management board's ethnic diversity by X% over the next 12 months. Is black talent progressing to the top ranks of the company?**



# Dismantle Racism **ONWARD**

## Keep the conversation going.

### With Your Family

- [Read your children books that include diverse characters](#)
- [These books can help you explain racism and protest to your kids](#)
- [Woke kindergarten](#)
- [Discuss current events with your older children with an open mind and listening ear](#)
- [Download apps and games with diverse characters](#)
- [Lesson plans for educators](#)
- Follow organizations on social media  
The Conscious Kid: [Twitter](#) | [Instagram](#) | [Facebook](#)

## Build bridges.

### Support organizations on the front lines of the movement

- [Black Lives Matter](#)
- [Black Futures Lab](#)
- [Campaign Zero](#)
- [Color of Change](#)
- [Obama Foundation's Anguish and Action initiative](#)
- [NAACP Legal Defense Fund](#)

### Support demonstrators

- [Comprehensive list of bail funds](#)
- [Volunteer time and legal skills](#)

### Support organizations that fight for equity on behalf of the Black communities disproportionately affected by the War on Drugs

- [NORML](#)
- [Drug Policy Alliance](#)
- [Minorities 4 Medical Marijuana](#)
- [Minority Cannabis Business Association](#)

## Cultivate opportunities.

### Support Black businesses

- [Invest in black companies](#)
- [125 + black-owned businesses](#)

### Support education

- [Black student education initiatives](#)

“Take Risks. Actions that interrupt oppression and injustice are often messy and rarely neatly resolved. We need to take the risk to interrupt the cycle even when we are indelicate, inarticulate, or messy ourselves. Find the courage to do what is needed when it is needed.”

-Dr. Craig Elliott II (c) 2012 “An Open Letter to Us White People in Engaging Race Work”



In all your getting, get understanding.

Dismantle Racism  
**ADVOCATE  
+ COMMIT**  
Conversation Starters