Leaders for Community Action + Equity

Edmonton Shift Lab
October 8, 2019

Hi. My name is Antionette. My pronouns are she/her.

A little about me:

- Founder and President/CEO of Creative Reaction Lab
- Social Entrepreneur, DEI Consultant, and Designer
- TED Fellow + Echoing Green Fellow

Hi. My name is Hilary. My pronouns are she/her.

A little about me:

- Learning + Education Manager at Creative Reaction Lab
- Background in social work -- passionate generalist
- Lead facilitator of Witnessing Whiteness for YWCA Metro St. Louis

Tell us:
What is your personal interest(s) / mission?

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I WILL MAKE

[CITY]

BETTER BY

[PERSONAL PLEDGE]

CREATIVE
REACTION
LAB

"

I will make **St. Louis** better by **walking alongside others in the journey of confronting our roles in upholding oppressive systems and building equity.**

> "

I will make **the United States** better by **providing training, community, support, and access for racially underrepresented populations to design better health outcomes and improved quality of life for their cultures.**

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I WILL MAKE

_____

[CITY]

BETTER BY

_____

[PERSONAL PLEDGE]

_____

_____

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REACTION
LAB

Today's Process.

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- ~~Welcome + Introductions~~
- Introduction to Equity-Centered Community Design
- Language Setting + Liberation by Design
- *From ECCD:* History + Healing
- *From ECCD:* Building Humility + Empathy
- **BREAK**
- Designing the Ideal Community
- **LUNCH**

- Design for Exclusion
- Revisiting the Ideal Community
- *From ECCD:* Inviting Diverse Co-Creators
- **BREAK**
- *From ECCD:* Acknowledging + Dismantling Power Constructs
- Equity Journey Mapping + Redesigners for Justice
- Wrap Up + Closing

Community Agreements for Respect

1. Ensure all voices are heard
2. Actively listen and respect differences in opinions
3. Use "I" statements
4. Lean into discomfort
5. Address the issue, not the person
6. Be honest and embrace honesty
7. Don't disclose others' information without their knowledge and consent

Intentional Listening

Guiding Principle:
I agree to listen and think about you in exchange for you doing the same for me.

- One person at a time.
- No interrupting.
- Maintain confidentiality.
- Listening is for the benefit of speaker.

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Creative Reaction Lab's mission is to educate, train, and challenge Black and Latinx youth to become leaders in designing healthy and racially equitable communities.

Creative Reaction Lab is changing the way people address systemic oppression and inequities.

Education

Government & Public Service
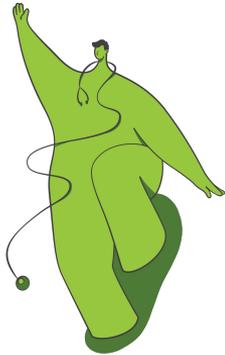
Health & Healthcare

Media & Technology

Narrative and Livelihood Shapers are our focus areas for co-designing for racial equity.

Racism is a major **public health** issue.

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1 in 7

One black person prematurely dies **every 7 minutes** due to racial discrimination.

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Our Goal?

Create the racial equity and justice leaders of tomorrow.

Equity
Designers +
Design Allies
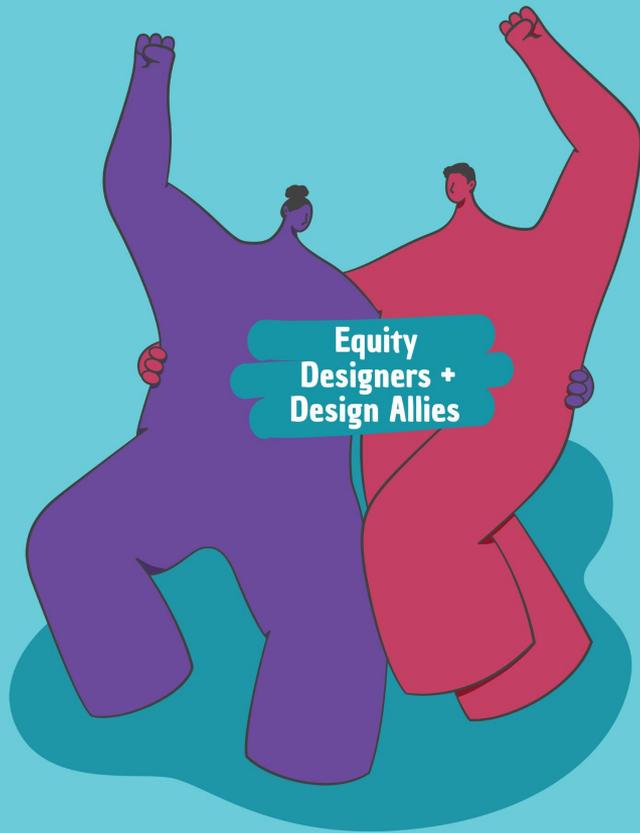
Creative Reaction Lab is training a new form of leader to address the exclusion and human inequities in our communities:

Redesigners for Justice

- *Equity Designers*
- *Design Allies*

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Who's an Equity Designer?

Puts People & Equity First

Embedded in Community

Iterating, Making, and Improving Interventions

Builds Upon Existing Resources

Lived Experiences with Inequity

Those who are **most directly impacted** by inequities are also **closest to the approaches** to address them.

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Allyship is key to supporting and amplifying Equity Designers.

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Who's a Design Ally?

Puts People & Equity First

Embedded in Community - possibly indirectly

Iterating, Making, and Improving Interventions

Builds Upon Existing Resources

Leverage Power and Access for Equity Designers

Like privileged and oppressed identities, you can be an Equity Designer in one context and a Design Ally in another.

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Competencies of Equity Designers & Design Allies

COMPETENCY /
INTRAPRENEURSHIP

FOUNDATION /
EQUITY-CENTERED COMMUNITY DESIGN

COMPETENCY /
SOCIAL ENTREPRENEURSHIP

COMPETENCY /
COMMUNITY ORGANIZING

03

01

02
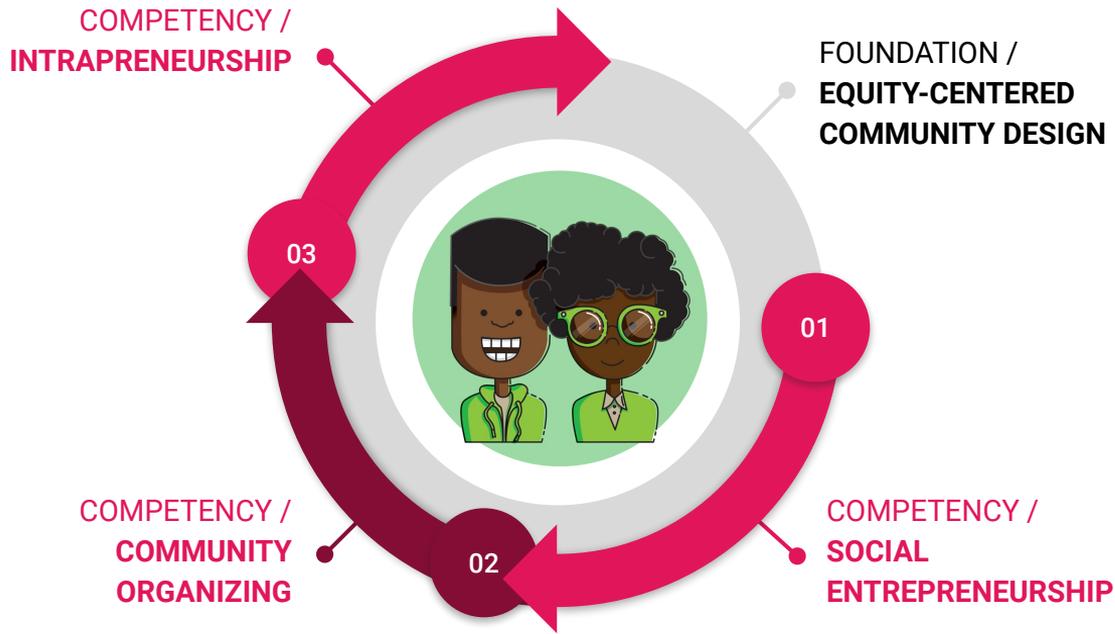
Equity Designers
Design Allies

Equitable Outcomes

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Your team and the communities in which you work should consist of **both**.
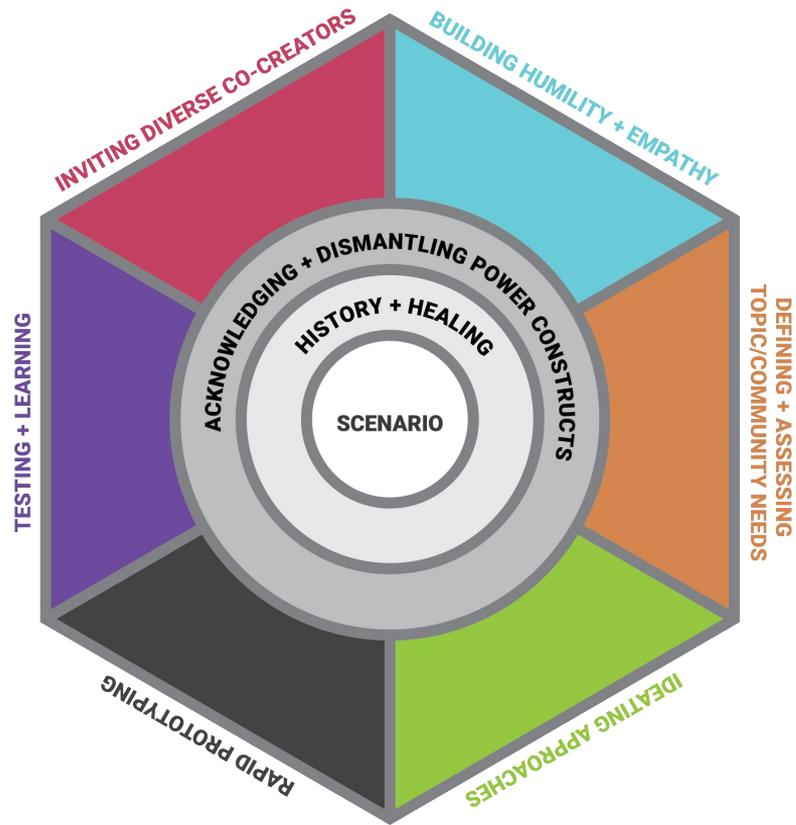
By learning about and practicing ECCD, **you're becoming an Equity Designer and/or Design Ally.**

The diagram includes the following labels:

- INVITING DIVERSE CO-CREATORS
- BUILDING HUMILITY + EMPATHY
- DEFINING + ASSESSING TOPIC/COMMUNITY NEEDS
- IDEATING APPROACHES
- RAPID PROTOTYPING
- TESTING + LEARNING
- ACKNOWLEDGING + DISMANTLING POWER CONSTRUCTS
- HISTORY + HEALING
- SCENARIO

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EQUITY-CENTERED COMMUNITY DESIGN

FAST COMPANY
WORLD CHANGING
IDEAS AWARDS 2018

INVITING DIVERSE CO-CREATORS

BUILDING HUMILITY + EMPATHY

TESTING + LEARNING

DEFINING + ASSESSING TOPIC/COMMUNITY NEEDS

RAPID PROTOTYPING

IDEATING APPROACHES

ACKNOWLEDGING + DISMANTLING POWER CONSTRUCTS

HISTORY + HEALING

SCENARIO

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Why should this way of thinking matter to you?

You're a designer.

You have the power to affect outcomes.

Language Setting.

Language Setting is the first step in any community-centered work.

Terms for the Day:
Power

The capacity or ability to direct or influence the behavior of others or the course of events.

Terms for the Day: Diversity

Diversity is defined by a variety of identifiers that, in the case of people, defines our individuality.

Is *diversity* the same as *inclusion*?

Diversity ≠ Inclusion

is invitation   *is acceptance*

Terms for the Day: Inclusion

Inclusion is not only celebrating differences, but accepting and embedding them.

Inclusion is making each individual a part of the whole.

Okay...what about *equality* and *equity*?

Terms for the Day: Equality

Equality is being the same, especially in status, rights, and opportunities.

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Equality ≠ Equity

is sameness   *is fairness*

Equality

Equity

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Terms for the Day: Equity

Equity revolves around systemic and network outcomes.

Equity is when outcomes are not predictable based on someone's identities.*

Ultimately, we want liberation.

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What does **liberation** mean to you?

Terms for the Day: Liberation

Liberation is freedom from limits on thought or behavior.

LIBERATION BY

DESIGN

When someone can be in any public space without feeling afraid, unwelcome, or held back THIS IS _____.

INCLUSION

INCLUSION

Why?

Inclusion is about making space inviting for all – so that everyone feels like they can express themselves fully and authentically.

Food for Thought

In which spaces do you feel included? In which spaces do you feel excluded?

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When all schools get distributed the same amount of financial resources

THIS IS _____.
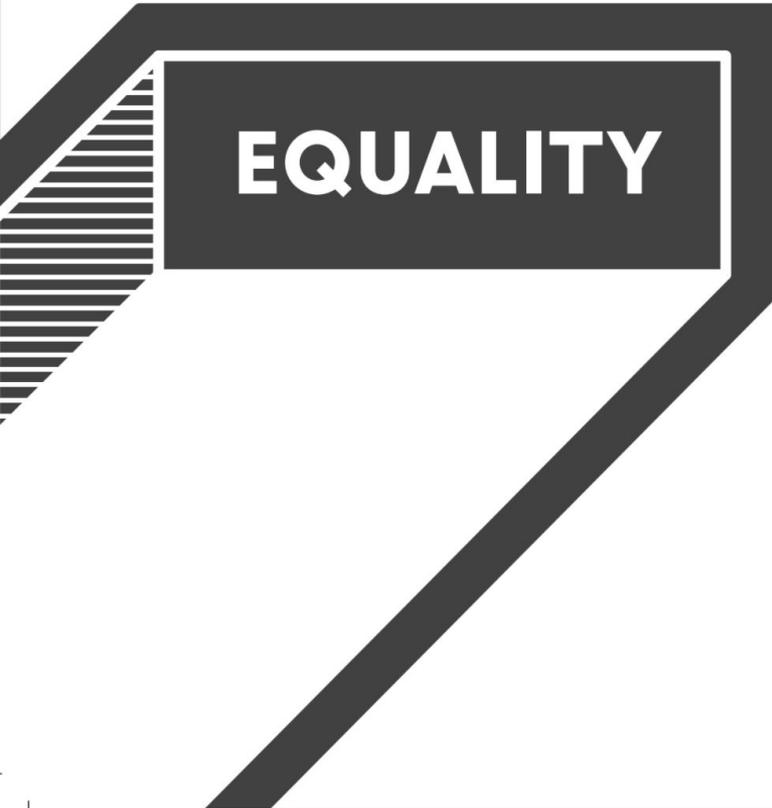
EQUALITY
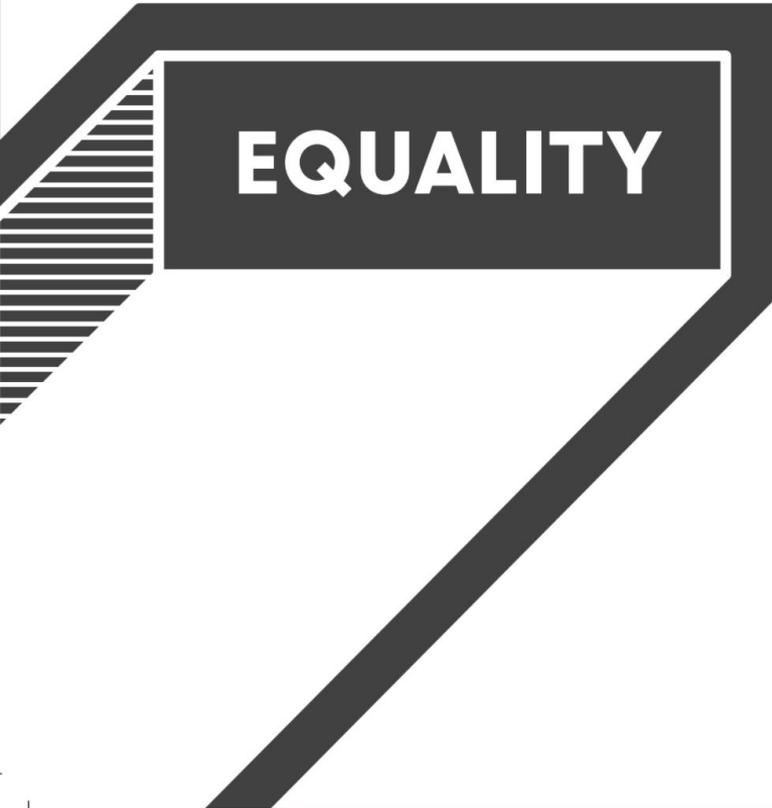
EQUALITY

Why?
*All schools have received the **same amount** of resources.*

Food for Thought
*All schools receiving the same amount of resources does not guarantee that the **total amount** of resources between schools is the same.*

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When the main cast of your favorite show has actors of different races and ethnicities

THIS IS _____.

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DIVERSITY

DIVERSITY

Why?
*This is **racial diversity**, where you can see different types of people from varying cultures represented.*

Food for Thought
When have you felt your community was not represented respectfully?

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When food is distributed based on how hungry each individual is or what nutrients they need *THIS IS* _____.

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EQUITY

EQUITY

Why?
No matter what kind of or how much food is distributed to each individual, everyone is full and healthy at the end.

Why do diversity, inclusion, equality, and equity matter?

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Society is changing.

- 85% of United States population growth will come from groups of color between now and 2050. (*U.S. Department of Commerce*)

- By 2050, **53% of the United States** will be made up of people of color, with approximately **40% of the population being of Black or Latinx descent.**

"By 2036 ... **as many as 30% of all residents will not have been born in Canada.**

Another 20 per cent of the population will be native-born, but with at least one immigrant parent.

Since the vast majority of immigrants come from Asian or Pacific nations, **within 20 years Canada will likely be as brown as it is white**."

AND YET...

These populations face disproportionate racial and economic inequities, limiting social, economic, and cultural growth.

How do we move from awareness to action?

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Design

What is design?

The intent [and unintentional impact] behind an outcome.

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History is our foundation for understanding the past. Rather than static fact, that understanding is both dynamic and designed.
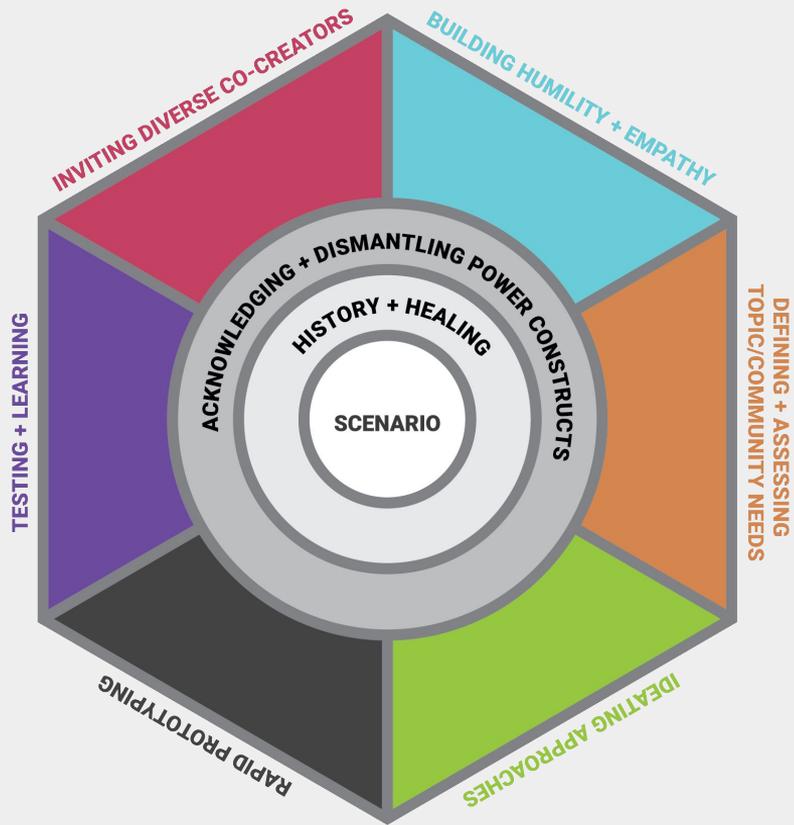
Building Humility + Empathy

EMPATHY ~~is words~~ action.

EMPATHY – HUMILITY = _____

EMPATHY – HUMILITY = __JUDGMENT__

EMPATHY – HUMILITY = JUSTIFICATION

EMPATHY – HUMILITY = <u>INTENTION = IMPACT</u>

EMPATHY – HUMILITY = REMOVING SELF (–)
_____

If EMPATHY doesn't have HUMILITY, then it's still about *you.*

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HUMILITY is much more than being humble.

"**HUMILITY asks us to** step outside of ourselves, listen, **and** absorb someone else's truth, **even if it makes us feel defensive.**"

Emily Rowe Underwood

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EMPATHY + HUMILITY = _____

EMPATHY + HUMILITY = ACKNOWLEDGING SELF (+)
_____

EMPATHY + HUMILITY = _____ DISCOMFORT _____

EMPATHY + HUMILITY = <u>ADMISSION</u>

EMPATHY + HUMILITY = LEARNING TOGETHER

EMPATHY + HUMILITY = SHARING POWER

If EMPATHY has HUMILITY, then it's about us.

Bias:

Favoritism for or against one thing, person, or group compared with another, usually in a way considered to be unfair.

Unseen Area:

Seeing the impact of bias/favoritism on others' judgment, while failing to recognize the impact of biases on our own judgment.

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Privilege:

A special right, advantage, or immunity granted or available only to a particular person or group.

Understand your power to design perspectives and outcomes.

Developing Our Perspectives.

What messages have we received in our lives about poverty?

Processing Prompts

- What messages have I received about...

    - what factors contribute to poverty?

    - who is/isn't affected by poverty?

    - the value of people experiencing poverty?

    - whose opinion or experience matters regarding the effects of poverty?

- Have I received different messages over time?

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What is design?

The intent [and unintentional impact] behind an outcome.

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Design is not about making things look good, but making things work.

Ruzanna Rozman
Product Designer & AIGA Cincinnati Operations Director
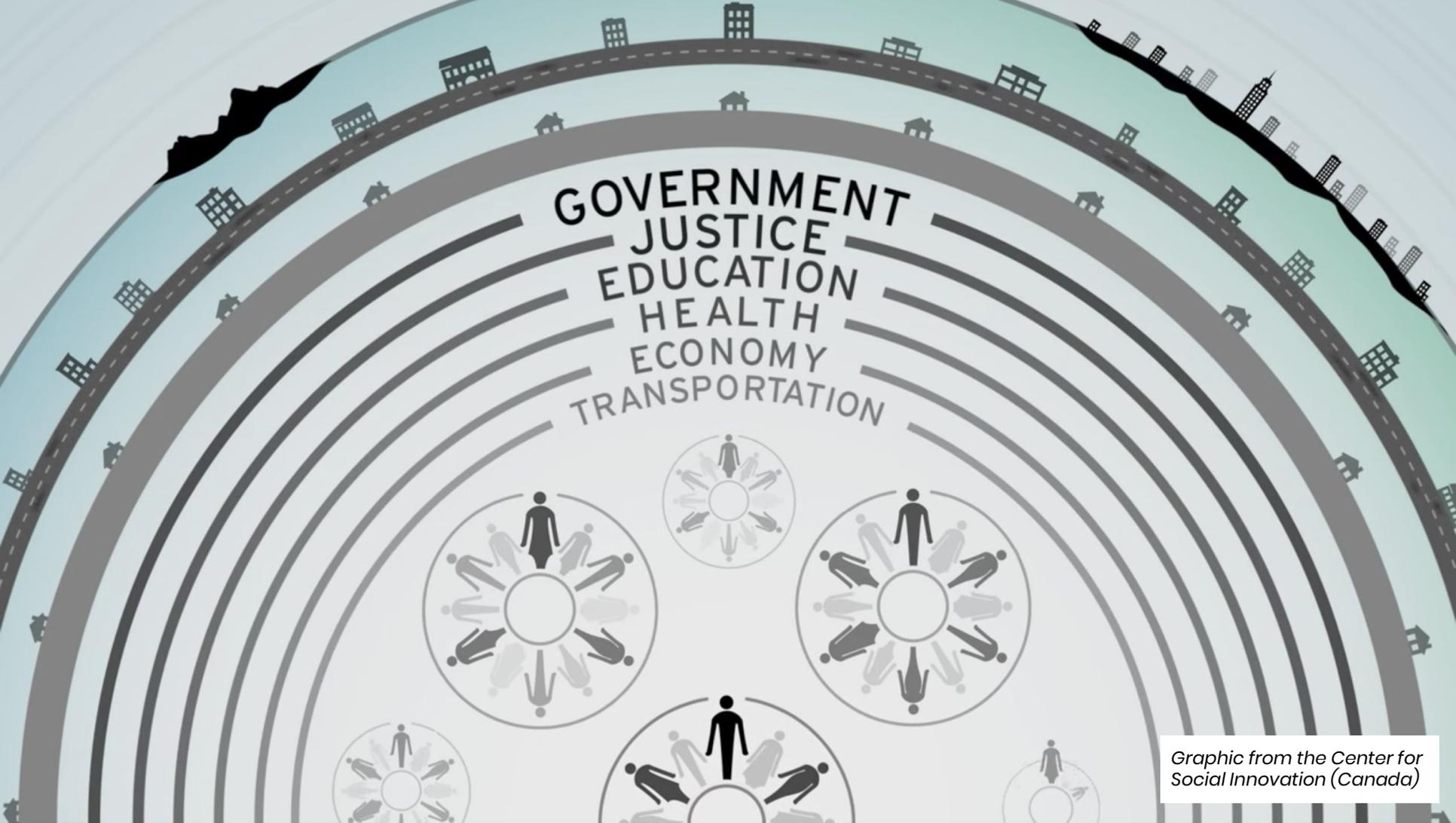
GOVERNMENT
JUSTICE
EDUCATION
HEALTH
ECONOMY
TRANSPORTATION

Graphic from the Center for Social Innovation (Canada)

DISCRIMINATION
UNEMPLOYMENT
ADDICTIONS
HOMELESSNESS
POVERTY

Graphic from the Center for Social Innovation (Canada)

Any system produces what it was designed to produce.

NATIONAL EQUITY PROJECT

We have to consider the sources and impacts of exclusion and inequities.

Design for Exclusion

After the Civil War, many white writers argued that the institution of slavery was what kept the supposed savagery of black men in check + justified their punishments.

This evolved in various caricatures portraying Black men as savage, destructive criminals.

Dr. Samuel Cartright wrote that Black people bore a "Negro disease [making them] insensible to pain when subjected to punishment."

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Design for Exclusion

A 2014 study found that white Americans "superhumanize" Black people relative to white people.

- The "magical/mystical Negro" character in entertainment
- Black athletes being described as having superhuman physical abilities
- People consider Black youth to be more "adult" than white youth when judging culpability
- Racial disparities in pain assessment and treatment

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Design for Exclusion

"When I grabbed him the only way I can describe it is I felt like a 5-year-old holding onto Hulk Hogan," said the 6-foot-4, 210-pound Wilson of the 6-foot-5, 290-pound Brown. "Hulk Hogan, that's how big he felt and how small I felt just from grasping his arm."

Roger Austin
@Roger_Austin

Wilson's account of Brown reads a lot like 1800s stereotypes of the uncivilized, grunting brute black man. #Ferguson

♡ 4   8:56 AM - Nov 25, 2014

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39%

While Black students represent 15.5% of all public school students across the country, they make up about **39% of students suspended from school.** This statistic still holds when controlling for poverty.

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What are some other examples of designing for exclusion having an impact through history until present day?

If systems of oppression, inequalities, and inequities are designed, **they can be redesigned.**

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BLACK BOY JOY!


#BlackGirlMagic

NETFLIX
DEAR WHITE PEOPLE

When co-designing approaches with equity in mind, who should be at the table with decision-making power?
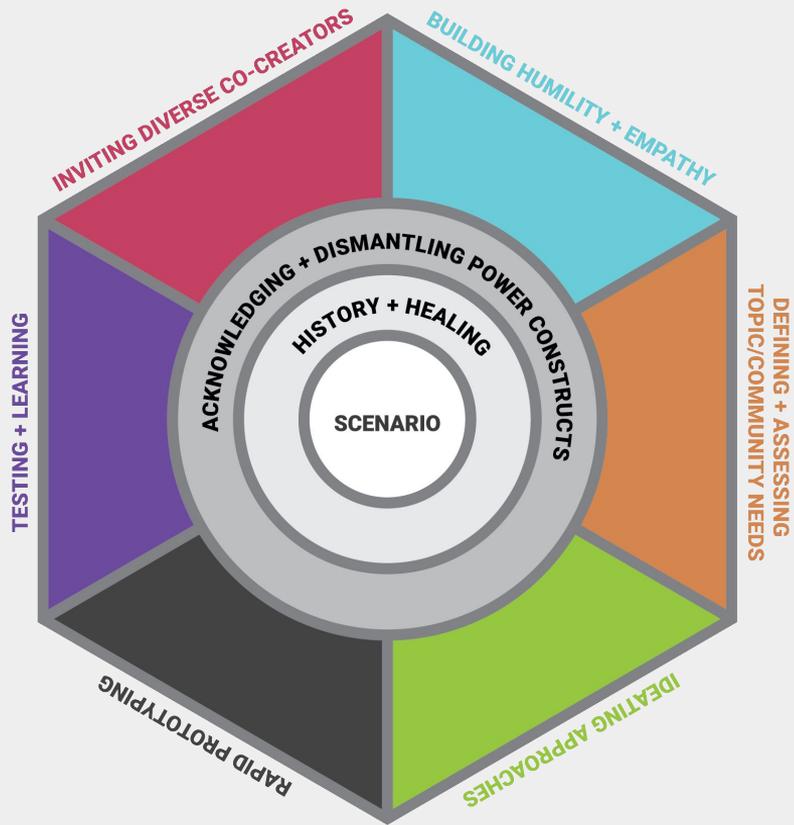
Inviting Diverse Co-Creators

Inviting Diverse Co-Creators

Inviting diverse co-creators is about bringing together people with different perspectives, values, experiences, and expertise to a design scenario. In this step, we critically **examine who is invited to decision-making tables**, and we **make sure community members who will be affected most by the design scenario are not only invited, but included, heard**, **and valued**.

WHAT DOES THIS LOOK LIKE IN REAL LIFE?

Research subjects vs paid team member
Pop-up event in community center vs town hall

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Inviting Diverse Co-Creators

Questions to consider:

- Who is part of the decision-making table? Why?
- Who is missing from the decision-making table? Why?
- How can we make decision-making spaces more accessible to people who want and need to be involved?

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Behind every design is a team of decision-makers.

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Every sector brings a unique set of values + expertise.

Creative Sector

The creative sector develop solutions and creative responses using people-centered approaches—all for engagement with the public.

What additional values and areas of expertise does the creative sector bring to the table?

Education Sector

The education sector can drastically redefine the culture and beliefs of a community through personal education, especially youth learning.

What additional values and areas of expertise does the education sector bring to the table?
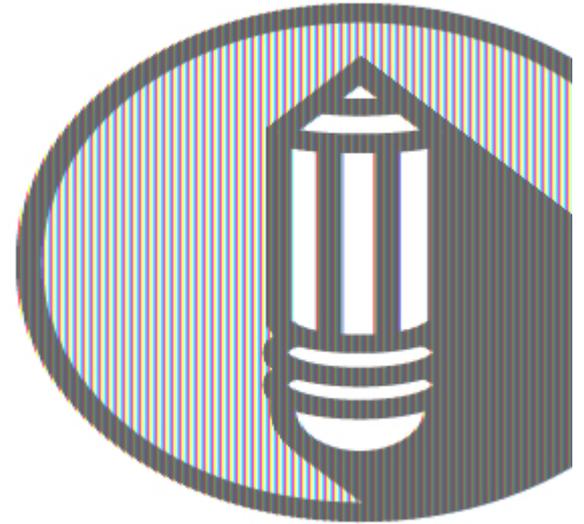
Social and Civic Sectors

The social and civic sectors are the frontline responders addressing social issues.

What additional values and areas of expertise does the social and civic sectors bring to the table?

Media Sector

COMMUNICATION/TECHNOLOGY EXPERTS
The media sector creates and spreads messages to the general public using journalism, visual communication, and **technology**.

What additional values and areas of expertise does the media sector bring to the table?

Business Sector

FEASIBILITY/SCALING EXPERTS

The business sector considers economic sustainability and growth when launching a business, program, or initiative.

What additional values and areas of expertise does the business sector bring to the table?

Community Members

LIVING EXPERTS

Community members are the day-to-day experts on the application and impact of social issues.

What additional values and areas of expertise do community members bring to the table?

What happens when there's no ECCD or Table of Collaboration?

#ArchSoWhite

Mayor Lyda Krewson ✔
@LydaKrewson

The revamped @gatewayarchpark & museum are perfect examples of what we can accomplish when we work together - local, state & federal partners, private donors, & YOU the voters. City & County voters came together to create this amazing attraction for our region. Thank you!

♡ 102 1:12 PM · Jul 3, 2018 · Gateway Arch National Park

What happens without ECCD?

There may be positive intent, but negative impact.

What happens without ECCD?

Decisions don't actually meet community needs.

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What happens without ECCD?

Decisions perpetuate inequities and power differentials.

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What happens without ECCD?

Decisions without community members create and/or reinforce trauma.

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Not every sector -- or role -- has the same decision-making and/or design power.

Acknowledging Design Power

In any project, there are different types of leaders: primary leadership, secondary leadership, and supporters.

Primary ›› Funders, Top Executive(s), Founder

Secondary ›› Assigned Intermediary, Liaison, Person with the Microphone

Supporters ›› People with interest and a seat, Ambassadors, Beneficiaries (*sometimes*)

Acknowledging Design Power

A Typical Table Layout (*without ECCD*)

Primary >> Business Sector

Secondary >> Social and Civic Sectors, Media Sector

Supporters >> Education Sector, Creative Sector, Community Members

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What power -- and barriers -- exist when **community** (living experts) is **in the driver's seat** (primary leadership) for community improvement? How can we mitigate these barriers?
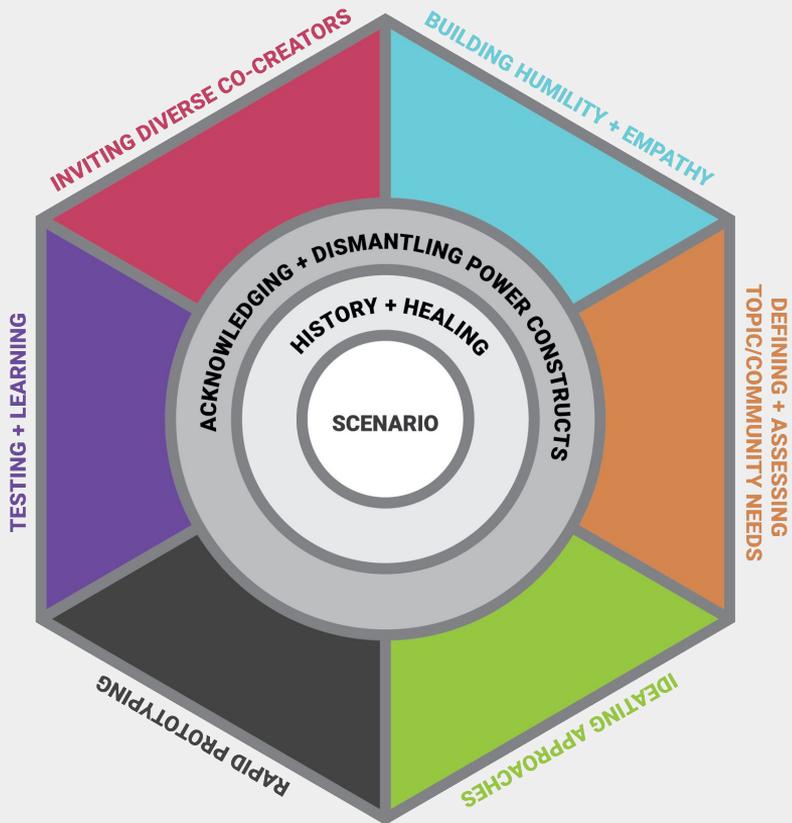
Acknowledging + Dismantling Power Constructs

Acknowledging, Sharing, and Dismantling Power Constructs

In every situation and scenario, there are power dynamics. Although usually used in a negative connotation, **power is a necessity for improved quality of life and liberation.**

During any project, power must be acknowledged, dismantled, and/or shared. The sharing of power is necessary from the members with traditional access. Accepting power is beneficial for the historically undersupported and underinvested.

WHAT DOES THIS LOOK LIKE IN REAL LIFE?
- *Assessing one's permanent and temporary forms of power + giving up seat*

Acknowledging + Dismantling Power Constructs

Questions to consider:

- Who should have power in this project? Why?
- Who actually has power in this project? Why?
- Does the distribution of power in the project reflect the community impacted by the project? If not, why not?

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Where will your journey toward equity take you?

Equity Journey Map.

Previous Experiences Inspiring Goal(s)

- Refugee + Immigration Services
- Civic Leaders Internship Program
- Sue Shear Institute for Women in Public Life
- Parents as Teachers National Center

Current Experiences Toward Goal(s)

- Evaluation Association of St. Louis
- *Witnessing Whiteness* facilitator
  - Challenge definitions of best practice in eval education
- Increase health + traditional media clients
- Learning + Education Manager @ CRXLAB
- Organizing + moderating panels @ STL Racial Equity Summit + SXSW
  - Invite diverse panelists across N+LS

Future Equity Goal(s)

- Test intentionally with N+LS orgs
- Cultivating community for testing + learning equitable practices @ CRXLAB
- Growing humility + equity lens as evaluation best practice

PREVIOUS EXPERIENCES INSPIRING GOAL(S)

CURRENT EXPERIENCES TOWARD GOAL(S)

FUTURE EQUITY GOAL(S)

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Wrap-Up + Closing

Complete the post-workshop survey

for a chance to win one of our soon-to-be-released t-shirts.

bit.ly/shiftlab

Going Forward

A Tool & Resource

Use Creative Reaction Lab's new Field Guide to become a specialist of our Equity-Centered Community Design process. This Field Guide will support you within your position and beyond.

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A Tool & Resource

Supplement Creative Reaction Lab's new Field Guide with our scenario planning worksheet. How will you integrate Equity-Centered Community Design into your process?

A Tool & Resource

The 2019 Artwork for Equity campaign launched on March 21. Select artists and designers created and contributed work promoting equity, inclusion, justice, and liberation for all races. Limited edition posters available now.

Going Forward: Applying Equity-Centered Community Design to Your Work

- Bring a **Leaders for Community Action & Equity Workshop** to Your Office, School, Community, etc.

- Download or Purchase our Equity-Centered Community Design Field Guide >
www.creativereactionlab.com

Going Forward: Applying Equity-Centered Community Design to Your Work

- **Join the National Community of Aspiring Equity Designers and Allies.**
  - Join the ECCD Slack community > www.bit.ly/eccdslack
  - Subscribe to our newsletter > www.creativereactionlab.com/subscribe
  - Join our Member Network > www.bit.ly/eccdmember

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The notion that work only calls upon our "professional selves" and not our "personal selves" is a problematic one.

Isabelle Yisak
Program Manager at Creative Reaction Lab

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Stay Connected.

@crxlab

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Contact **Hilary** at
hsedovic@creativereactionlab.com

Post-Survey: **bit.ly/shiftlab**

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