



Day 17 - Building Race Equity Culture

"I would not have you descend into your own dream. I would have you be a conscious citizen of this terrible and beautiful world." -Ta-Nehisi Coates

Over the past 16 days, we have learned how racial inequities permeate our communities on individual, institutional and systemic levels. We are all impacted by the system of racism in our country and therefore are all responsible for dismantling the structures that allow it to persist. Change is possible and there are many tools we can employ as individuals and organizations to drive individual and community transformation.

Creating equitable outcomes also requires that we change the way we talk about members of our community, focusing on their aspirations rather than their challenges. In practice, this is called asset-framing and uses narratives to change the unconscious associations ingrained in our society. The opposite practice of deficit-framing, or defining people by their challenges, encourages continued stigmatization of groups of individuals.

Today's Challenge:

OPTION 1: There are many ways to work towards equity in our community. Read more [here](#). (2 minutes)

OPTION 2: Learn more about how the [Skillman Foundation](#) is using asset-framing in their work with Detroit Children, and watch videos from Trabian Shorters, founder and CEO of BMe Community, as he discusses how to put asset-framing into practice. (6 minutes)

OPTION 3: Read this [Beginner's Guide to Asset Framing](#), to learn more about how the way we communicate impacts our ability to achieve racial equity. (8 minutes)

OPTION 4: One of the best ways to continue to build empathy and learn about race is to start a conversation. Read Race Forward's "[10 Ways to Start a Conversation About Race](#)" to learn more about how to start a conversation with friends, at school, at work and more. (5 minutes)