Telling Our Stories
Narratives to Promote Belonging

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PRESENTER
Rachel Godsil
Co-Founder and Senior Research Advisor
Perception Institute
What are the goals your organization is seeking to achieve?

What are the challenges your work seeks to overcome?
“A **narrative** is a spoken or written account of connected events. In other words, it is a story we tell to make meaning.”
Why do we tell stories?

“You write in order to change the world. If you alter, even by a millimeter, the way people look at reality, then you can change it.” — James Baldwin
A new and challenging moment . . .

We are here to be part of creating a new world in which everyone belongs.

The moment feels perilous
B.R.I.C.K
Foundational Principles Towards Bias Override, Individual Opportunity & Professional Success

BELONGING
RESPECT
INVESTMENT
INDIVIDUATION
CONVERSATION
KINDNESS
STRONG NARRATIVE SCHEMAS

- Colorblindness & Post-racial
- Ahistorical & Without context
- Meritocracy
- Limited Government
- Bias is Conscious and Intentional
- Individual Acts, Not Systemic
- Personal Responsibility

Race Equity Doesn’t Matter
Understanding the Brain Helps Us Tell the Right Stories

Identity Anxiety

Implicit Bias

Stereotype Threat
The Science of Bias

**Implicit Bias**
The brain's automatic, instant association of stereotypes or attitudes toward particular groups, often without our conscious awareness.

**Identity Anxiety**
A stress response before, during, or after a cross-group interaction.

**Stereotype Threat**
When a negative stereotype about an outgroup member is triggered, it a stress response undermines and overwhelms one's ability.
Latinos have higher chance of dying from cancer than whites, regardless of resources

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Hispanics and African Americans between the ages of 15 and 29 have greater chances of dying of cancer than their white counterparts, according to a study prepared by the University of Colorado Cancer Center.
A-Fib Is More Dangerous for Blacks Than Whites

By NICHOLAS BAKALAR  JUNE 22, 2016 5:39 PM  •  12

Atrial fibrillation, or A-fib, an irregular heartbeat associated with various types of cardiovascular problems, is more dangerous, and more often fatal, in black people than in whites, a new study has found.
Combating Latino Health Disparities Through Nutrition Education & Cooking

04/29/2016 08:11 am 08:11:44

Linda Novick O'Keefe
Founding Chief Executive Officer, Common Threads

Social determinants of health (SDOH), as identified by the CDC, are conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes. Access to healthy foods, education, safe neighborhoods, and quality relationships are just a few of the identified conditions that have the power to improve individual and population health as well as advance health equity. Too often minority communities experience conditions and cultural norms that complicate health.
Disparities & Stereotype Threat

• Health information that focuses on racial health disparities may activate stereotype threat

• Participants watched a PSA about racial disparities in CVD:
  - Black participants showed lower task persistence
  - All participants reported lowered motivation to complete the task

“blacks are 1.5 times more likely to have high blood pressure than whites.”
Consequences of disparity stories . . .

‘A Battle for the Souls of Black Girls’

Discipline disparities between Black and white boys have driven reform efforts for years. But Black girls are arguably the most at-risk student group in the United States.
“Goal” framing

- An acknowledgement of what your audience is likely feeling
- A universal goal
- Specific and vivid examples (the goal can be met)
- The challenge or condition that needs to be changed
- A call to action and/or reiteration of the goal
Why does goal framing work?

• Solutions prime hope, possibility, aspiration, and support for shift in behavior

• Study of efforts to increase turnout among voters of color:
  - Materials that emphasized the racial disparities in turn out (white people vote at higher rates) *depressed* turnout of voters of color
  - Materials that emphasize ‘your neighbors vote, so should you!’ increased turnout
THANK YOU!