

Telling Our Stories



Narratives to Promote
Belonging

DATE
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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

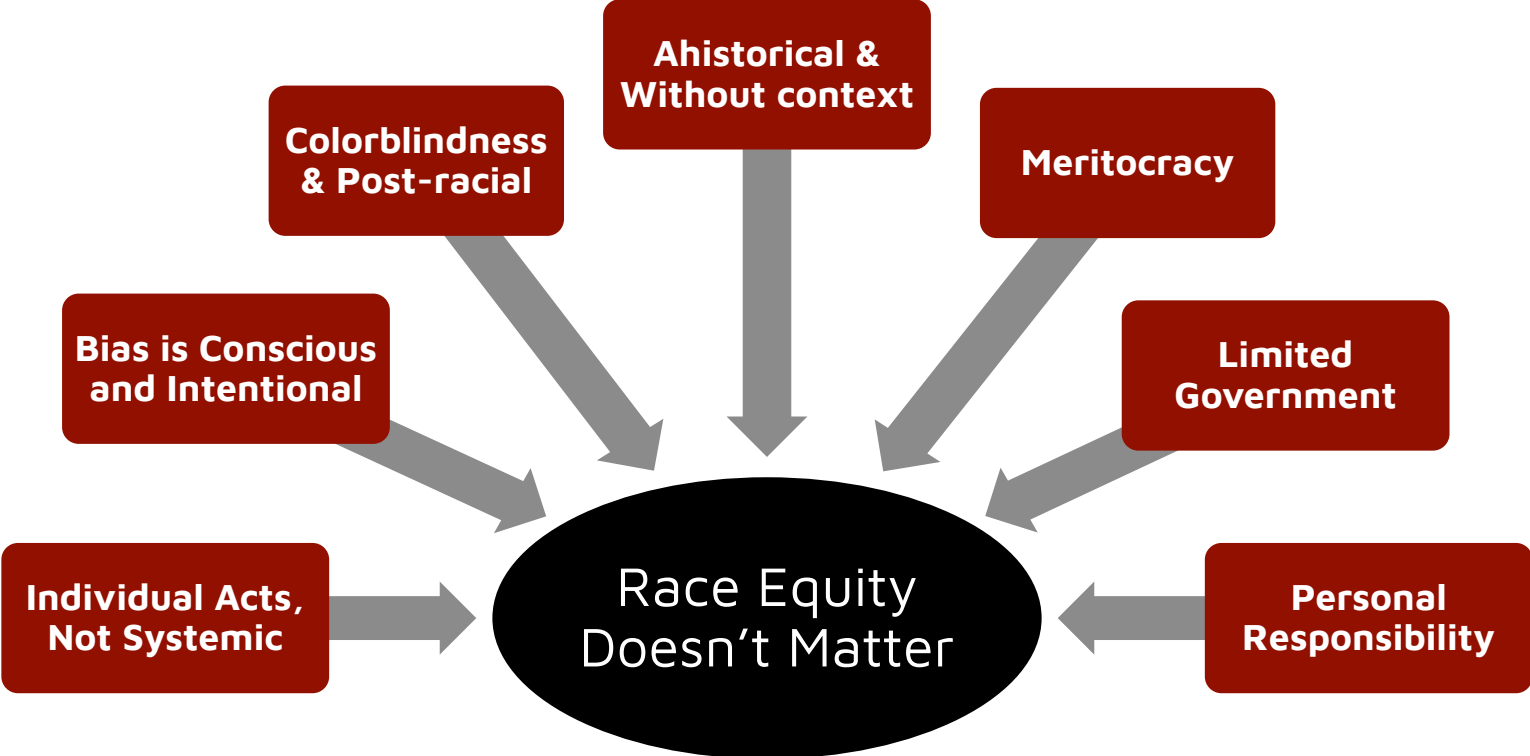


CONVERSATION



KINDNESS

STRONG NARRATIVE SCHEMAS



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

Published June 08, 2016 / EFE



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.

HEART

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.

THE BLOG

Combating Latino Health Disparities Through Nutrition Education & Cooking

🕒 04/29/2016 08:11 am 08:11:44



👍 Like 81



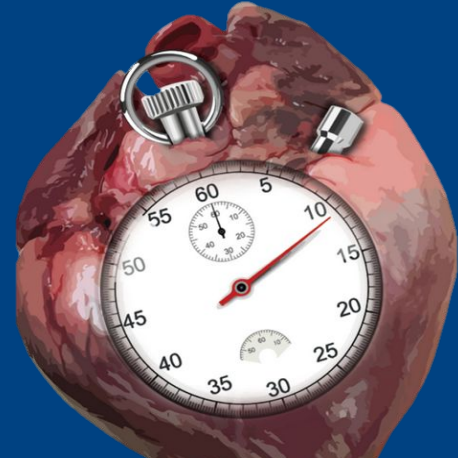
Linda Novick O'Keefe 

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

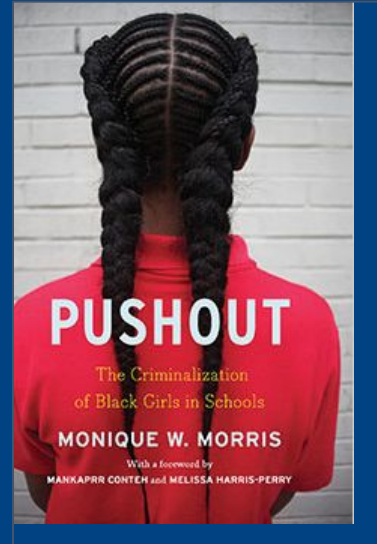
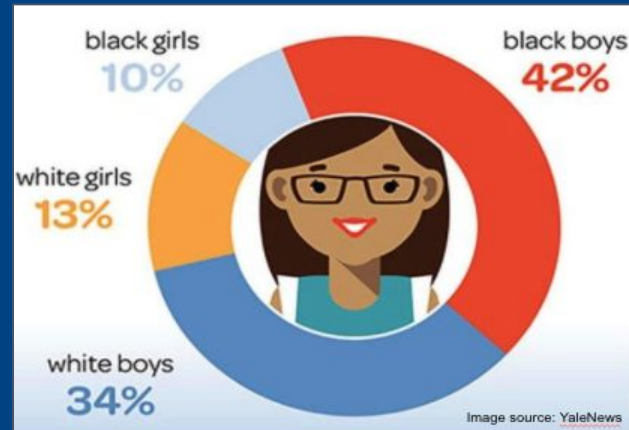


“blacks are 1.5 times more likely to have high blood pressure than whites.”

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.



OPPORTUNITY AND SUCCESS



B.R.I.C.K

“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!

