

Equity Challenge Day 19: Tools for Racial Equity

Over the past 19 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 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. We will highlight a few of these tools below, but encourage you to explore [Racial Equity Tools](#), a comprehensive site of resources designed to support learning, planning, acting, and evaluating efforts to achieve racial equity.

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.

Share your reflections on today's topic on social media using the hashtag [#unitedforequity](#) and tag [@ottawaunitedway](#).

Today's Challenge

Option 1: 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, discuss how to put asset-framing into practice.

Option 2: Read this [Beginner's Guide to Asset Framing](#), to learn more about why how we communicate impacts our ability to achieve racial equity.

Option 3: 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.

Option 4: Watch [Uncomfortable Conversations with a Black Man](#). It's a series where Emmanuel Acho sits down to have an "uncomfortable conversation" with white America, in order to educate and inform on racism, system racism, social injustice & the hurt African Americans are feeling today.