



The Alliance of YWCAs of Massachusetts

STAND AGAINST RACISM

APRIL 2021

Your 2021 Stand Against Racism Toolkit

eliminating racism
empowering women

ywca

**Boston • Cambridge • Central Massachusetts • Malden • Greater Newburyport
Northeastern Massachusetts • Southeastern Massachusetts**

STAND AGAINST RACISM



Stand Against Racism is a signature campaign of YWCA USA to build community among those who work for racial justice and to raise awareness about the negative impact of institutional racism in our communities.

The **2021 Stand Against Racism** campaign spans the month of April and inspires individuals and workplaces to take action to eliminate racism. For the first time this year, the **Alliance of YWCAs of Massachusetts** has come together to host Stand Against Racism together, in order to reach a wider audience and engage more individuals across Massachusetts.

There are many ways to take action with us. In this toolkit, you will find tips on how to: **(1) Host your pledge board, (2) Lead a conversation, and (3) Share your commitment with others.**



STAND AGAINST RACISM

How to participate in Stand Against Racism 2021

1 Fill out your own digital Stand Against Racism **pledge board**

Receive a digital pledge board to fill out with your group and share how each will commit to helping eliminate racism in 2021.

2 Convene and host a **discussion** using our exclusive **curated content**

Browse our library of content selected by guest curators from diverse fields who are actively working to achieve racial equity. Using this content, host a discussion with your group, workplace, book club, family or friends.

3 **Amplify** the Alliance of YWCAs of MA's Stand Against Racism

Help us raise awareness about the campaign! Share your photos and pledges on social media using the hashtags #YWeStand and #StandAgainstRacism. Tag @ywboston and we will include all photos shared by April 30th in our Stand Against Racism recap.



STAND AGAINST RACISM

1 Fill out your own digital Stand Against Racism **pledge board**

- Once you register online, we will email you a link to your unique digital pledge board. If you chose the option to print your pledge board, we will provide you with a high-resolution image.
- Share the pledge board link with your participation group, such as your colleagues or your friends. Encourage them to visit the pledge board and contribute their pledges to address systemic racism in 2021.
- All pledge board visitors can utilize the tools on the left-hand side of the screen to contribute to the board. For instance, you can:
 - Click the T icon, and then click the board, to begin typing a message.
 - Click the sticky note icon to choose your color, and then click the board to add your message.
 - Click the single speech bubble to add a comment to the pledge board.
- Share a picture of your pledge or the board(s) on social media!



STAND AGAINST RACISM

How to participate in Stand Against Racism 2021

2 Convene and host a **discussion** using our exclusive **curated content**

- Think about your target audience. Who do you want to convene? Below are some examples:
 - Your coworkers or your organization's Employee Resource Networks
 - A group of friends or your family
 - A community group or religious institution you are a part of.
- Pick an article, book, video, etc. selected by our guest curators. Browse our curated content at ywboston.org/2021-stand-curators
- Invite your community to the conversation. We recommend hosting your discussion virtually, or in-person only with those in your household. Share the curated material you will be discussing beforehand.
- Guide your conversation using discussion questions. Include an action component. What will participants do after the conversation? Everyone has different levels of experience discussing racism. This toolkit includes additional resources to add further context to your conversations.
- Share a picture of your group, or a takeaway your group gained from the discussion, on social media!



STAND AGAINST RACISM

How to participate in Stand Against Racism 2021

3 Amplify the Alliance of YWCAs of MA's Stand Against Racism

Help us raise awareness by sharing your Stand Against Racism participation on social media. Use the hashtags #StandAgainstRacism and #YWeStand. Tag @ywboston to be included in YW Boston's campaign wrap-up blog post.

Share that you are participating

- We are proud to be participating in the Alliance of YWCAs of MA's virtual 2021 #StandAgainstRacism campaign! Learn more and sign up on @ywboston's website: www.ywboston.org/stand-2021
- We must all learn about and strive toward racial equity! Sign up to participate in the Alliance of YWCAs of MA's virtual 2021 #StandAgainstRacism campaign. Participants will receive a toolkit with tips on how to lead effective conversations on race. www.ywboston.org/stand-2021
- Even though the 2021 virtual #StandAgainstRacism campaign, led by the Alliance of YWCAs of MA, is over, our work to advance racial equity continues. Learn about our inclusion efforts and #YWeStand: [link to the appropriate webpage about your organization's work]

If you are hosting a pledge board

- [Post with a photo of your group's digital pledge board] Check out what we have pledged to do to advance racial equity, as a part of the Alliance of YWCAs of MA's #StandAgainstRacism campaign! Thank you to all who participated! #YWeStand @ywboston

STAND AGAINST RACISM

How to participate in Stand Against Racism 2021

3 Amplify the Alliance of YWCAs of MA's Stand Against Racism

If you are hosting a conversation

- This month, our [staff/residents/volunteers/etc] will be holding a conversation on race for the Alliance of YWCAs of MA's #StandAgainstRacism campaign. We are discussing [Curator Name's]'s content choice, [Content Title]. #YWeStand @ywboston Learn more: ywboston.org/stand-2021
- [Post a screenshot of your group's virtual chat] Today, our [staff/residents/volunteers/etc] held a conversation on racial equity for the Alliance of YWCAs of MA's #StandAgainstRacism campaign. We chose [Curator's Name] choice {Content Title} and learned about [topic]. We are excited to use what we learned to advance racial equity. #YWeStand @ywboston

Share on your blog

We encourage you to create a short blog post detailing you or your organization's participation in this campaign. This blog can explain your organization's commitment to the goal of advancing racial equity, share any similarly focused initiatives going on in your organization, and report out the pledge commitments of your community. In addition to posting it on your blog, you can:

- Include in any e-newsletters distributed by your organization.
- Send to the communications offices of any trade publications, national associations, community listservs, or similar networks with which your organization is affiliated.
- Share the blog post on social media. LinkedIn is particularly good for spreading the word about your organization's inclusion efforts. Include the #StandAgainstRacism or #YWeStand hashtags so we can find and share it.

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Tips for hosting your conversation

To some, talking about race with colleagues, friends, or family can feel intimidating. Most people are taught from a young age that speaking about race with others is taboo. However, we can only make advancements in racial equity if we speak about the causes and results of racism in America. For this reason, we recommend the following practices for hosting your Stand Against Racism conversation:

1. Ensure, as a convener, that everyone knows the purpose of the conversation — to learn about topics of race and racism and to discuss this learning with others.

2. Consider working with your group to set community agreements at the beginning of the discussion. Think of these agreements as “How we would like to be together.” Some of YW Boston’s favorites include:

- Take space, make space - Be aware of whether you’ve been speaking a lot in a meeting and step back, or if you haven’t spoken, step up.
- Ask questions before judgement and allow space for new learning.
- Speak your truth from the “I” perspective.
- Lean into discomfort and support one another through difficult topics.
- Acknowledge intent does not equal impact. Someone may be well-meaning and still say or do harmful things that impact others.

3. As the discussion leader, help the group stay committed to the approved community agreements. Feel comfortable asking quiet participants for their thoughts, or requesting that a group member speak from the “I” perspective.

4. End the conversation by expressing gratitude for everyone’s willingness to participate. Encourage the group to share a reflection or appreciation of their own.

STAND AGAINST RACISM

Helpful Definitions

Race:

1. A social rather than biological construction.
2. A theoretical invention used to separate and rank human beings into biological categories
3. An umbrella term used to minimize ethnic variety and emphasize broader group identity markers most often rooted in appearance, skin tone, and ancestral homelands or origins.

Racism:

1. A form of racialized community violence (economic, political, cultural, and/or physical) that targets or has a disproportionate negative impact upon people of color.
2. When one's use of institutional or structural power is premised upon racial stereotype/ prejudice or when one's use of institutional/structural power creates, maintains, or reinforces policies and practices that further racial inequity.

Diversity: All the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. A diversity focus emphasizes “how many of these” we have in the room, organization, etc.

Equality: To treat everyone exactly the same. An equality emphasis often ignores historical and structural factors that benefit some social groups/communities and harms other social groups/communities.

Equity: To treat everyone fairly. An equity emphasis seeks to render justice by deeply considering structural factors that benefit some social groups/communities and harms other social groups/communities.

STAND AGAINST RACISM

Helpful Definitions

Inclusion:

1. An intentional effort to transform the status quo by creating opportunity for those who have been historically marginalized.
2. An inclusion focus emphasizes outcomes of diversity rather than assuming that increasing the amount of explicit diversity of people automatically creates equity in access/opportunity, or an enhanced organizational climate.

Power: The ability to (1) name or define; (2) decide; (3) set the rules, standards, or policies; (4) change the rules, standard, or policies to serve your needs, wants, or desires; and (5) influence decisions makers to make choices in favor of your cause, issue, or concern.

Privilege:

1. The unearned social, political, economic, and psychological benefits of membership in a group that has institutional and structural power.
2. Living and existing in a world where standards and rules are premised upon your needs, wants, and desires.
3. To identify with or be identified as a member of a dominant social group (as opposed to a minoritized group).

Implicit Bias: The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. These associations are learned through socialization and an internal favorability toward certain social groups is developed at a young age. Unmitigated implicit bias plus power reinforces racist behaviors.

STAND AGAINST RACISM

Helpful Definitions

Microaggressions:

1. Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, which communicate hostile, derogatory, or negative slights and insults toward people who hold marginalized identities.
2. Due to their frequency, microaggressions have a cumulative (negative) impact on the psychological, emotional, and/or physical well-being of the recipients of these assaults.

Racial Justice:

1. A social justice orientation with a focus on dismantling the root causes of racism (institutional and structural policies and practices) rather than merely the symptoms of racism (racial bias, racial prejudice, racial stereotypes).
2. Requires a focus on and commitment to the communities most directly negatively impacted by racism.

STAND AGAINST RACISM

Resource: 4 I's of -isms

At YW Boston, we use the 4 I's of -isms to examine the ways in which biased thinking affects all aspects of our lives. These -isms include systems such as racism and other structures that privilege certain people over others. These systems manifest in all aspects of our society, which the 4 I's framework breaks down into four zones.

1. Ideological, or the idea that certain identities are better than others. The ideological manifestations of -isms are what create the narratives that perpetuate biased beliefs.

Examples:

- The belief that people considered white are biologically superior
- The belief that all people earned their place in society through their work ethic

2. Institutional, or how the ideological narratives, including biases, are embedded in the systems and institutions that surround us, such as our laws, media, or organizational structure. Examples:

- The redlining practices that systemically denied housing access to Black individuals
- The racialized and gendered pay gap

3. Interpersonal, or how biased/discriminatory behaviors and attitudes manifest when people interact with one another. This explains the ways individuals feel permitted to act on their prejudices against those of less privilege. Examples:

- When people disproportionately ask people of color "where they are from"
- When people privilege the work contributions of white people over people of color

4. Internalized, or how individuals have come to believe the ideological biases of their society, and see themselves (consciously or unconsciously) as actors to uphold -isms.

Examples:

- When one believes that certain opportunities are available to them due to their race
- Feelings of pride or shame one has in relation to their racial identity

STAND AGAINST RACISM

Plan to take your Stand Against Racism learning forward

The work to Stand Against Racism does not end on April 30th. Take what you learned from committing to your own pledge, seeing others' pledges, or taking part in a conversation, forward. Use the 4 I's from the previous page and the following chart to map out how you will commit to your pledge in 2021 and beyond:

	Strengths: What am I doing /is my organization doing to promote racial equity? What am I proud of?	Aspirations: What would the institutions I am a part of look and feel like if they were more equitable? What markers would be in place to make sure we're on the right track?
Ideologically		
Institutionally		
Interpersonally		
Inwardly/ Personally		

My pledge to Stand Against Racism in 2021: _____

Three things I will do to reach this goal:

- 1.
- 2.
- 3.

STAND AGAINST RACISM

This year YWCAs across Massachusetts have teamed up for our annual **Stand Against Racism campaign.**



This year, the Alliance of YWCAs of Massachusetts have teamed up to host our biggest Stand Against Racism campaign yet. Each branch shares YWCA USA's mission to eliminate racism and empower women. To learn more about your local YWCA and how we are each working towards greater equity in MA, please visit the websites of:

- YW Boston
- YWCA Cambridge
- YWCA Central Massachusetts
- YWCA Malden
- YWCA Greater Newburyport
- YWCA Northeastern Massachusetts
- YWCA Southeastern Massachusetts

www.ywboston.org/stand-2021

STAND AGAINST RACISM

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And thank you for participating in our campaign!