



blueprint FOR
belonging

A STRATEGIC NARRATIVE FOR OUR FUTURE

Developing a Strategic Narrative to Combat Structural Racism

November 12, 2016 - Atlanta, GA

Presenters

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WORKSHOP AGENDA

1. Introductions (5 min.)
2. Defining Structural Racism (5 min.)
3. Defining Othering and Belonging (5 min.)
4. Defining Strategic Narrative (20 min.)
5. Q&A (15 min.)
6. Small Group Discussions (20 min.)
7. Small Group Report Backs (15 min.)
8. Wrap-up (5 min.)

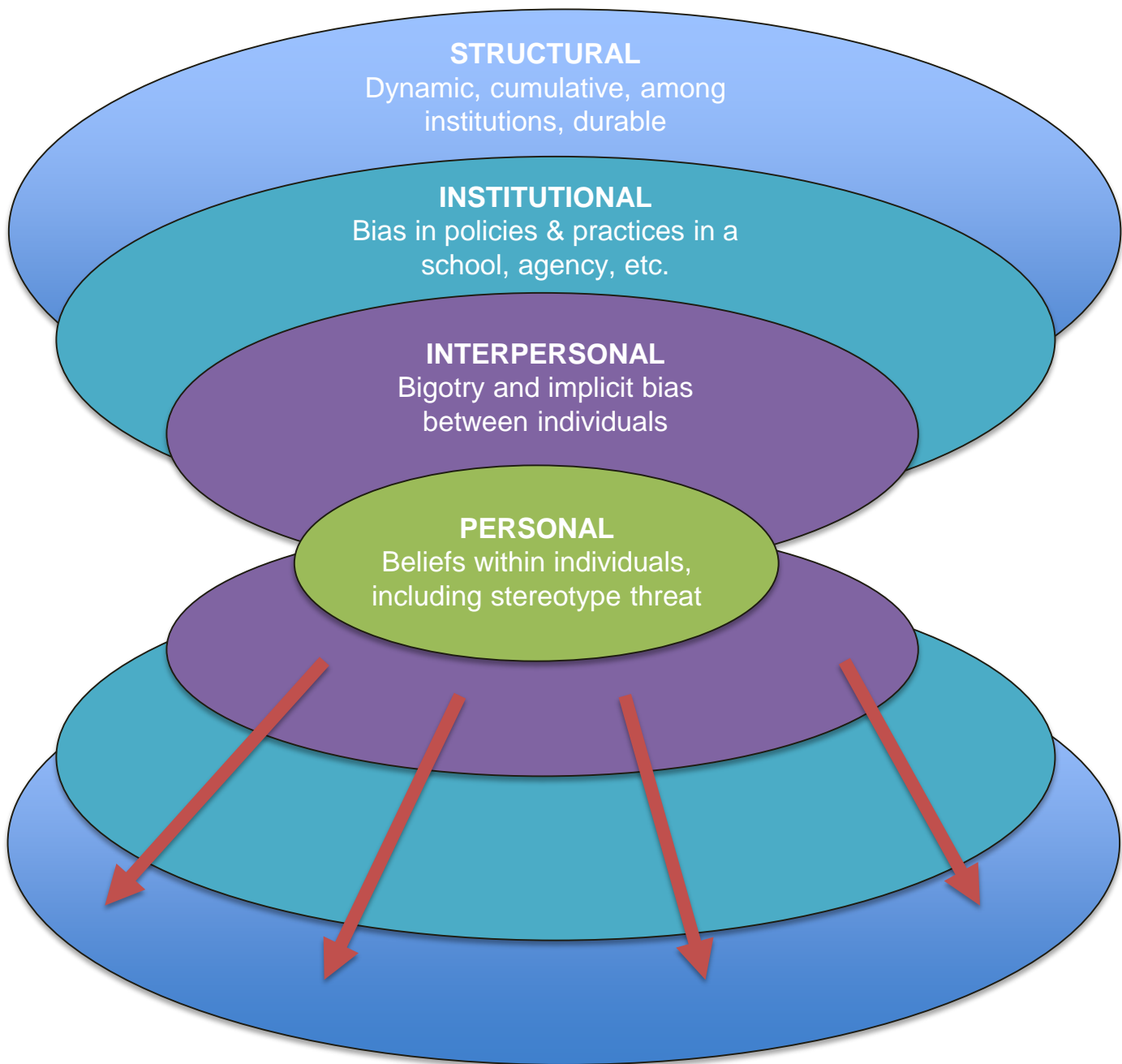
DEFINITIONS OF STRUCTURAL RACISM

HAAS INSTITUTE:

Structures (institutions, markets, policies and norms) that generate or reinforce group-based advantages and disadvantages and shape life chances on the basis of race.

RACEFORWARD:

Structural Racism in the U.S. is the normalization and legitimization of an array of dynamics – historical, cultural, institutional and interpersonal – that routinely advantage whites while producing cumulative and chronic adverse outcomes for people of color. It is a system of hierarchy and inequity, primarily characterized by white supremacy – the preferential treatment, privilege and power for white people at the expense of Black, Latino, Asian, Pacific Islander, Native American, Arab and other racially oppressed people.



Structural racialization limits opportunity

We can define opportunity through **access** to...



EDUCATION



ECONOMIC



TRANSPORTATION



FOOD



HOUSING



JUSTICE



HEALTHCARE



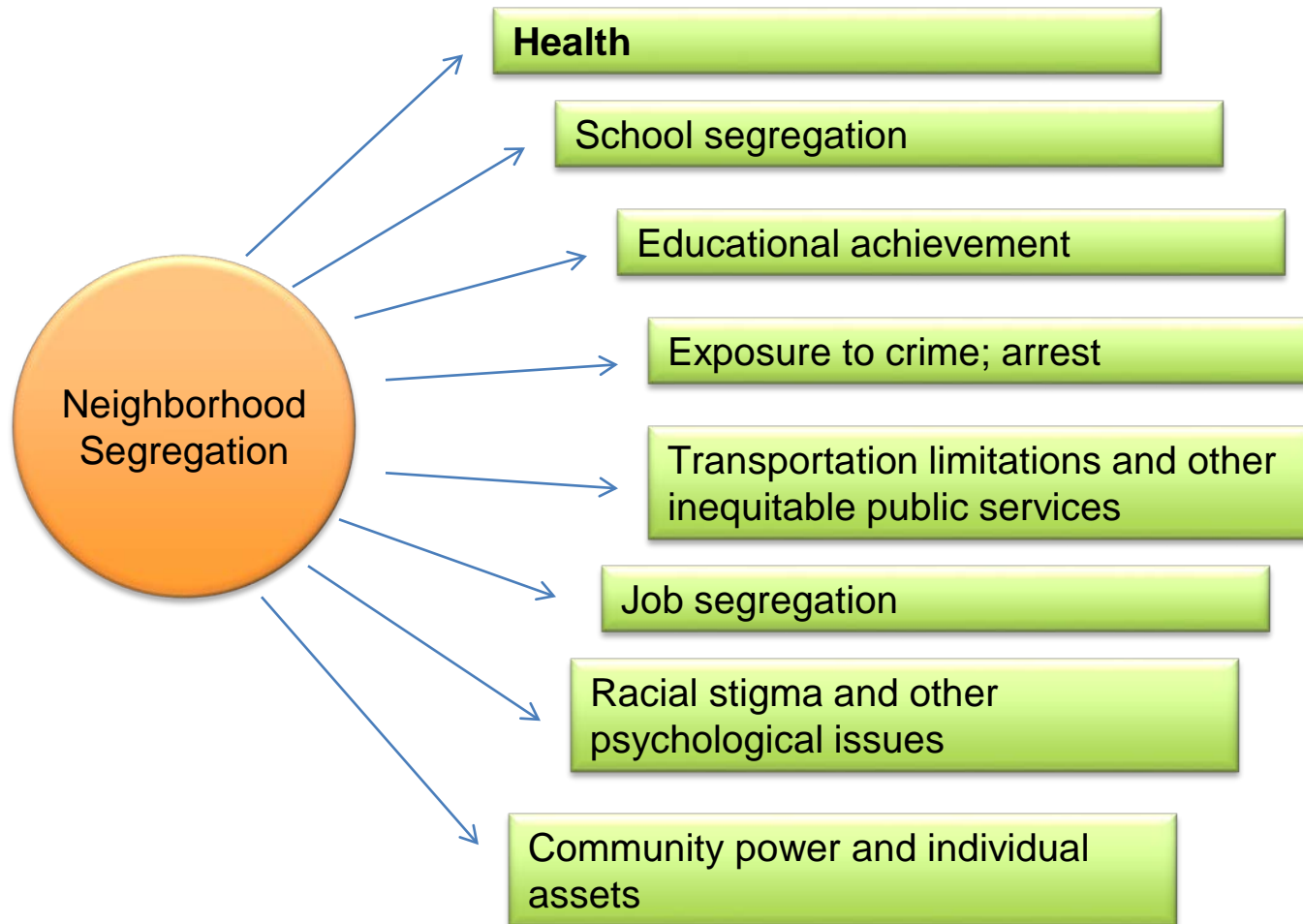
COMMUNICATIONS

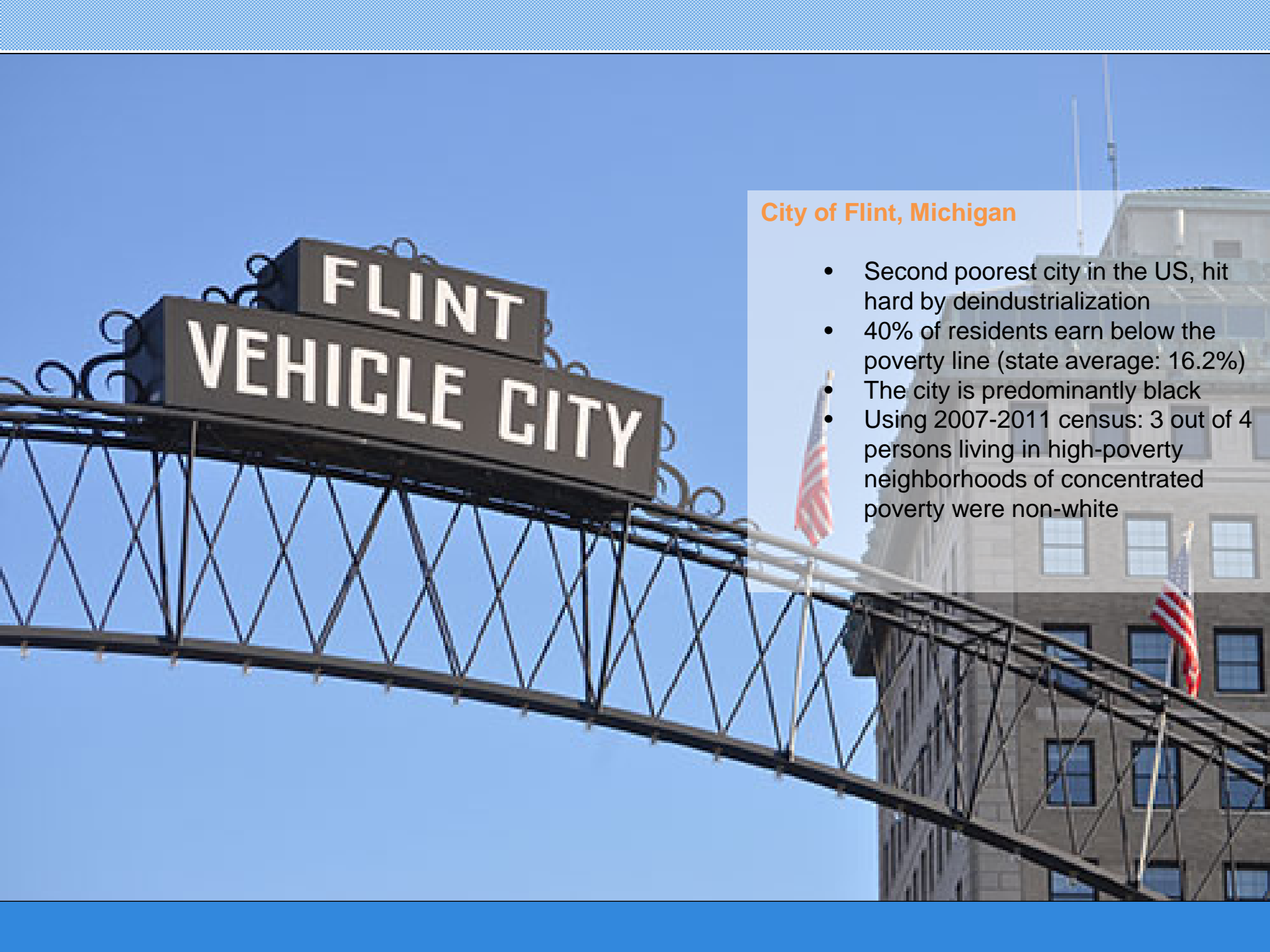
Opportunity Structures: Space, Place, & Life Outcomes



- **Opportunity structures** are the web of influences beyond our individual control that enhance and constrain our ability to succeed and excel.
- Life changes are shaped by opportunity structures, and those structures are just as important, if not more so, than the choices that individuals make.

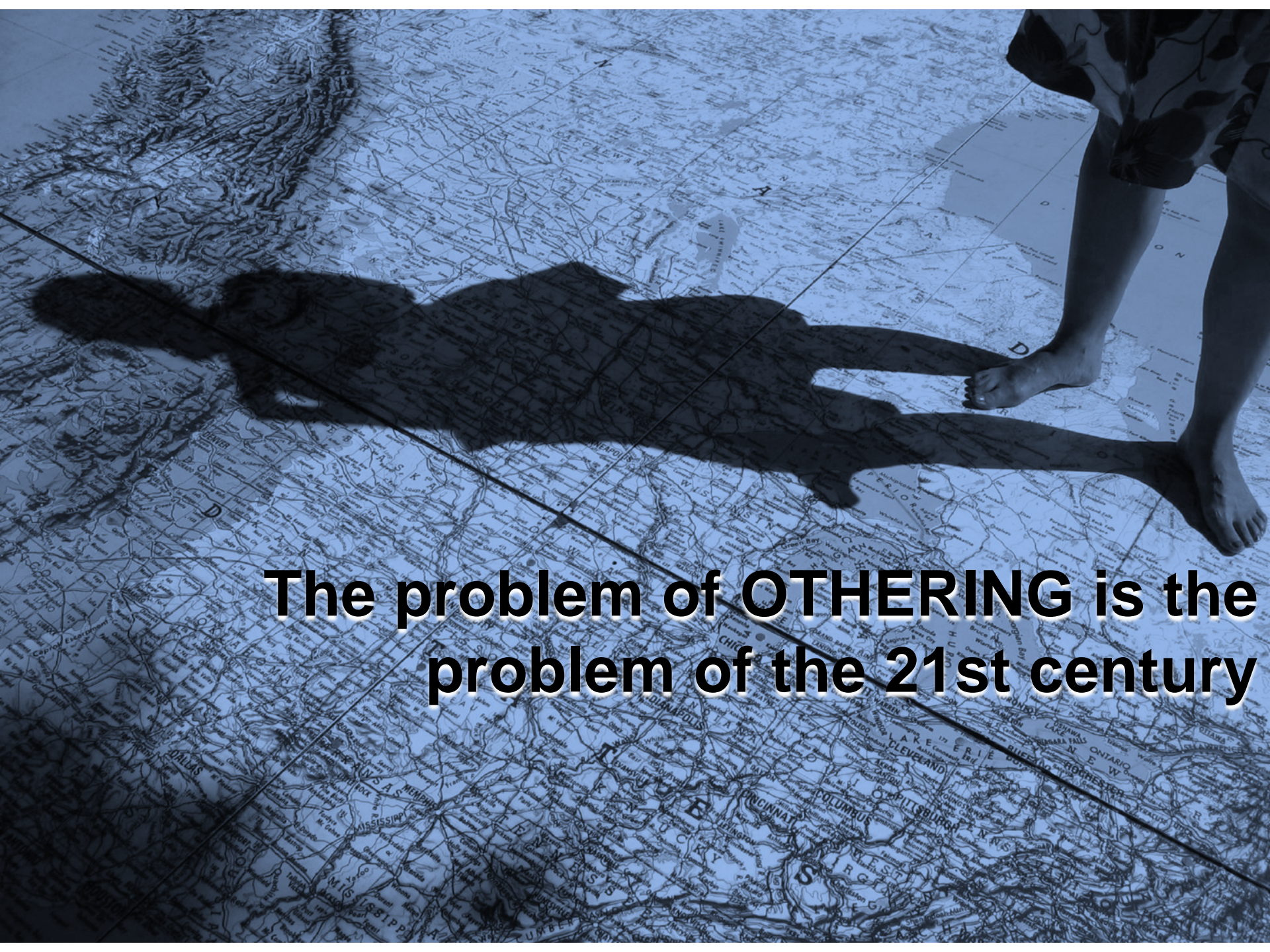
Spatial, racial, and opportunity segregation impact a number of life opportunities





City of Flint, Michigan

- Second poorest city in the US, hit hard by deindustrialization
- 40% of residents earn below the poverty line (state average: 16.2%)
- The city is predominantly black
- Using 2007-2011 census: 3 out of 4 persons living in high-poverty neighborhoods of concentrated poverty were non-white



**The problem of OTHERING is the
problem of the 21st century**

Ben Carson

Syrian refugees as
“rabid dogs”



Donald Trump

Calls for a database of
Muslims in the US

Circle of Human Concern

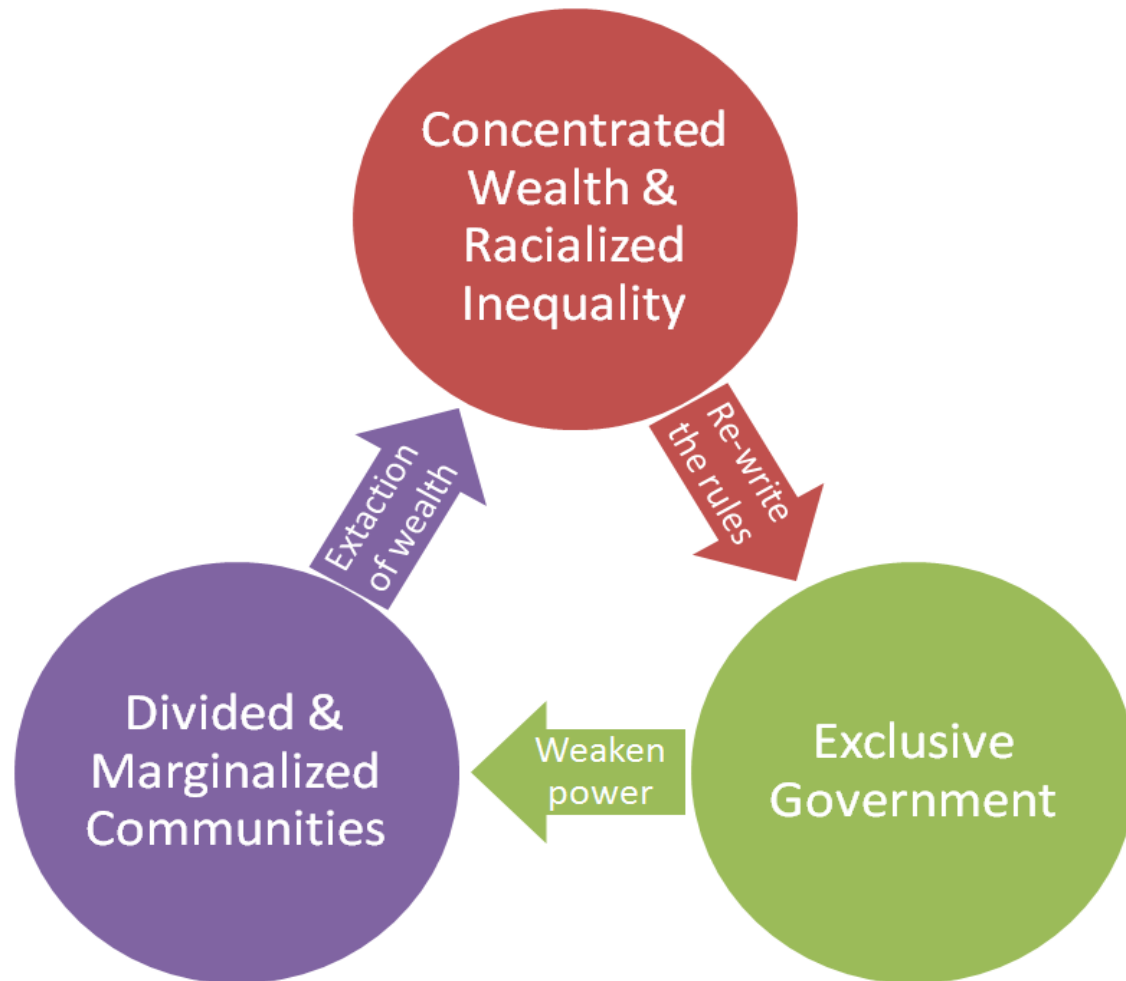


Who Will We Become?

- U.S. will be majority people of color by 2040
- California became majority people of color in 2000
- How do we convert this power into historic change for communities that have been left out?
- Strategic Narrative gives us a north star that unifies communities, issues, and policies to make possible a broad platform of progressive change



STRUCTURAL CONDITIONS FUELED BY RACE



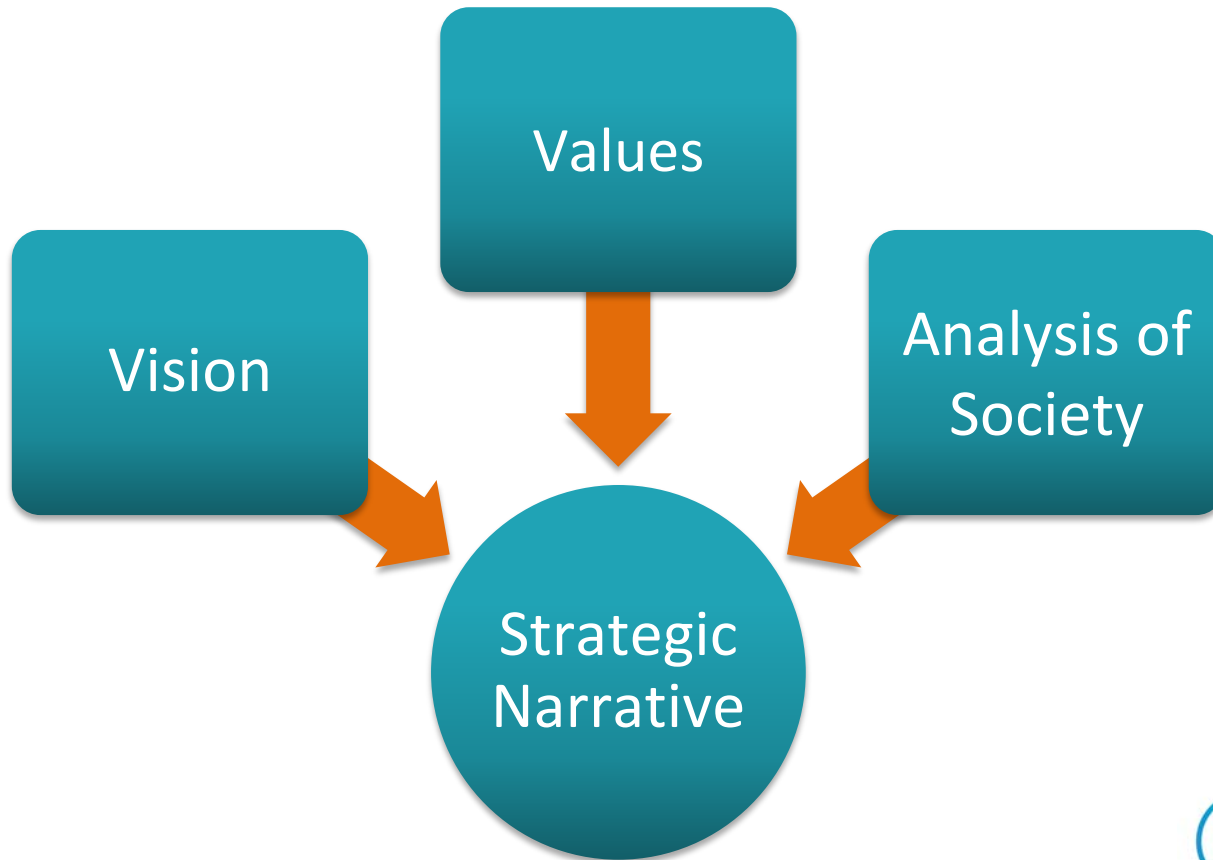
WHAT IS A STRATEGIC NARRATIVE?

A **strategic narrative** is meant to convey a set of core values and a vision (rather than a set of policies) against an assessment of the dominant social and economic realities and forces of the day—and it holds true across issues and movements. Strategic narrative is applied as much to raps on the door, editorials in the newspapers, and in television ads as it does to philanthropic portfolios and research agendas. It is to be the underpinning of more specific narratives and messages. While the exact words may vary, the underlying values are. It is the constant reference that helps to give it its power. While it points to values, it does more than just reflect existing dominant values. It also aims to move people to embrace those values.

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Components of Strategic Narrative



RIGHT-WING NARRATIVE

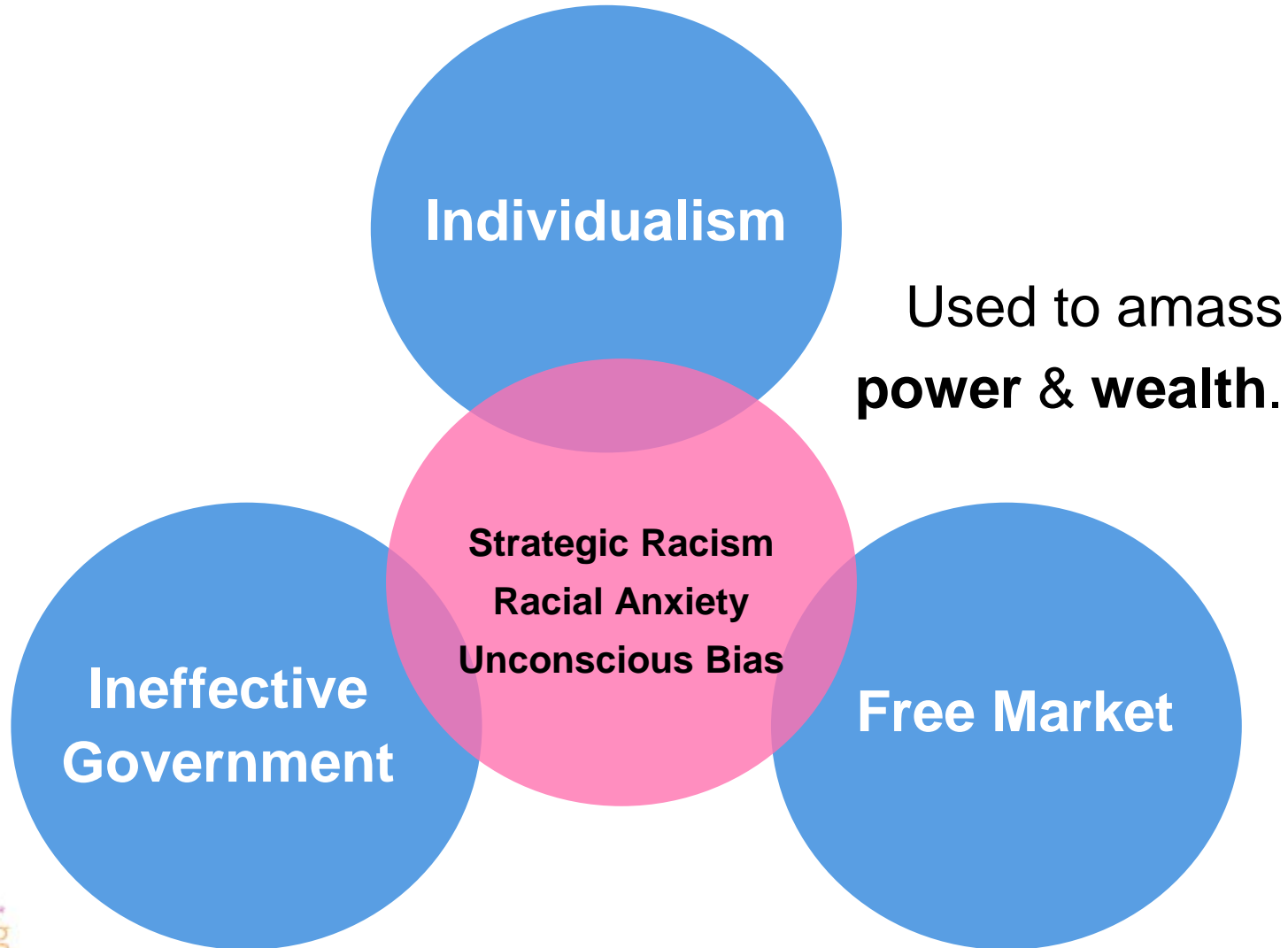
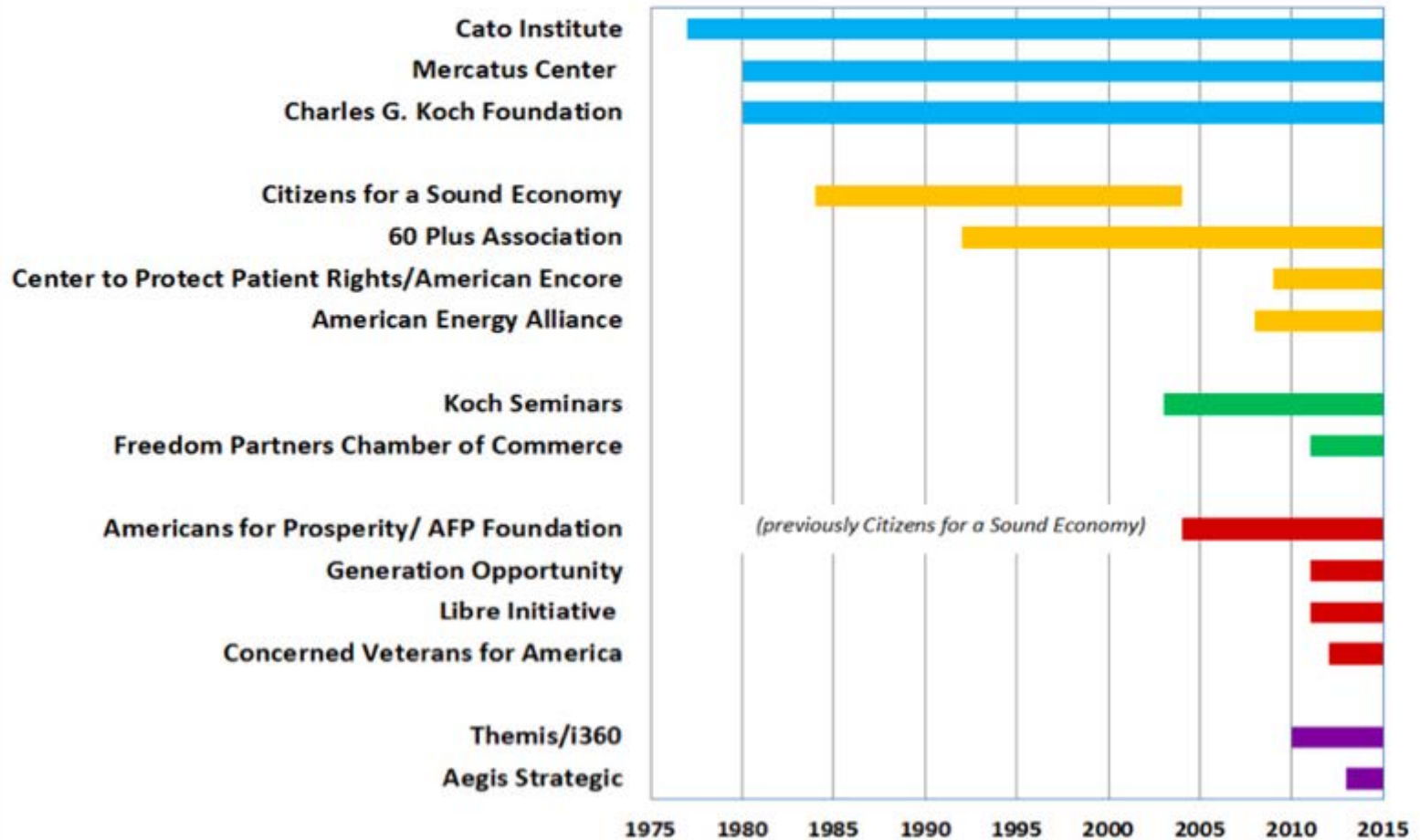
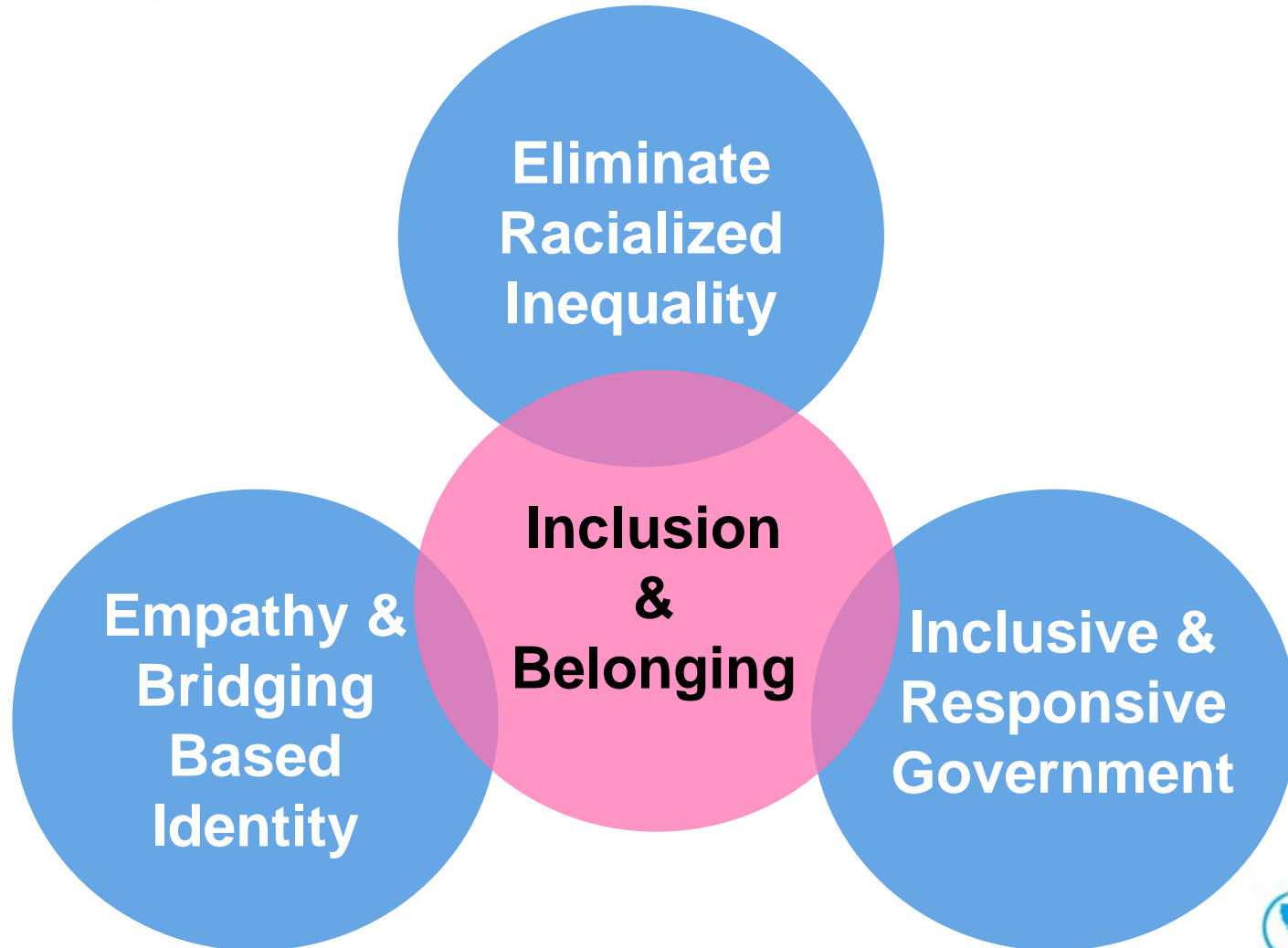


Figure 4. The Evolution of Koch Core Political Organizations

Ideas, Policy Advocacy, Donor Coordination, Constituency Mobilization, Utilities



PILLARS OF A PROGRESSIVE STRATEGIC NARRATIVE



Strategic Narrative Infrastructure



B4B Agenda



LARGE GROUP DISCUSSION

What resonates with you?

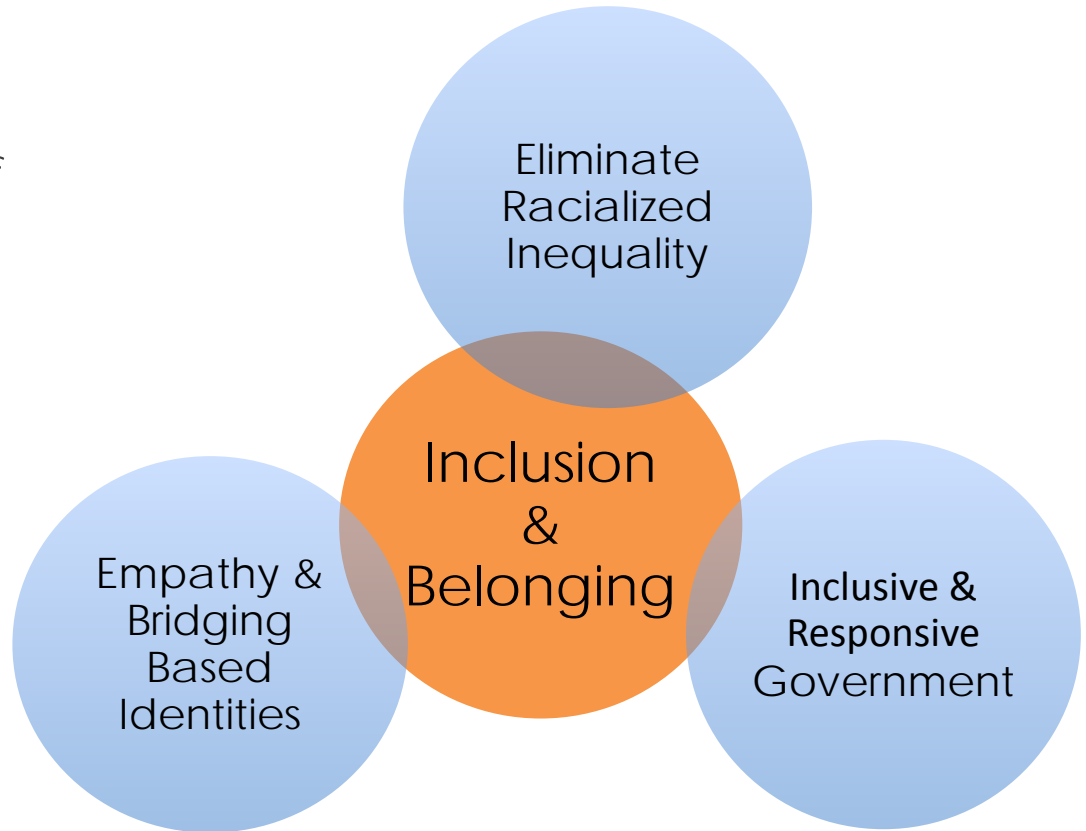
What do you disagree with?

What are your questions?



SMALL GROUP DISCUSSION

- Do you think strategic narrative could be valuable to your work? If so, how?
- How would you apply strategic narrative to your work?
- What capacity do you need to move forward?





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THANK YOU!