

Building Belonging through Targeted Universalism

DATE

March 15th 2024

PRESENTER

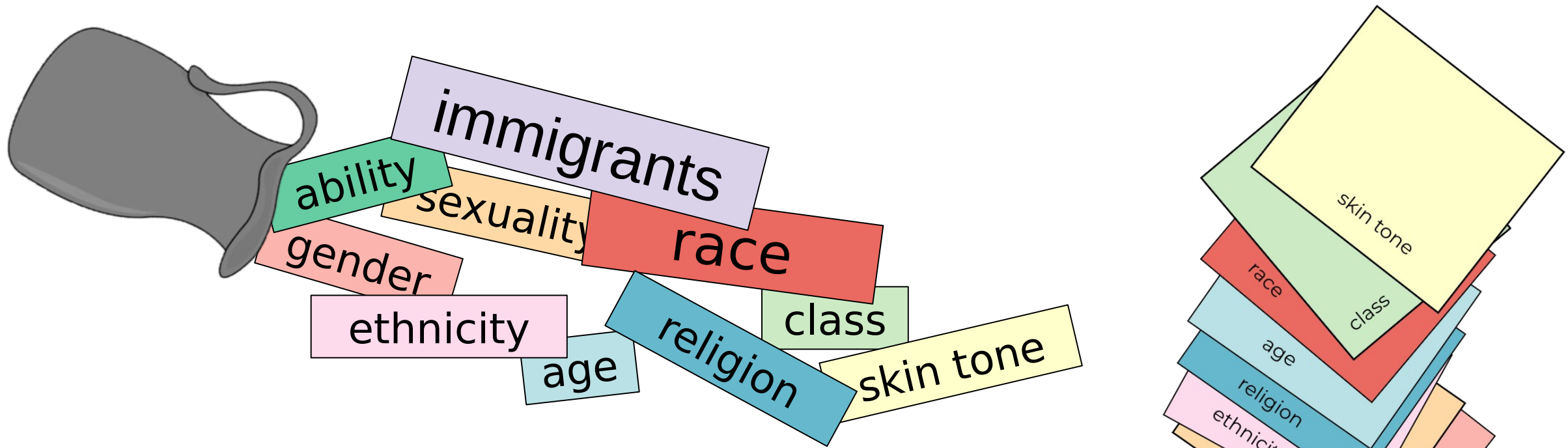
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Institute

AUTHORIAL SUPPORT

Lara Schiffrin-Sands

The problem of
“Othering” is the
problem of the
21st century.



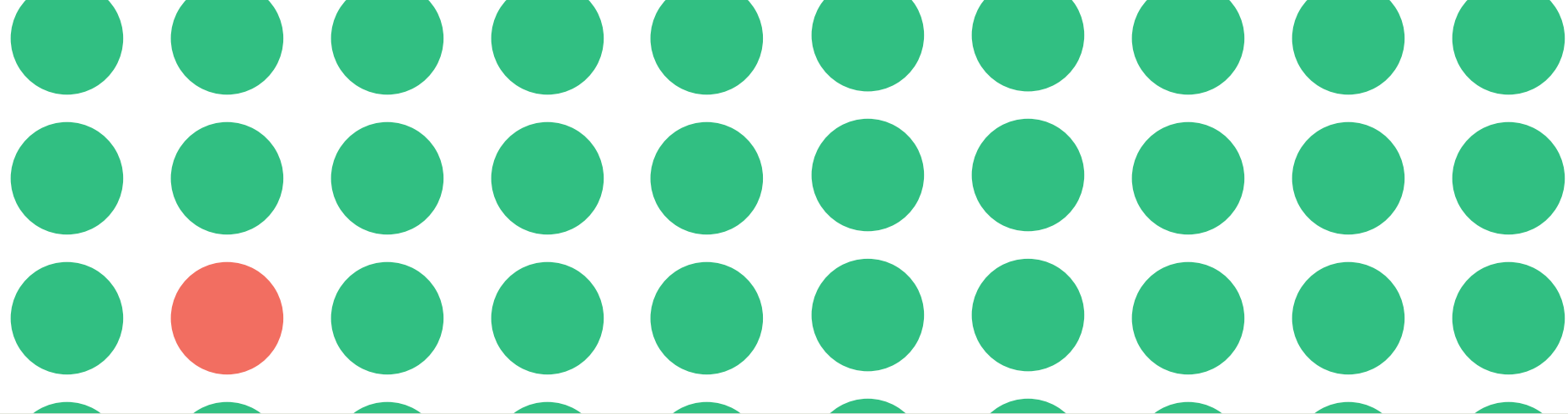


Othering is a generalized set of common processes that engender marginality and group-based inequality across any of the full range of human differences.

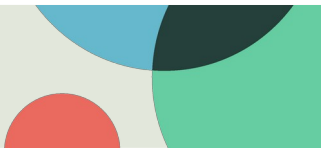
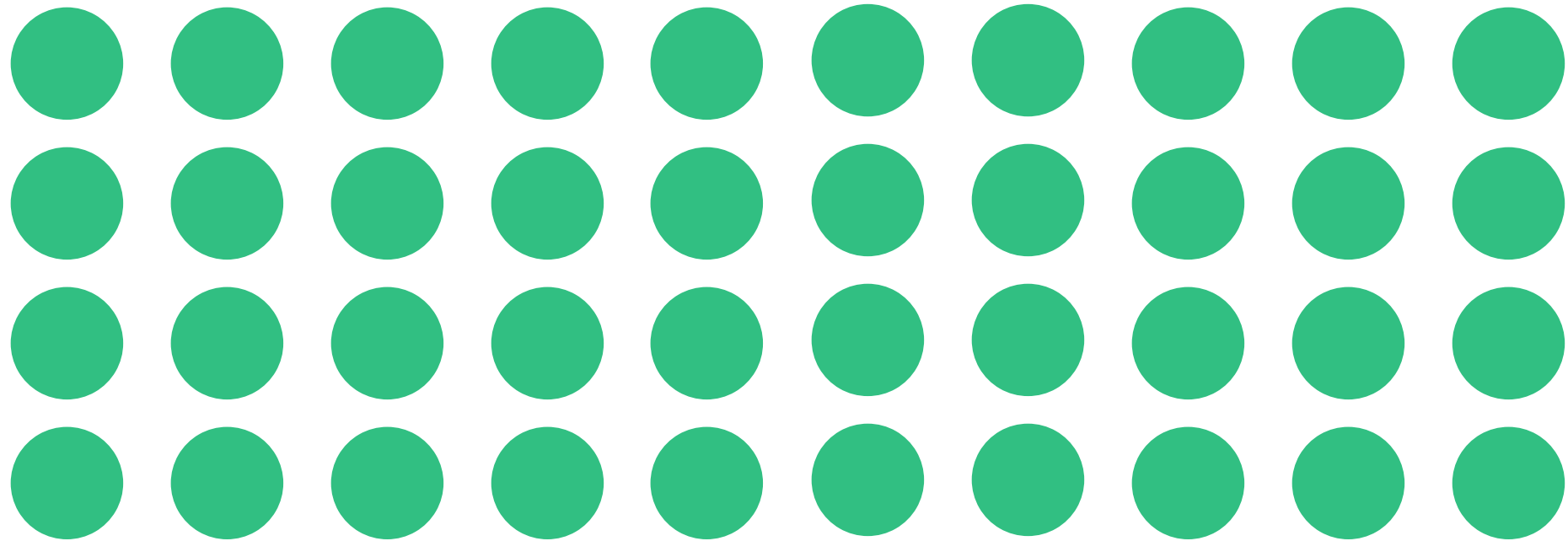
Reflection

- Think of a time when you didn't belong, when you were othered. What was going on and how did that experience impact you?





The opposite of Othering is not “saming.”

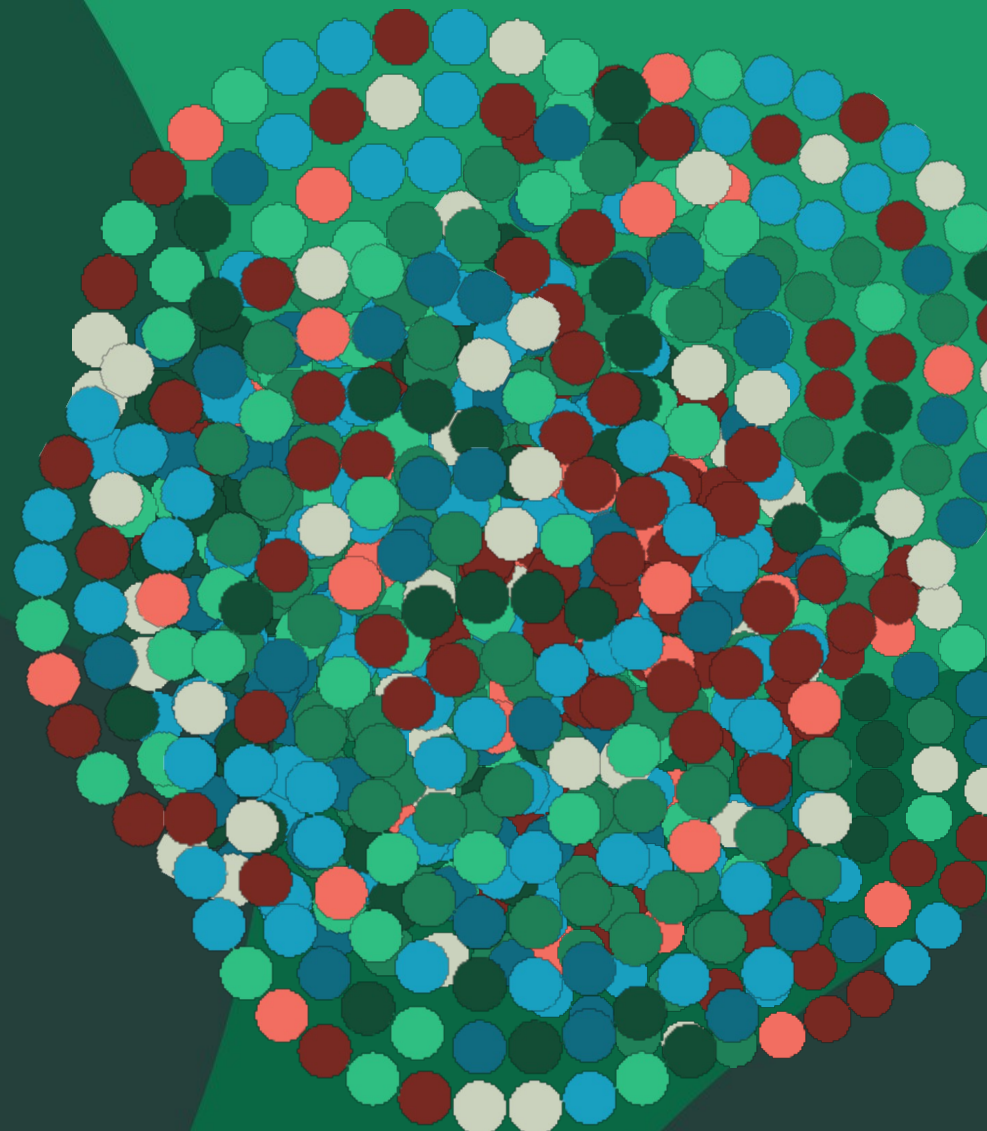
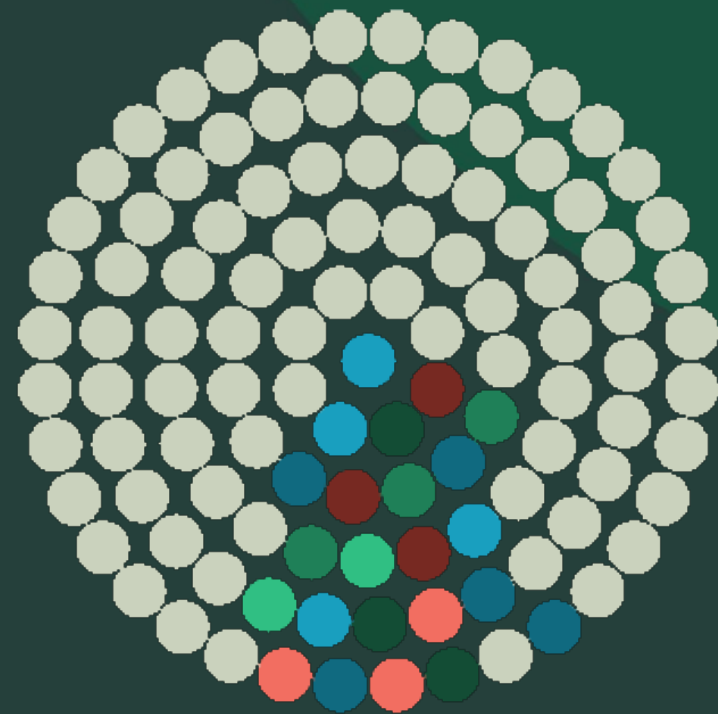
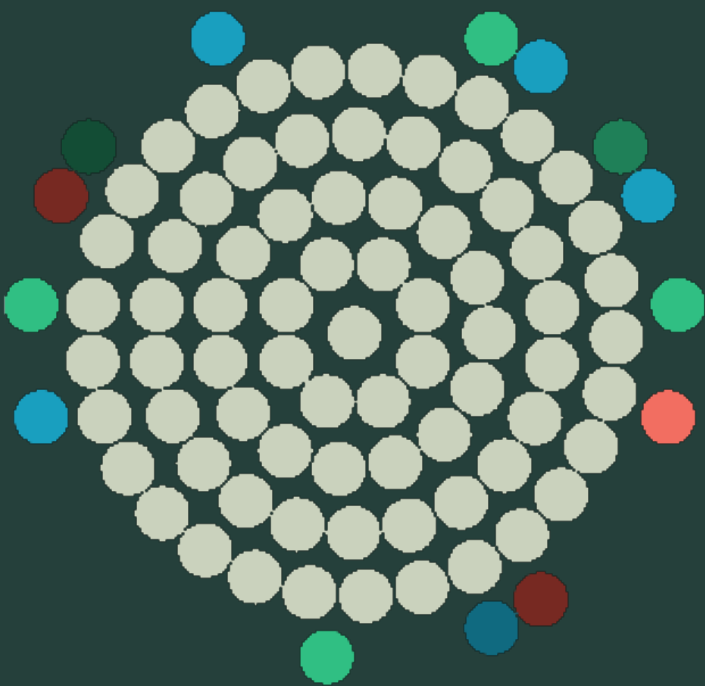




It is **belonging.**

**Belonging is about
co-creating and co-
owning structures to
belong.**





Exclusion

Inclusion

Belongin

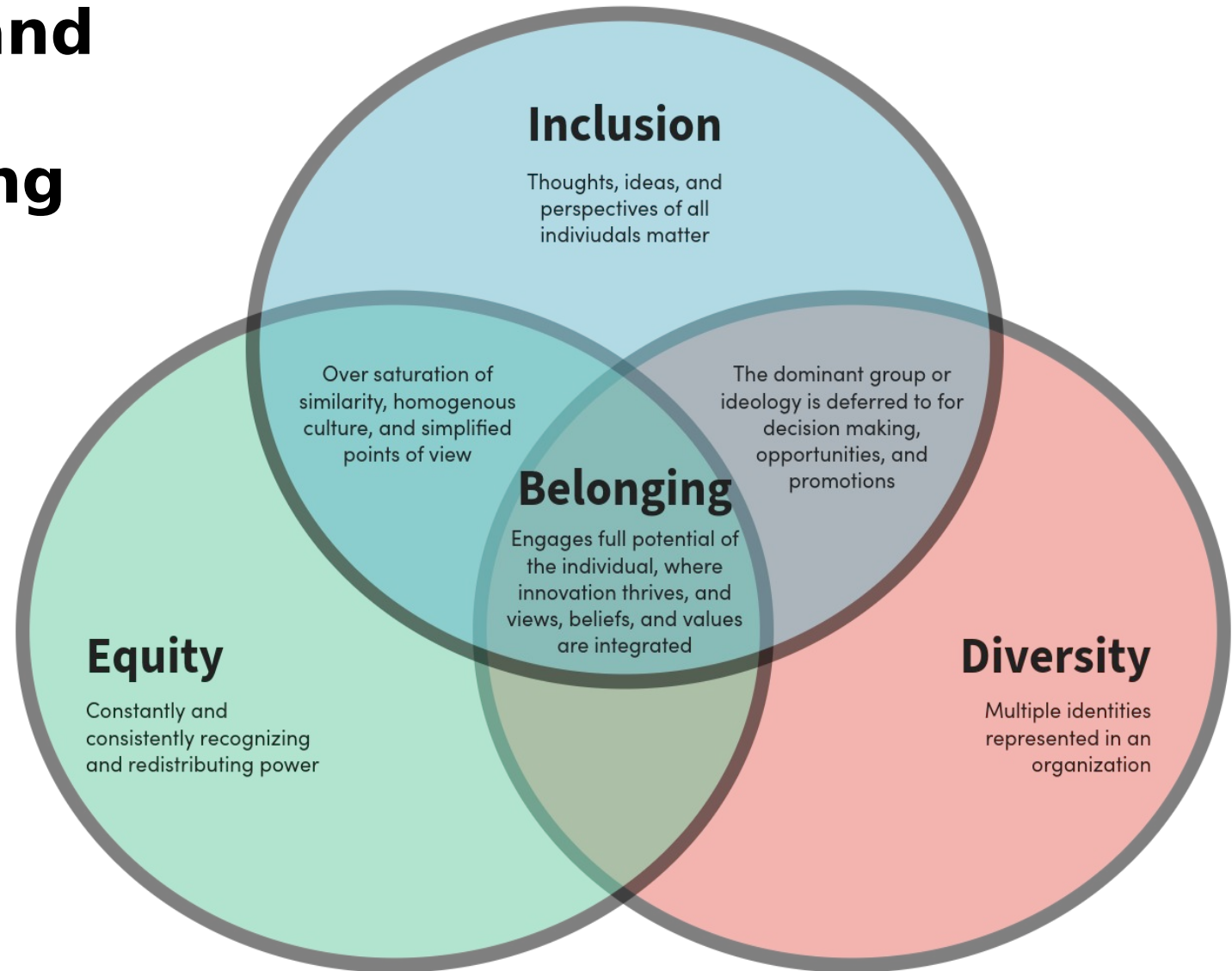
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Bridging is a precondition for belonging. Without bridging, it is not possible to build a society in which everyone belongs.

From Diversity, Equity, and Inclusion to Bridging and Belonging

Why move from DEI to Bridging and Belonging?

- We don't want to just welcome people into existing structures
- We want people to **co-create structures and institutions together**
- We want to build systems that are welcoming to all and that everyone has a stake in, where everyone is represented and the **work of bridging happens through co-creation**



Source:

<https://medium.com/@krysburnette/its-2019-and-we-are-still-talking-about-equity-diversity-and-inclusion-dd00c9a66113>

Three approaches to consider race and racing



Color Blindness

Three approaches to consider race and racing



Post-Racialism

Three approaches to consider race and

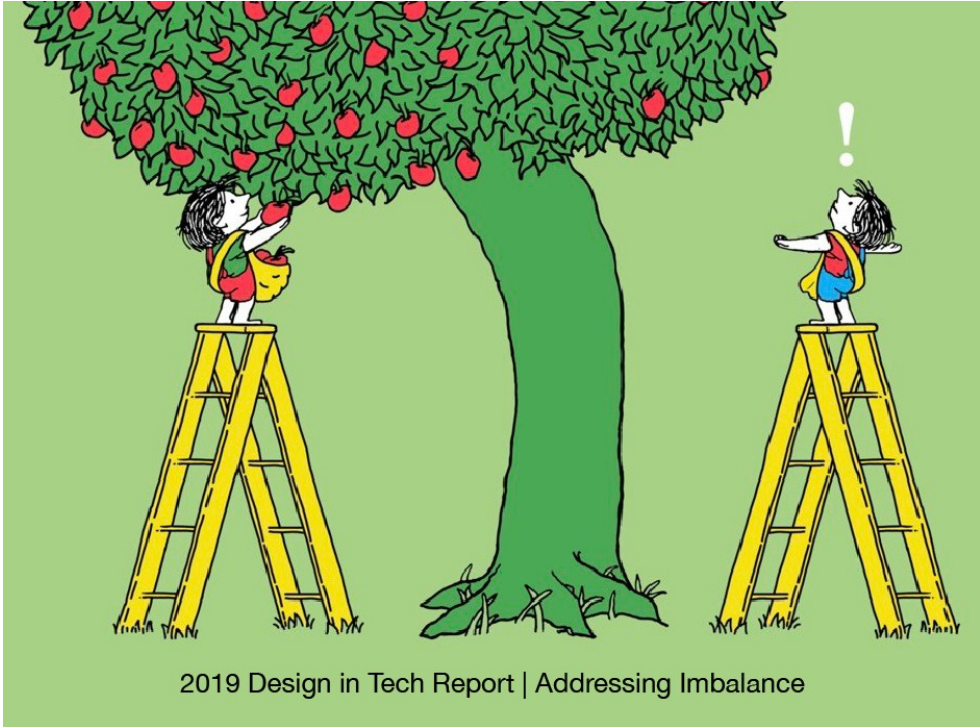


Explicit Racial Fragmentation

Targeted Universalism

A framework for achieving Equity 2.0

Equity to Equity 2.0: Targeted Universalism

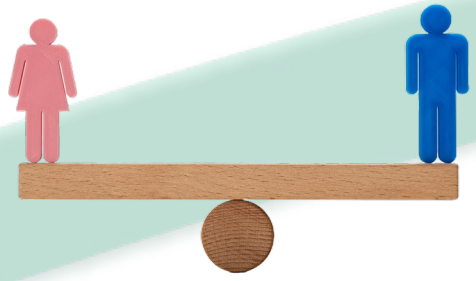


The arc of the moral universe is long but it bends toward justice.

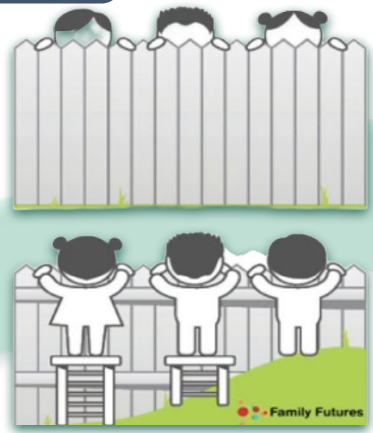
-Dr. Martin Luther King Jr., "Remaining Awake Through a Great Revolution." Speech given at the National Cathedral, March 31, 1968.



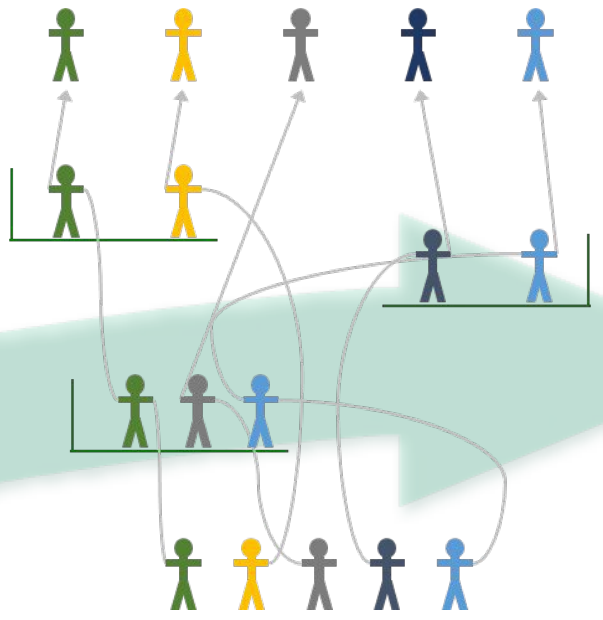
Extreme Inequality



Equality



Dignity



Belonging

Backlash to Equity:

CULTURE

How Equity Will Destroy America

BY: DAVID MARCUS | JANUARY 28, 2021 | 5 MIN READ

OPINION COMMENTARY [Follow](#)

'Equity' Is a Mandate to Discriminate

The new buzzword tries to hide the aim of throwing out the American principle of equality under the law.

By Charles Lipson
March 4, 2021 at 6:41 pm ET

Opinion | Ben Carson: Moving our focus
from equality to equity won't defeat
racism. It's another kind of racism.

By Ben Carson
April 18, 2021 at 4:51 p.m. EDT

Structures do work: Power and position matter

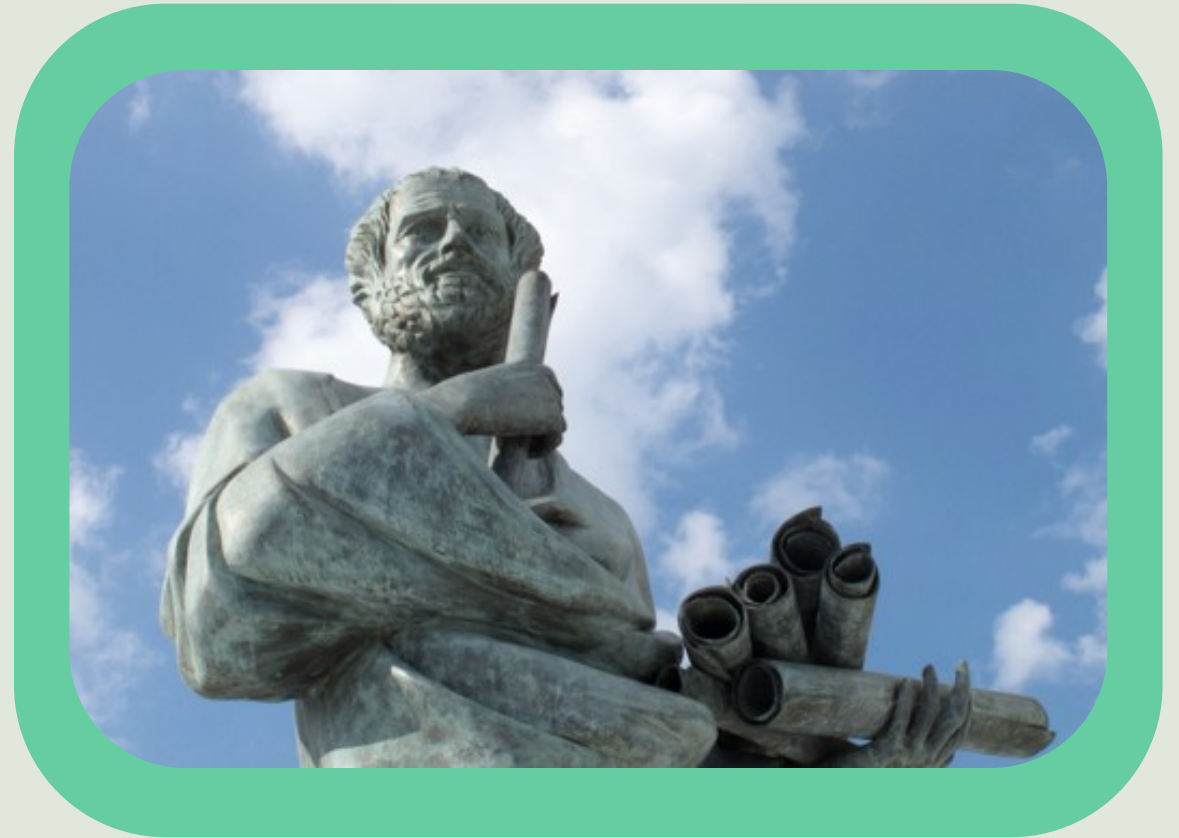
Not only are people situated differently with regard to institutions, people are situated differently with regard to infrastructure



People are impacted by the relationships between institutions and systems

...but people also impact these relationships and can change the structure of the system.

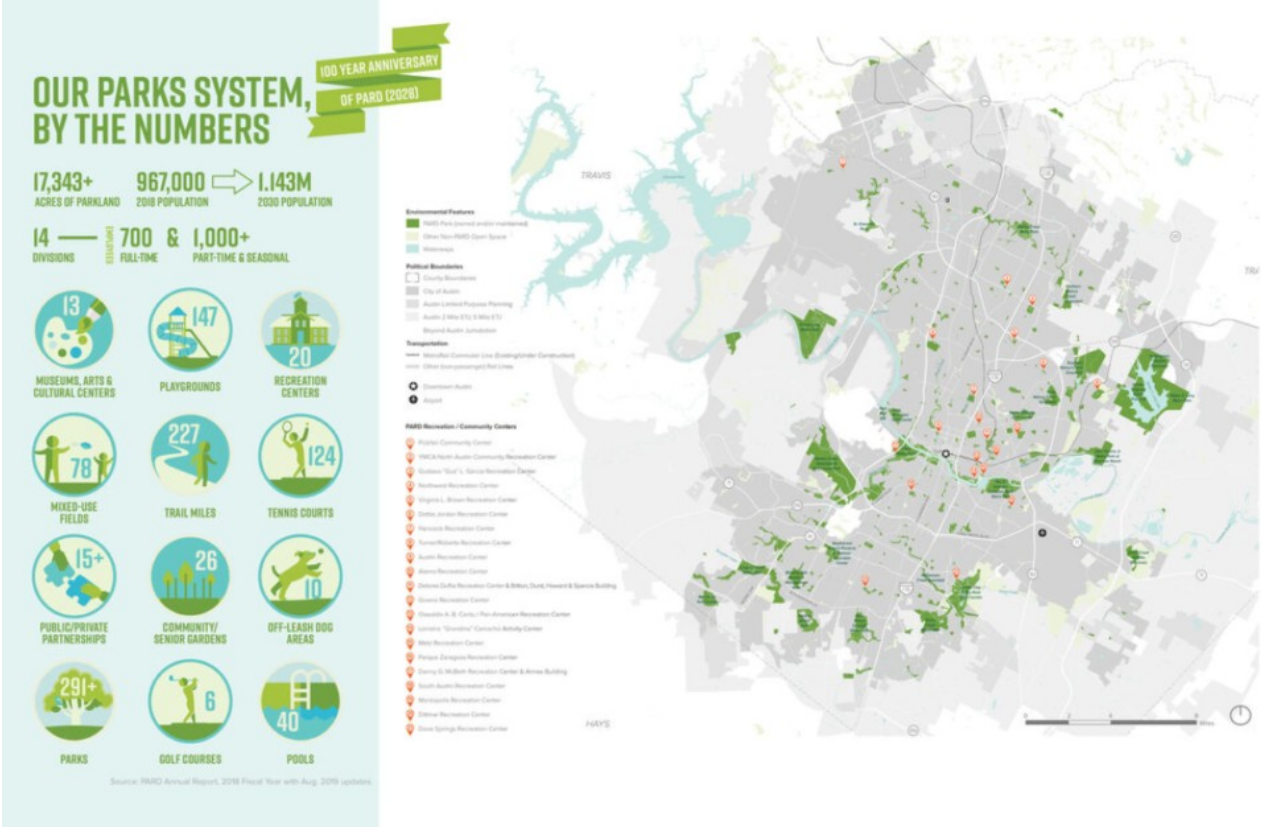
Aristotle, Equality, and Targeted Universalism



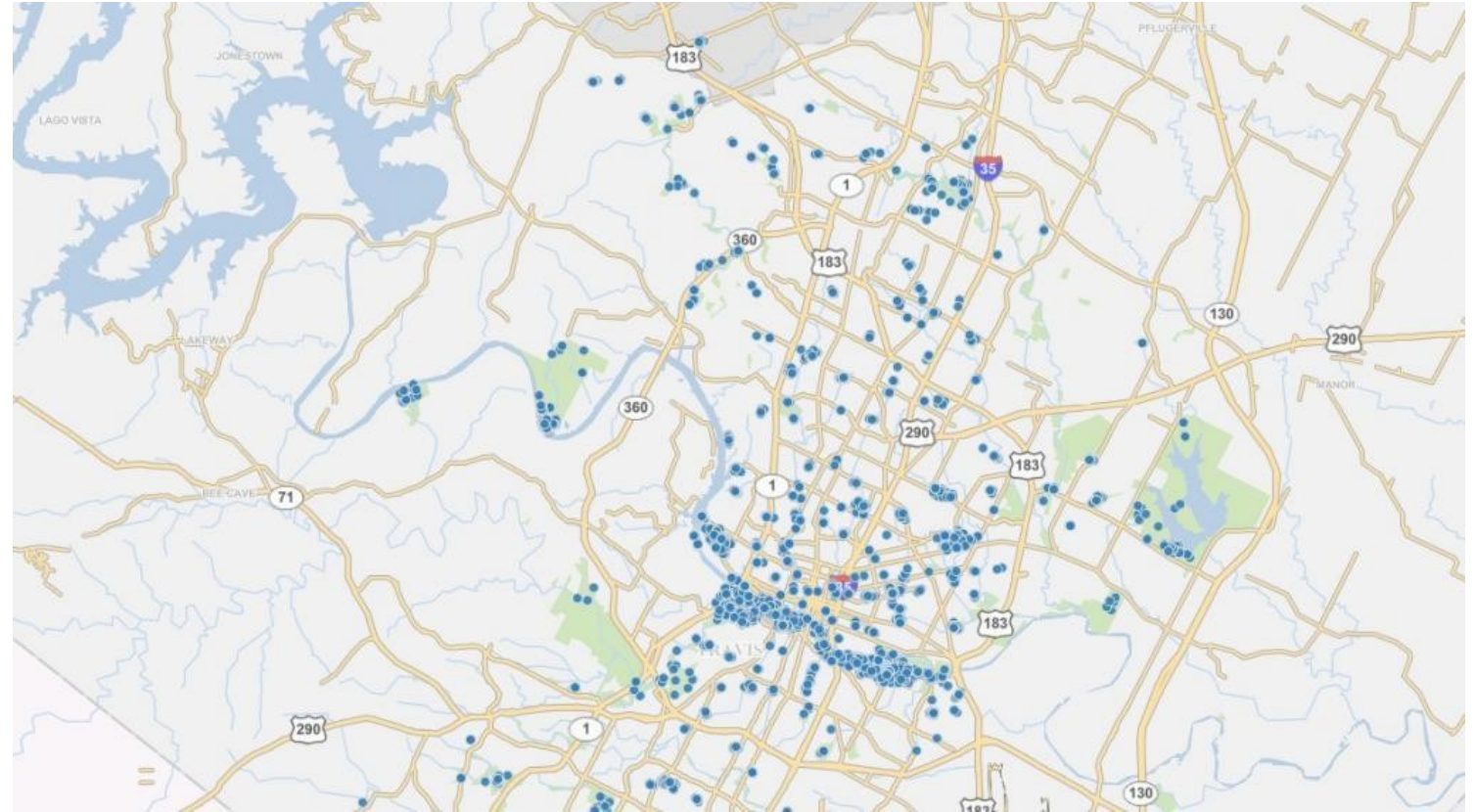
Targeted Universalism Steps

| | |
|----|---|
| 1. | Co-create a universal goal |
| 2. | Assess the general population performance relative to the universal goal; situatedness |
| 3. | Identify groups performing differently with respect to the goal and the overall population |
| 4. | Assess and understand the structures that support or impede each group from achieving the universal goal |
| 5. | Develop and implement targeted strategies so all groups reach goal |
| 6. | Develop bridging messaging and stories that support strategies. Engaging bridging as a tool for implementation. |

Targeted Universalism at work: Austin City Parks and Rec



Targeted Universalism at work: Austin City Parks and Rec

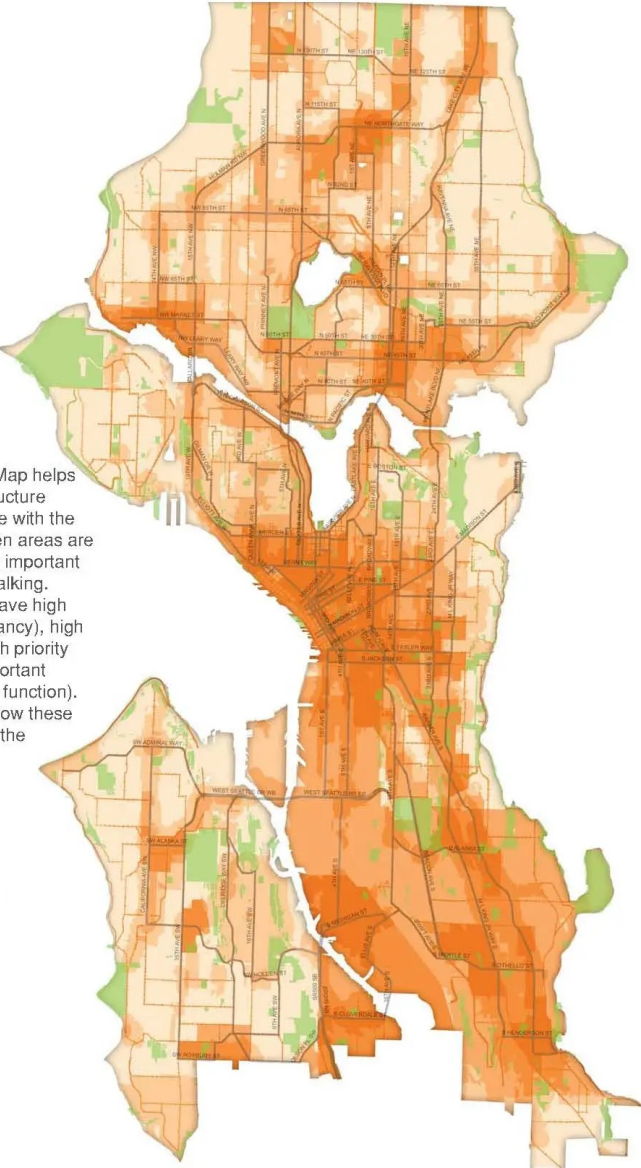
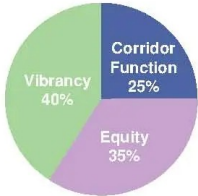


Targeted Universalism at work: Seattle Pedestrian Plan

High Priority Areas



The High Priority Areas Map helps the City prioritize infrastructure projects that serve people with the greatest needs. The green areas are park locations, which are important places for recreational walking. The dark orange areas have high pedestrian demand (vibrancy), high socioeconomic and health priority (equity), and provide important pedestrian links (corridor function). The chart below shows how these factors were weighted in the analysis.



Targeted Universalism at work: Seattle Pedestrian Plan

1. Establish a universal goal based shared recognition of a societal problem and collective aspirations
2. Assess general population performance relative to the goal
3. Identify groups and places that are performing differently with respect to the goal
4. Assess and understand the structures that support or impede each group from achieving the goal
5. Develop and implement targeted strategies for each group to reach the universal goal

Bridging at Work: Medford, Oregon



★ *Designed by TownMapsUSA.com*

Breaking Points

- Oregon's exclusionary laws during the early history of the region has shaped Oregon's racial makeup today.
 - In 2023, 86% of Oregon's population was white.

Bridging Points

- Community coming together to build a sense of belonging for Black residents and their families.
 - Black Alliance & Social Empowerment Southern Oregon (BASE).
 - First annual Juneteenth celebration in 2021.
- The Southern Oregon Racial Equity Liaison by BASE
 - BASE held series of forums between the Black community and local law enforcement. These public forums and continued conversations with the police led to the formation of a racial equity liaison that is going to be serving the police departments and the Black community in Southern Oregon.
- In 2017, the Oregon Legislature enacted Tribal History/Shared History.

Because we cannot bridge everywhere does not mean not anywhere.

Universal Goals Case Study: King County, WA

| | |
|--------------------------------------|---|
| Child and youth development | Provide access for all parents to the resources needed to raise healthy, happy children. Ensure that all children remain connected to their families and communities as they grow older, have plenty of opportunities for development, and are staying healthy and avoiding risky behaviors. |
| Economic development and jobs | Ensure that all people are prepared to participate in the workforce. Create economic (employment and contracting) opportunities that are accessible to all groups, pay family support wages, and have upward mobility. Foster a welcoming environment for all kinds of businesses, not just large corporations. |
| Environment and climate | Include the perspective and participation of all residents in decisions relating to climate/environment/sustainability governance. Enhance climate resiliency for all groups, not just those that are well-resourced. |
| Housing | Finance, build, and ensure access for all people to quality housing that is strategically located, and [ensure] that nobody is at risk of experiencing homelessness. |

Investing in Bridge Building Work

- Fostering bridging social capital (i.e., building connections with those who are different)
- Investing in sustained, not one-off, bridging work

How it comes to life?

1. Data driven: leverage the data from the Belonging Barometer
2. Develop a curriculum that enables practitioners to ensure that their work or their organization aligns with established best practices.
3. Support place-based organizations

Belonging Barometer
To what extent do you agree or disagree with the following statements?
(1=strongly disagree to 5=strongly agree)

1. I feel **emotionally connected** to [name of respondent's local community].
2. People in [name of respondent's local community] **welcome and include me** in activities.
3. I am **unable to influence decision-making** in [name of respondent's local community].*
4. I feel **unable to be my whole and authentic self** with people in [name of respondent's local community].*
5. People in [name of respondent's local community] **value me and my contributions**.
6. My relationships with others in [name of respondent's local community] are **as satisfying as I want them to be**.
7. I feel like an **"insider"** who understands how [name of respondent's local community] works.
8. I am **comfortable expressing my opinions** in [name of respondent's local community].
9. I am treated as **"less than" other residents** in [name of respondent's local community].*
10. When interacting with people in [name of respondent's local community], I **feel like I truly belong**.



https://www.americanimmigrationcouncil.org/sites/default/files/research/the_belonging_barometer_-_the_state_of_belonging_in_america.pdf

HMG: A Model of Targeted Universalism to Advance Equity and Promote the Well-Being of All Children

Barriers HMG attempts to address:

- Existing programs in health, early care and education, economic assistance, and family services are rarely integrated.
- Accessibility often depends on location, and many have strict eligibility criteria such as income, location, diagnosis, or cost.
- Historical, institutionalized, and structural racism has been evidenced to deter families of color from seeking services.
- Early childhood policies and processes are highly fragmented and difficult to navigate, with confusing points of entry that are particularly problematic for those experiencing adversities such as poverty, systemic racism, cultural disenfranchisement, geographic isolation, and violence.

How HMG addresses barriers:

HMG is an evidence-based model that effectively promotes early childhood system-building efforts. Making sure the unique needs of different groups of children are met requires a systemic approach to organizing the currently fractured landscape of services. Rather than being a stand-alone program, it builds on existing programs to ensure seamless, coordinated services for families with young children.

HMG ensures that:

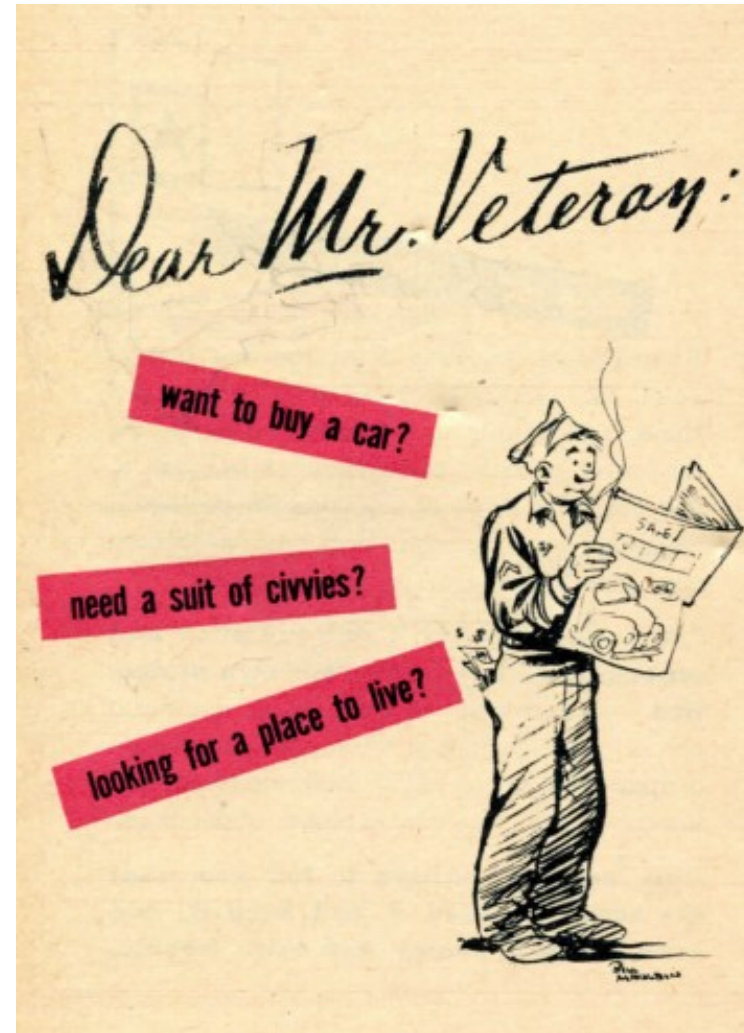
1. Families have professional support in accessing services easily and quickly (Centralized Access Point)
2. The community understands and promotes child development (Family & Community Outreach)
3. Child health professionals are supported in their efforts to monitor children's development and help families get connected to supports that they want and need (Child Health Care Provider Outreach)
4. Data are being used to constantly improve systems of care for families (Data Collection & Analysis)



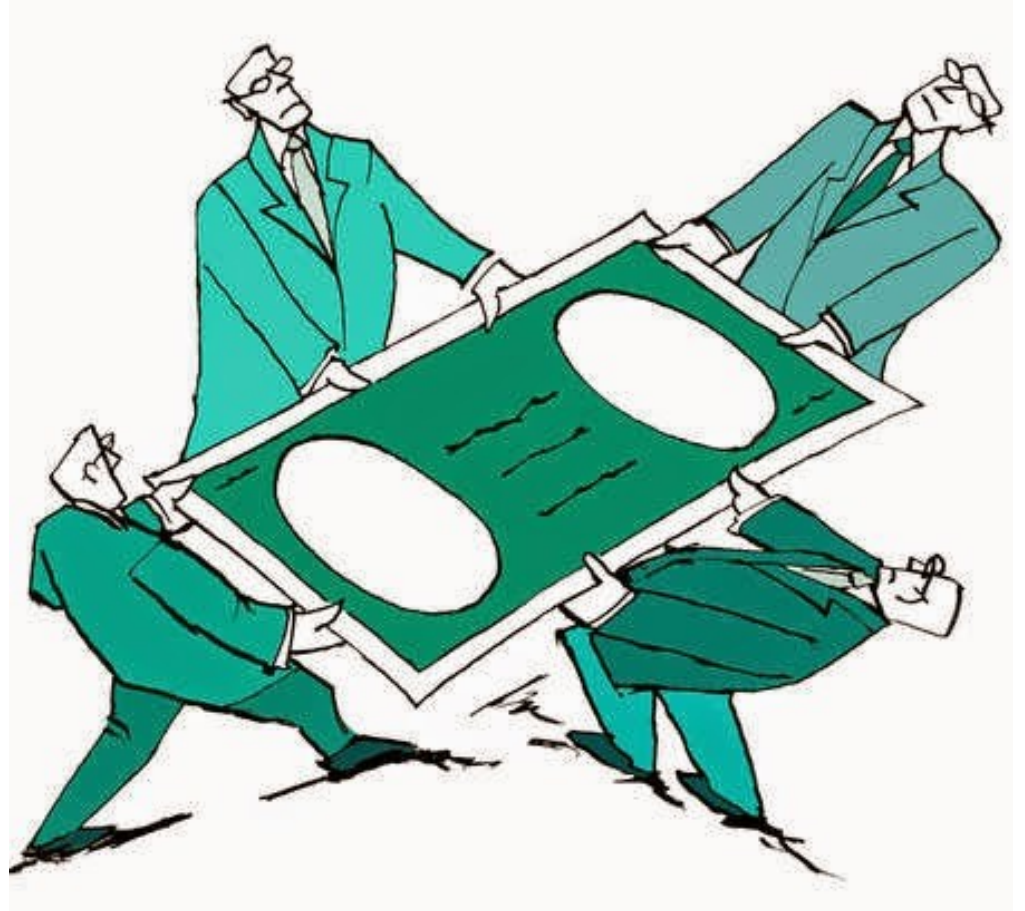
Source:

<https://socialinnovationsjournal.com/index.php/sij/article/view/6595/5444>

The Role for Government



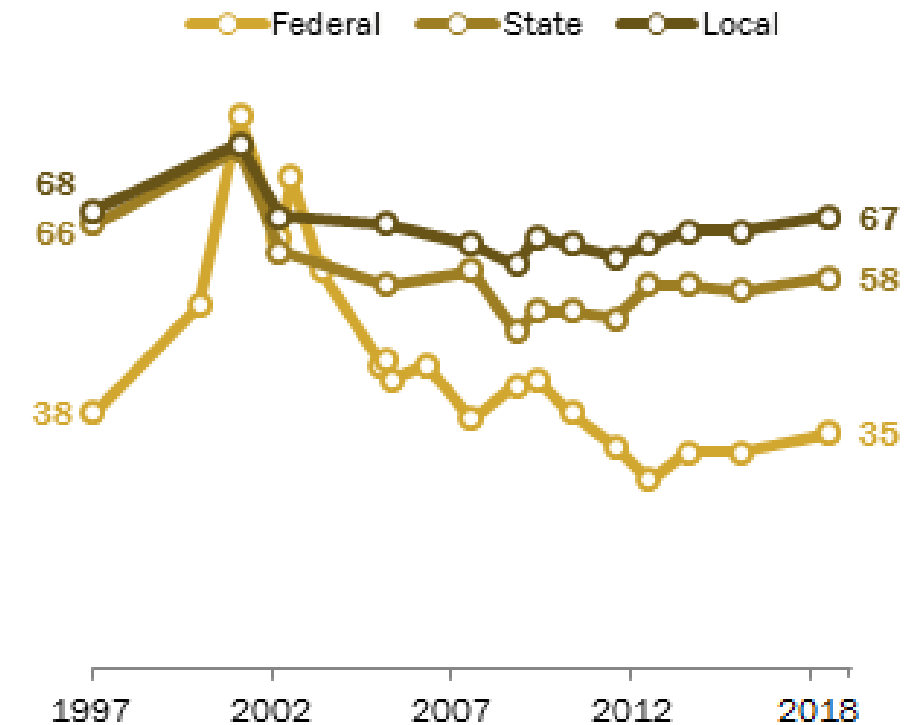
Challenges for Local Government



Opportunity for Local Government

Federal government consistently viewed less favorably than state and local govt.

% who have a favorable opinion of ___ government



Source: Survey of U.S. adults conducted March 7-14, 2018.

PEW RESEARCH CENTER

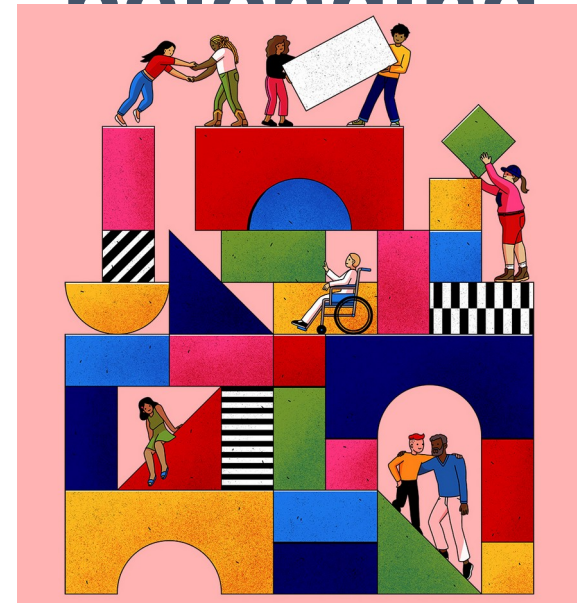
Opportunity for Local Government



**The goal is not just to
remove barriers**



**The goal is to co-
create new structures
for thriving and
belonging**



Reflection

- What can you do personally and professionally to promote belonging?
- Who have you othered implicitly and explicitly? How do you bridge to them?
 - Are they like the boogeyman (ever-present)
 - or the invisible man (often unseen)?



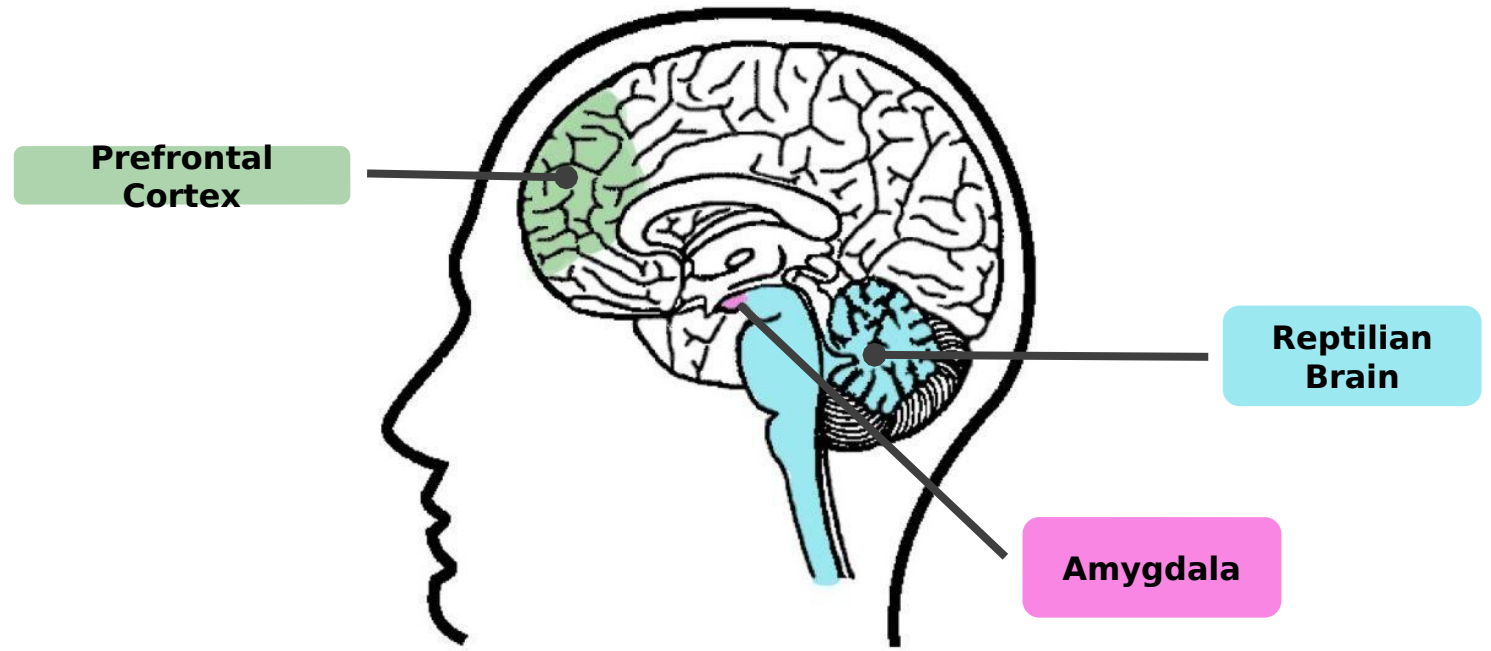
Stories and Narratives

Who's in the stories? Who is left out? Who is telling story? Who is the protagonist/villain? Who is the audience?



How do we expand our circles to include everyone in our stories and narratives?

Who are we talking to?

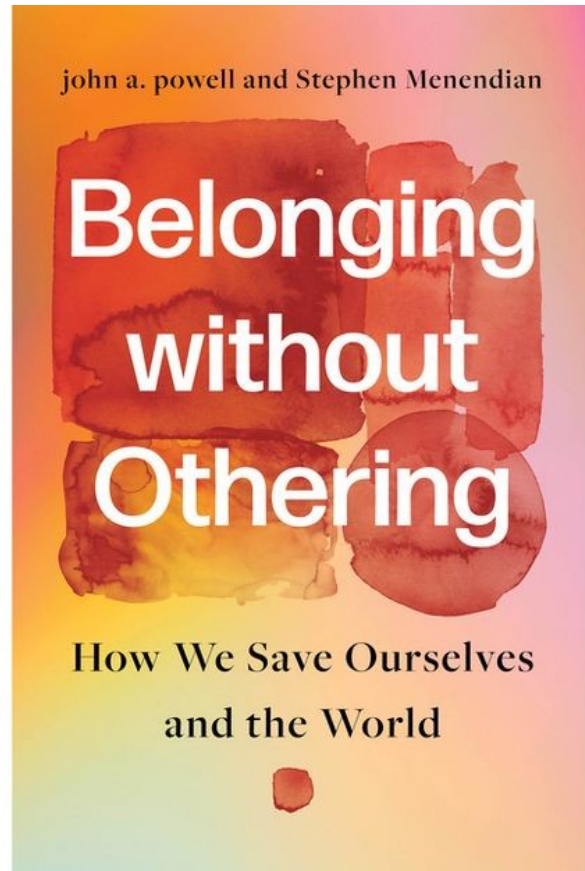


Can we imagine (build) new structures that honor our multiple fluid identities & belonging?

Who decides? Who benefits? Who pays?

A world where we all belong and no one is othered. A new story.

Preorder *Belonging without Othering*



- Professor Powell's forthcoming book that he authored with Stephen Menendian is now available for pre-orders.
- The book will be available in **April 2024**, before the OBI conference.



*Scan to
pre-order now!*

<https://www.target.com/p/belonging-without-othering-by-john-a-powell-stephen-menendian-hardcover/-/A-89785795>

Upcoming Book Dec 2024

The Power of Bridging: How to Build a World Where We All Belong by john a. powell



***Scan here to pre-order
the book now!***

bit.ly/3V1Stnu

john a. powell

With Rachelle Galloway-Popotas

The Power of Bridging



how to build a world
where we all belong