

# HOW TO TALK ABOUT RACE

This tool is most helpful when putting together any form of **written** or **verbal** communication when you are including a racial analysis or using disaggregated data. This tool comes to life when used in conjunction with the Racial Equity Impact Analysis tool and the What's Race Got to Do With It? tool from the Race Matters Toolkit. When used alone, it is helpful guidance for structuring a productive, equity-centered communication.

## 1 WHAT IS THE BIG IDEA?

Open your communication with a "big idea" or aspiration that your audience can grab hold to and agree with. Hint: The big idea is not a piece of data.

## 2 WHAT ARE THE BARRIERS STANDING IN THE WAY OF THE BIG IDEA OR ASPIRATION?

Insert your analysis here. Hint: Describe the systemic problem. If you have used What's Race Got to Do With It?, use the root cause analysis that tool produces to answer this question. Add contextual considerations e.g., history, racism, gender, place, age, language.

## 3 WHAT ARE THE CONSEQUENCES OF THE BARRIERS (BY RACIAL GROUP)?

What are the consequences of the systemic problem described above? Hint: Incorporate your disaggregated data points here.

## 4 WHAT IS THE SOLUTION?

Attach your solution to the systemic problem raised above. If you have used the Racial Equity Impact analysis tool, incorporate the considerations from that analysis here. Hint: Most solutions are not equity-centered (initially) so conduct that analysis first.

