



Part Two: Practice Equity Daily > 1. Build equity-minded culture, structures and systems.

USE EQUITY PRIMES, PROMPTS AND PROTOCOLS TO REDUCE BIAS⁴²

As you practice race equity and inclusion, you'll need to build individual and organizational capacity so you can move the work forward together in a sustainable way.

“Equity prompts are questions or reminders that individuals can use to reduce bias in their actions and decisions.

“Equity primes are tools, images and reminders that evoke consciousness to counteract implicit bias. They are typically prompts, adopted by many individuals in an organization.

“Equity protocols and practices use equity prompts and primes an ongoing basis, so they become long-term institutionalized practices and habits.” Source: Race Forward

DEBIASING STRATEGIES	SAMPLE PROMPTS
Individuation	<ul style="list-style-type: none">• What is this person asking for/what do they specifically need? What do I know about them personally that informs my thinking?• In what ways am I assuming that this person embodies stereotypes I know about their social identities?
Learning and reminders about implicit bias	<ul style="list-style-type: none">• Learn about specific ways implicit bias shows up in your field/area of work.• How could one of the 10 key manifestations of implicit bias⁴³ operate in this situation? Which ones most need our attention?<ul style="list-style-type: none">▷ Selective attention—We tend to see some things but not others, depending on the context (e.g., pregnant women are more likely to notice other pregnant women).▷ Diagnosis bias—the propensity to label people, places and things based on our first impression, regardless of evidence put before us.▷ Pattern recognition—the tendency to sort information based on prior experience.▷ Value attribution—the inclination to infuse a person or thing with certain qualities based on initial perceived value (e.g., judge someone's importance based on what they are wearing).▷ Confirmation bias—the tendency to unconsciously seek out evidence to confirm what we believe is true.▷ Priming effect—the tendency to respond to something based on expectations created by a previous experience or association.▷ Commitment confirmation—the tendency to become attached to a particular point of view, even when it may be obviously wrong.▷ Stereotype threat—the experience of anxiety or concern in a situation where a person has the potential to confirm a negative stereotype about their social group.▷ Anchoring bias—the tendency to rely too heavily on one trait or piece of information when making decisions (e.g., assuming that people from elite schools are more qualified).▷ Group think—the influence of group associations and beliefs on our thoughts and behaviors.

⁴²Source: This resource was developed by Interaction Institute for Social Change, based on the concept of equity primes and protocols developed by Race Forward. Debiasing strategies are drawn from Implicit Bias Review (2013-2015 issues) Kirwan Institute for the Study of Race and Ethnicity and The Science of Equality, Perception Institute. Same primes were developed by Interaction Institute for Social Change unless otherwise noted.



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DEBIASING STRATEGIES	SAMPLE PROMPTS
Accountability mechanisms	<ul style="list-style-type: none">• To whom do I need to explain my decision? What's my rationale?• Who can I ask to serve as a bias-spotter partner?• How can I receive feedback graciously and non-defensively? What meaning do I make of the feedback I receive? How can I put feedback into practice?
Perspective taking	<ul style="list-style-type: none">• How is this person's perspective different than mine? What accounts for the differences? How would my perspective be different if we shared the same experience or identity? What am I missing in this situation because of my perspective?• What if the person's perspective and experience were true, even if I can't imagine it, see it, or understand it?
Deliberative processing (thinking about thinking)	<ul style="list-style-type: none">• What information am I relying on? What other information am I dismissing or what might I have missed?• What am I assuming here? What other assumptions could I make?• How did I come to this conclusion? What other conclusions could I come to?• Am I unfairly using old information/prior experience to pre-judge this situation?• What am I feeling and how is that affecting my thinking?• What are my "gut instincts" and what is shaping them?

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SAMPLE EQUITY PROTOCOLS AND PRACTICES

Develop explicit messaging.

- Visuals and quotes that defy stereotypes and [express shared values](#).
- Card with three questions to ask yourself about decisions (taken from above).
- Style guides (e.g., [Racial Wealth Gap](#) and [Progressive's Style Guide](#)).
- Swag (e.g., screen savers, mouse pads, message cubes).

Prevent biased decision making/improve the conditions of decision-making processes.

- Gather, analyze and use data.
- Include stakeholders in analysis and decision-making processes.
- Apply specific de-biasing strategies.
- Create space for reflection, reduce urgency/emergency decision making for non-emergency situations.

Identify “choice points” and develop specific prompts, primes, or protocols.

- Racial equity impact assessments.
- Bench cards (judges).
- Budget guidelines.
- Discipline guidelines (educators).
- Equity and inclusion checklist.
- Inclusion metrics and standards (e.g., every hiring pool must have diverse candidates).

Explore the context or structure of opportunity.

- Ask “how can I/we address those contextual or structural factors?” rather than focus on “fixing the individual.”
- Identify structural barriers to access and opportunity.

Develop shared accountability mechanisms.

- SMART diversity, equity and inclusion goals on everyone’s work plan and performance review.
- Standing meeting agenda items for updates on diversity, equity and inclusion activities and goals and problem solving as needed.
- Bias-spotter partnerships/bias buddies.

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