

TAKING ACTION ON ANTI-RACISM

Anti-racism is more than just avoiding racist behaviour; it involves actively opposing racism in all forms. This guide provides key facts and discussion prompts to help your team engage in meaningful conversations about anti-racism

REFLECTION WITH YOUR TEAM/GROUP

Define anti-racism and why it's important in Healthcare PR.

Highlight the difference between non-racism and active anti-racism.

Discuss common barriers to practicing anti-racism, how would you overcome them?

YOUR THOUGHTS:

- Reflect on a time when you witnessed racism. What happened, and how did it make you feel?
- What steps can you take, personally and professionally, to practice anti-racism?

NOTES:

NEXT STEPS/ACTIONS:

Share a personal commitment to anti-racism with your team, such as speaking up in meetings, reporting discriminatory behaviour or supporting colleagues from marginalised backgrounds.

HOW TO SHARE YOUR IDEAS:

- Use Post-it Notes to display on a notice board.
- Write it down & Share with the room in discussion.
- Chuck it in a group email/chat.

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DIVERSITY IN ACTION

Diversity isn't just a goal—it's a continuous journey of growth and improvement.

REFLECTION WITH YOUR TEAM/GROUP

Outline the benefits of diversity in the workplace.

Provide statistics on the current state of diversity in the communications sector.

Discuss different dimensions of diversity (e.g., race, gender, disability, LGBTQ+).

DISCUSSION PROMPTS:

- How does diversity contribute to the success of our team and the broader organization?
- What are the visible and invisible forms of diversity, and how can we be more inclusive of all types?

DISCUSSION NOTES:

NEXT STEPS/ACTIONS:

Host a sharing session where team members discuss their diverse experiences or backgrounds.

Discuss how the team can improve diversity in hiring practices, project planning, and client engagements.

HOW TO SHARE YOUR IDEAS:

Everyone should feel safe in sharing their ideas and experiences. This should always be done in a way that allows respect to flow in all directions.



ENHANCING YOUR RACIAL LITERACY

REFLECTION WITH YOUR TEAM/GROUP

Define racial literacy and why it's crucial for effective communication.

Explain common terms related to race and their appropriate use in professional settings.

Discuss the impact of language on racial dynamics in the workplace.

DISCUSSION PROMPTS:

- What terms or phrases should we be mindful of when discussing race? Why?
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- How can improving our racial literacy benefit our communications both internally and externally?
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DISCUSSION NOTES:

NEXT STEPS/ACTIONS:

Conduct a "Word Swap" exercise in a team meeting to practice using inclusive language.

Go out and find resources such as articles, podcasts, or videos that explore racial literacy. Share them with your Team and encourage each other to reflect on their learnings.



REPRESENTATION

Representation Matters: Creating Authentic Visibility in Communications

REFLECTION WITH YOUR TEAM/GROUP

Explain why representation matters in media and communication.

Provide examples of effective and ineffective representation in campaigns.

Discuss common pitfalls in representation (e.g., tokenism, stereotypes).

DISCUSSION PROMPTS:

- How can we ensure our communications authentically represent diverse communities?
- What steps can we take to engage with the communities we aim to represent in our work?

DISCUSSION NOTES:

NEXT STEPS/ACTIONS:

Review a current campaign or communication piece as a team and discuss its strengths and areas for improvement in terms of representation.

Develop a checklist or guidelines for authentic representation that can be used in future projects. Best done in a group!

