**Homework for Video 2**

Communicating About Equity: Narratives, framing and messaging

**Objectives**

Participants will

1. Understand the differences in narratives, framing and messaging about race;
2. Learn key concepts for talking about race, and how to talk about race-based inequities in a manner that advances racial equity;
3. Develop skill at articulating a compelling story for racial equity and sustainability in cities; and
4. Learn about strategies for avoiding common pitfalls in communicating about equity

\*\*\*USDN members have the option to receive feedback on their homework. To do so submit the worksheet to [celiaburke@usdn.org](mailto:celiaburke@usdn.org) \*\*\*

**Name       Jurisdiction**

**E-mail       Phone**

**Membership**  Core  Associate  Staff  Unknown  Not a member

**Homework**

1. Watch video #2

I watched the video

Even better, I watched the video with colleagues

1. Think about the racial disproportionalities you would like to be able to impact. Using the ACT model (See Appendix), develop a message that describes the work you would like to do.

1. What was the hardest part of developing the message? What was the easiest?

1. Practice delivering the message with one of your colleagues.

I practiced delivering the message with one of my colleagues.

How did it go? What felt comfortable? Was there anything challenging?

**Appendix. AFFIRM- COUNTER- TRANSFORM (ACT) EXAMPLE**

**1. Start with the heart**

*The health of our children, families and loved ones depends on the environments in which we live.*

**2. Tell us how we got here in simple terms**

*For decades, low-income communities of color have been the dumping grounds for environmental hazards.*

**3. Explain “shared fate” in racially-explicit terms**

*People of all races want to live in clean environments with decent housing, good jobs, and high-quality schools.*

**4.Take on race wedge**

*Having access to neighborhoods that support success shouldn’t be determined by your race.*

**5. Reframe winners and losers**

*Corporations that contaminate our environments need to be held accountable. For our collective good, we need to value the quality of all of our neighborhoods above the profits for a few.*

**6. End with heart and a solution**

*Join me in supporting legislation that will bring accountability to corporations. They need to pay their fair share so that all of us can have healthy environments in our communities.*