

# Communicating Race-Forward Early Childhood Policy Ideas to Broader Audiences

April 21, 2021 | 3:00 ET



Alliance for Early Success

# National Issues ► State Action

- Welcome
- Slides and Recordings at [www.earlysuccess.org/stateactioncalls](http://www.earlysuccess.org/stateactioncalls)
- Questions in the Q&A box

 @4earlysuccess

 @TeamTopos

#EveryChildEveryState







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# Communicating Race-Forward Policy Ideas to Less Race-Attentive Audiences

Topos Partnership  
April 2021

## ***AGENDA FOR TODAY***

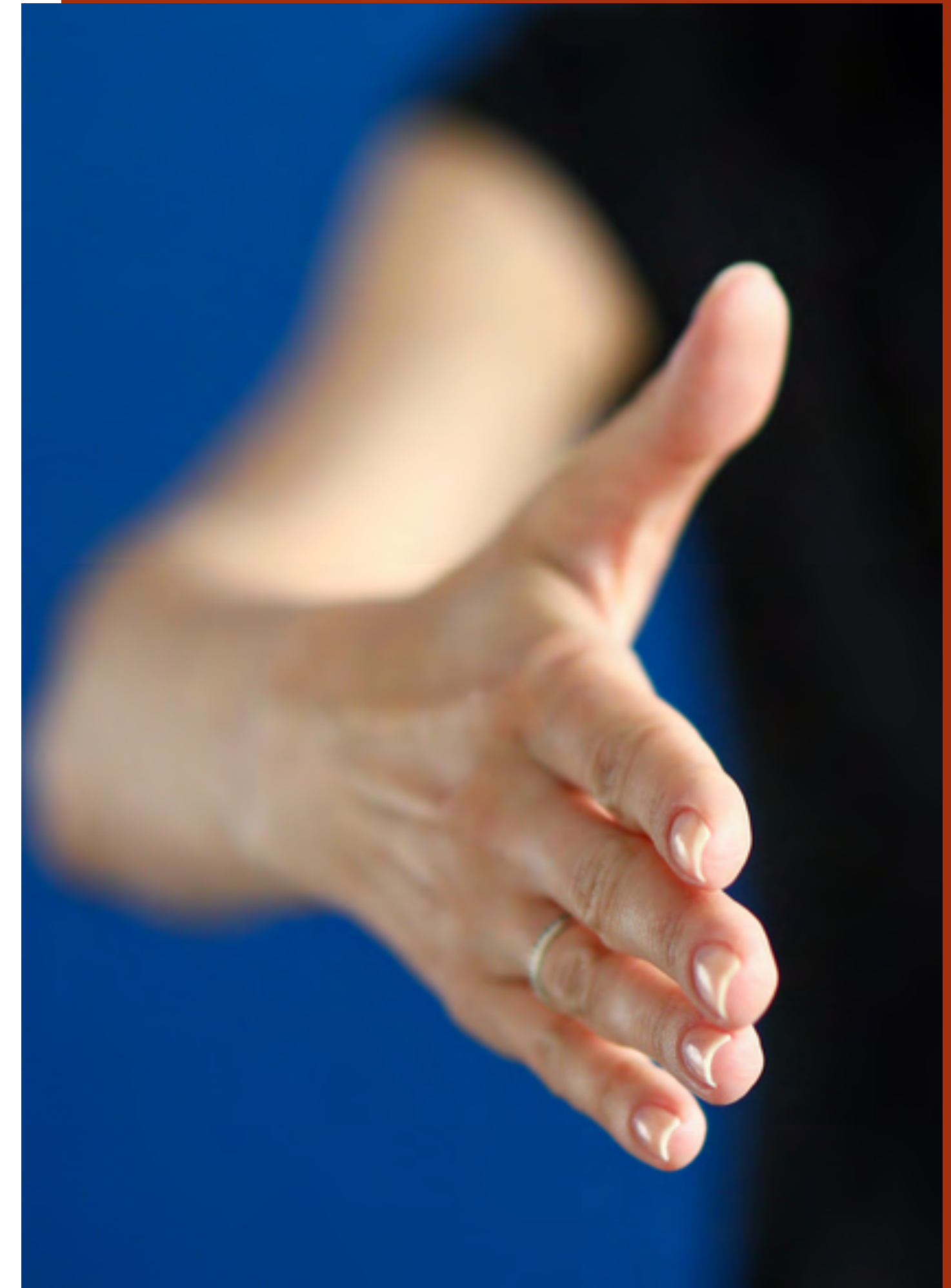
Welcome & Introductions

Topos Approach

Getting “Race-Dismissive” Audiences on Board

Principles for Effective Messaging Related to Race

Discussion / Q&A





# ***ABOUT TOPOS***

- **CULTURE CHANGE STRATEGY**
- **EXPERTISE IN SOCIAL & COGNITIVE SCIENCES**
- **ORGANIZE THE FIELD AROUND STRATEGIES**





Let's watch some video!





# ***NAVIGATING/SHAPING THE “CULTURAL COMMON SENSE”***

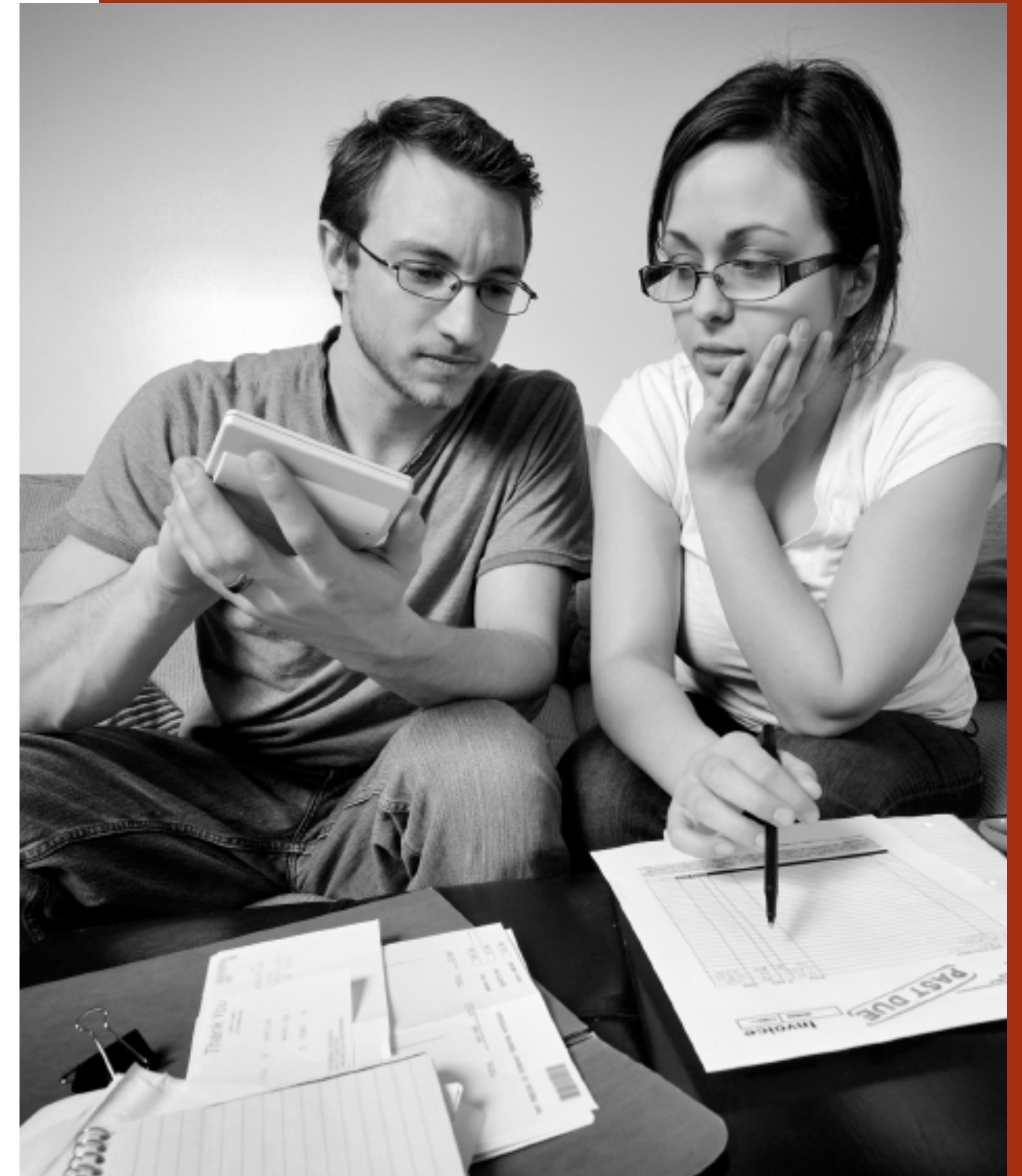
## **WHAT “EVERYBODY KNOWS”**

| “WE HAVE TO LIVE WITHIN OUR MEANS.”

| “BUSINESS IS MORE EFFICIENT THAN GOVERNMENT.”

| “TAXES HARM THE ECONOMY.”

| “POLITICIANS DON’T UNDERSTAND/CARE ABOUT US.”





# ***NAVIGATING/SHAPING*** ***THE “CULTURAL COMMON SENSE”***



*More than just agreement/  
disagreement ...*

**Ideas that can  
enter the culture**





# ***NAVIGATING THE CCS ON THIS CHALLENGING TOPIC***



*Racism = solely personal bias*

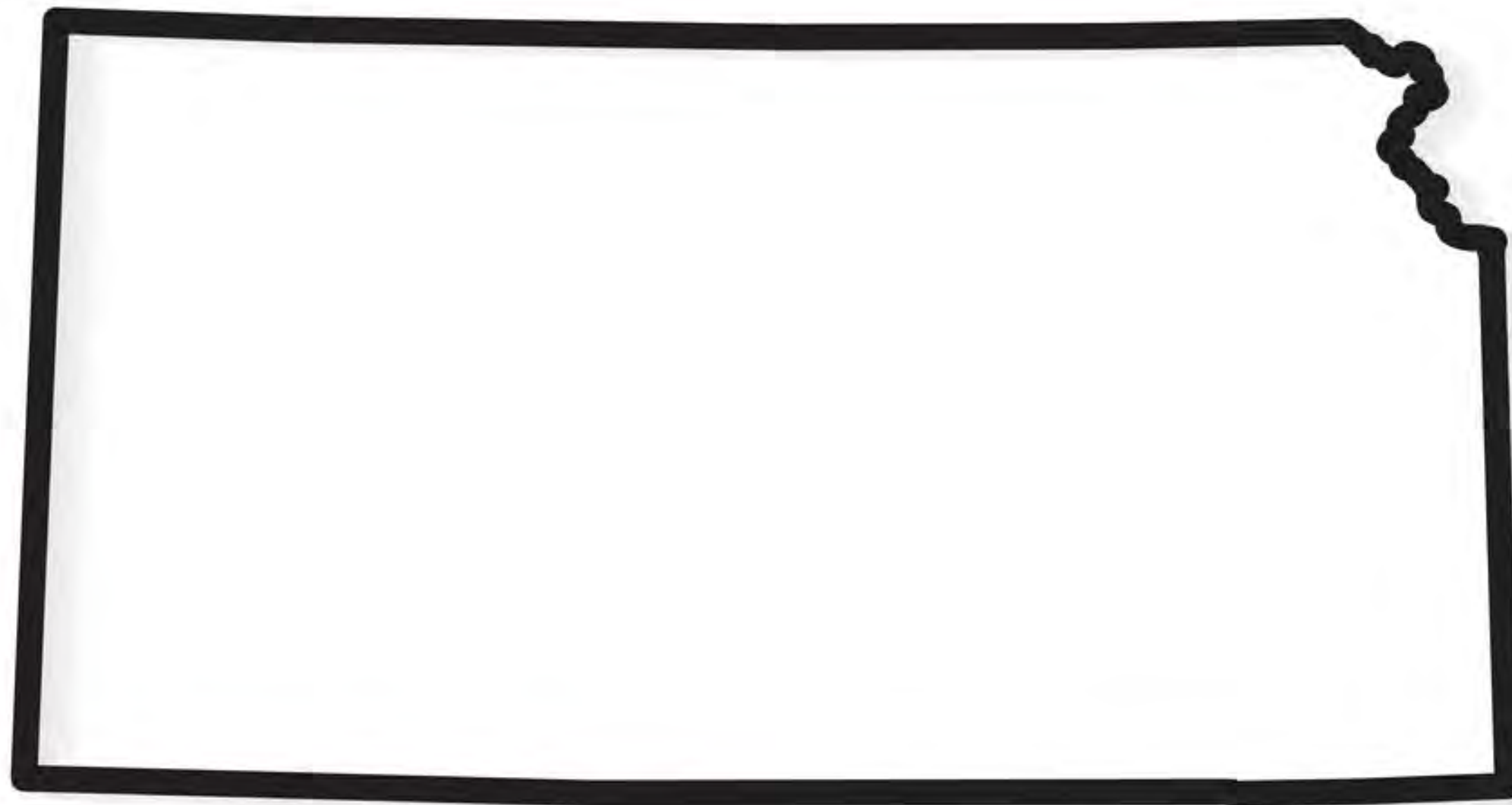
*Public sector role obscured*

*Individual hard work default*

*“Othering”*



# ***TOPOS RESEARCH*** ***IN KANSAS***







# ***RECOMMENDATION:*** ***CHALLENGES FACED BY GROUPS***





# **RECOMMENDATION:** **CHALLENGES FACED BY GROUPS**

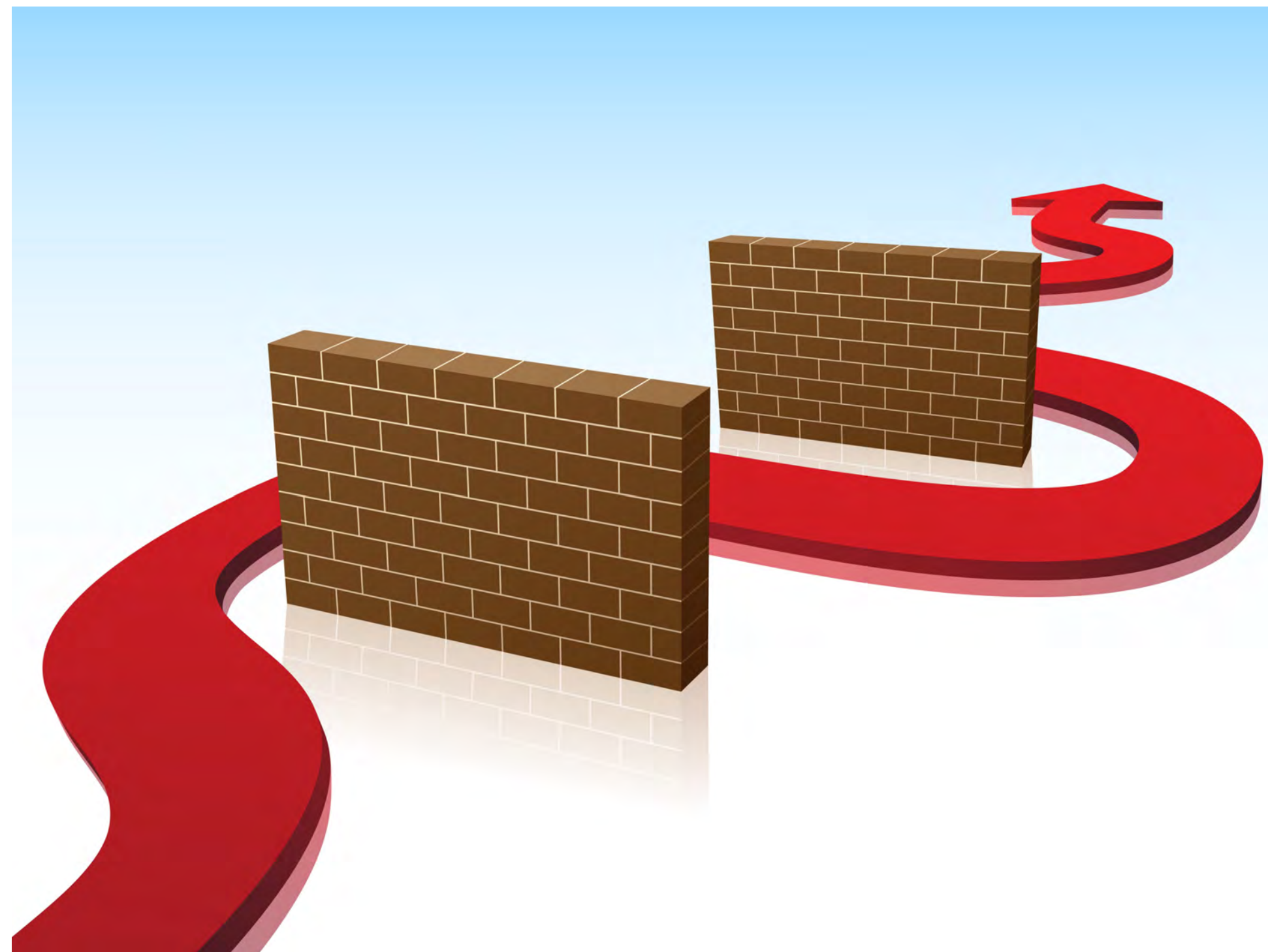
Experts point out that **various groups of people face serious challenges others can't relate to, but there are also things we can do to make these more manageable.** *For instance, many senior citizens face bankruptcy because of medical costs, and rural people may lack transportation options they need in order to work. But for each population segment, there are also things that help, such as affordable insurance options or new bus lines. Challenges faced by Black people include ...*





## **RECOMMENDATIONS:**

### ***“EYE-OPENING” OBSTACLES, PLAUSIBLE SOLUTIONS***



*Challenges faced by Black residents of the state include being generally viewed with more suspicion, doctors incorrectly assuming they have higher pain tolerance, and a lack of childcare options in their communities. Things that have helped in other states include trainings for healthcare providers to make treatment and outcomes more equal, and public childcare options that make working life more sustainable ...*



# **RECOMMENDATIONS:**

## ***Community Investment Narrative***



*We all know that communities need certain things in order to thrive - like good schools, roads, public safety, health facilities, parks, streetlights, etc. But neighborhoods that are mostly Black or Hispanic have tended to get less investment in all these critical things we know communities need in order to do well ...*



## **RECOMMENDATIONS:** *Community Action*



*People are improving communities around the country by going beyond voting. To really make sure government works for us, the people, we need to take an extra step or two. Residents of a Black and Hispanic community near Chicago knew their neighborhood wasn't getting their fair share of public investment. So they came together, wrote letters, showed up at City Council meetings and won a new community center. And that's how democracy really works – when people do more than just vote. Going beyond voting is especially important in communities of color, which tend overall to get less investment and attention otherwise.*

## **ENGAGING PEOPLE IN ACTION**

*It was once a vacant lot where gangs hung out—now it's a bustling community center, alive with after school activities, community meetings, counseling, adult education courses and much more. "This neighborhood has potential. The people here have heart and good ideas; we just need a fair shot," says Keena Williams, one of a dozen leaders who unified this predominantly Black and Hispanic community to win public funding for the Center.*

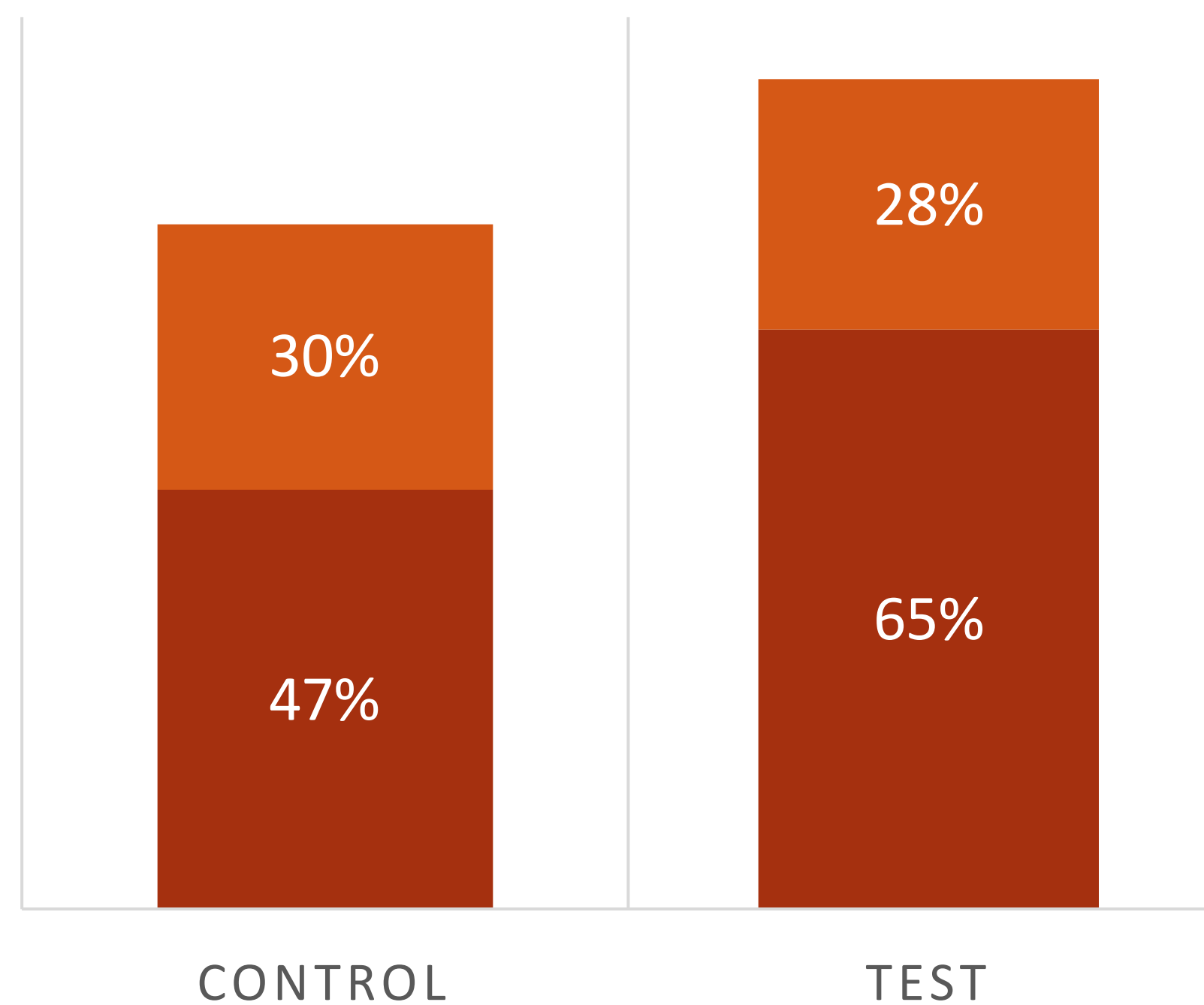
*"Voting is important, but it takes more than that to get things done," added Lavon Booth, another neighbor working for improvements. "We support each other, like driving an older neighbor to the grocery store 5 miles away because we don't have one in the neighborhood. This time, we used our unity for community change. We came together, wrote letters, had meetings, and went to the Capitol. We reminded leaders that every community—urban, suburban, rural, Black, Brown, or White—needs certain things to thrive, like great schools, safe streets, health care and parks. For too long, elected officials ignored our community, cut funding, and everything decayed. Now, this is the start of bringing things back."*



## THE DIFFERENCE PEOPLE WORKING TOGETHER CAN MAKE IN SOLVING PROBLEMS

RESPONDENTS: LOW-INCOME  
PEOPLE OF COLOR

■ A Great Deal of Difference   ■ A Lot of Difference



AMONG PEOPLE OF COLOR EARNING <\$50K:  
+18 people can make a difference  
+7 support increased investments

AMONG WHITE RESPONDENTS:  
+8 country needs to continue making  
changes to give Black people equal  
opportunities  
+8 support increased investments  
+7 government should do more to solve  
problems

## ***BEST PRACTICES:***

### ***PRINCIPLES FOR EFFECTIVE CONVERSATIONS CENTERING RACE***

| Orient around solutions (targeted & universal)

| Emphasize shared interests, interconnectedness (“Black, White and brown”)

| Position people as active, not passive/victims, and more than “voters” etc.

| Acknowledge that govmnt must do better

| Don’t orient around plights/outcome disparities as the main message

| Center obstacles to make it impossible to “blame the victim”

| For more race-dismissive audiences, embed conversation in idea that various population groups face their own serious challenges



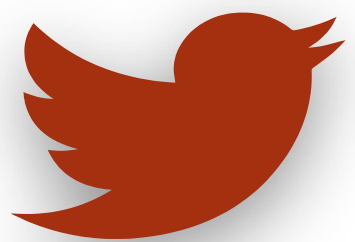




# ***TOPOS PARTNERSHIP***

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Alliance for Early Success

# **National Issues** **▶ State Action**

[www.earlysuccess.org/stateactioncalls](http://www.earlysuccess.org/stateactioncalls)

**ALLIES**

*for*

**ANTIRACISM**

The Alliance for Early Success  
Initiative to Center Racial Equity

[www.earlysuccess.org/antiracism](http://www.earlysuccess.org/antiracism)





Alliance for Early Success

# National Issues ► State Action

## Redefining Autism: A New Framing for More Effective Early Childhood Interventions and Policy

May 19, 2021 | 3:00 ET | REGISTER



**Dr. Ami Klin**

Chief, Division of Autism and Related Disorders,  
Department of Pediatrics, Emory University School  
of Medicine; Emory Center for Translational Social  
Neuroscience



Register: [www.earlysuccess.org/stateactioncalls](http://www.earlysuccess.org/stateactioncalls)