

COBB COLLABORATIVE

Race, Equity, and Inclusion

January 2021 | Communications Toolkit



Presented by



In Collaboration With



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Summary

According to the Urban Institute, throughout American history, “the hallmarks of democracy – opportunity, freedom, and prosperity – have been largely reserved for white people through the intentional exclusion and oppression of people of color. The deep racial and ethnic inequities that exist today are a direct result of structural racism: the historical and contemporary policies, practices, and norms that create and maintain white supremacy.”

The effects of institutionalized racism impact a person’s access to healthcare, education, economic opportunity, housing, treatment in the legal system, and lifespan. In the United States, the median net worth of white households is 171,000 dollars, about 10 times the median worth of black households. Black Americans are disproportionately more likely to be victims of police violence. In 2019, 24% of the 1000 Americans killed by the police were black, despite black Americans only making up 13% of our overall population. The ongoing spread of Covid-19 has also affected black communities at a disproportionately high rate, with black Americans comprising 23% of all U.S. Covid-19 deaths.

Racism is an epidemic in America. We created this toolkit to provide a collection of resources on racial inequality and its overwhelming effects. In order to combat systemic racism, we must first be informed. It is our goal that this toolkit can serve as an educational resource, a guide towards “next steps”, and an insurance that our commitment to fostering inclusivity can be seen clearly in our actions, not just in our words.

We thank you for your partnership and your commitment to social justice and the pursuit of racial equity.

Sincerely,

Sources:

<https://www.cnn.com/2020/06/03/politics/black-white-us-financial-inequality/index.html>

<https://www.urban.org/features/structural-racism-america>

<https://www.cnbc.com/2020/06/01/george-floyd-death-police-violence-in-the-us-in-4-charts.html>

Only about a third of Black Americans say race relations in the U.S. are good.

The median household income of single-race American Indian households is \$36,252, compared with \$52,176 for the nation as a whole.

Did You Know?

In 2008 poverty rates among women were more than double for women of color compared to white women.

80% of gay and lesbian youth report severe social isolation.

More than 6 million Latino/Hispanic children were in poverty in 2010, 2/3 of whom come from immigrant parents.

Hispanic and Native American women had the lowest rates of health insurance coverage at 64.0 and 67.7 percent respectively, in comparison to their white women counterparts at 86.8 percent.

Hispanic Americans have the highest high school dropout rate (17%) for students aged 16 through 24, often to provide financial support for their families.

Did You Know?

Supporting Racial Equity and Inclusion

Crisis Resources

- **Youth & Families**
 - Boys Town (for youth & families in hardship): 800-448-3000
 - Childhelp National Child Abuse Hotline: 800-4-A-CHILD (800-422-4453)
 - Covenant House (24-hour helpline for homeless youth): 800 999-9999
 - Runaway Hotline/Safeline: 800-RUNAWAY (800-786-2929)
 - National Domestic Violence Hotline: 800 799-SAFE (7233)
 - National Center for Missing & Exploited Children (24 hour line for missing/sexually exploited children): 800 843-5678
 - Raven's Nest (Georgia-based crisis/intervention services for youth): 678-361-9754
- **Mental Health**
 - 24-hour Suicide Hotline: 800-SUICIDE
 - Depression/Bipolar Support Alliance: 800-826-3632
 - Mental Health Service Directory: 800-969-NMHA (6642)
 - National Alliance on Mental Illness in Georgia (NAMI, Georgia): 770-408-0625
 - Georgia Crisis & Access Line: 1-800-715-4225
 - Georgia Adult & Child Psychiatry: 770-438-1799
- **Substance Abuse**
 - Alcohol Hotline: (800) 331- 2900
 - Alcohol and Drug Abuse Hotline: (800) 729- 6686
 - Poison Control Center: 800-222-1222
 - RiverMend Health (Addiction Recovery Treatment Center located in Cobb County): 855-337-2947
 - Al-Anon, Families of Alcoholics: (800) 344-2666
- **Military/Veterans**
 - Veterans Crisis Line: 1-800-273-8255
 - Real Warriors (trained health resource consultants): 1-800-273-8255
 - Veterans Affairs General Info Hotline: 800-827-1000
- **Women & LGBTQI**
 - Women's Advocate Crisis Line: 651-227-8284
 - WCR (Women's Resource Center) Crisis Hotline: (760) 757-3500
 - Women in Distress 24-Hour Crisis Hotline: (954-761-1133)
 - GLBT National Help Center: 1-888-THE-GLNH
 - Trans Lifeline: 877-565-8860
 - The Trevor Lifeline for LGBTQ Youth: 866-4-U-TREVOR

Signs of Racism and Microaggression

- **Racism:** the marginalization and/or oppression of people of color based on a socially constructed racial hierarchy that privileges white people.
 - Forms of racism and their examples:
 - **Internalized:** when a BIPOC (Black, Indigenous, and People of Color) holds negative beliefs or attitudes towards themselves, whether it be held consciously or subconsciously. There is a higher value held on the dominant culture while simultaneously criticizing and minimizing one's own worth. A classic empirical example of internalized racism is [Kenneth and Mamie Clark's Doll experiment](#). Other examples include assimilation behaviors, such as straightening curly/kinky hair, claiming the few percentages of European ancestry one (may) have, etc.
 - **Institutional:** practices and policies within institutions that are structured to benefit the dominant race at the expense of others, blocking people of color from opportunities in society. An example of this is white-dominated workplaces hiring 1 or 2 people of color and claiming they met their diversity "quota", or a BIPOC candidate getting overlooked for a white counterpart with very similar credentials.
 - **Structural/systemic:** a system that enforces ways to perpetuate racial inequalities. Examples of structural racism are redlining and housing discrimination tactics.
 - **Interpersonal:** racism that happens between two or more individuals that includes expressions, dialogue, or actions of racial prejudice/bias that could be acted with conscious or subconscious intent. This could be a white person using racist terms, like calling another black person a thug or asking an Asian person if their favorite food is rice.
- **Microaggression:** a term used for brief and commonplace daily verbal, behavioral or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative attitudes toward stigmatized or culturally marginalized groups.
 - "You speak so articulately/Your English is so good." > It's unusual for non-White races to be well-spoken.
 - "I don't see color." > Denying a BIPOC's experiences from their identity.
 - "My best friend is black." > I cannot be racist if I have friends of color.
 - "Anyone can achieve their goals if they work hard enough." > BIPOCs are on the same playing field as whites (falls in line with the oppositional stereotype that POCs are lazier).
 - "Why are you always so loud?" > You need to assimilate into American/'professional' culture.
 - When you get passed up by a white customer behind you. > Whites are considered more valuable of a customer than you, as a BIPOC.

- “Your name is so hard to pronounce.” > Your identity doesn’t fit in linguistically and it’s taking extra time from *me* to learn it.
- **How should I address microaggressions?**
 - *Shine light on the conversation.* Sometimes, people truly don’t know the comments (or the extent of the comment) they have made are offensive or degrading.
 - *Educate on the impact.* Explain why the comment could have been conveyed as derogatory.
 - *If all else fails, steer away.* If a moment of educating begins to escalate, bring the conversation away and into a more amicable conversation for the time being. Have a conversation later about why this person’s joke or comment was offensive.

What Can I Do?

1. Donate

- a. To the NAACP Cobb County Branch
 - i. Phone number: 770-425-5757
 - ii. P.O. Box: Cobb County NAACP #5218, PO Box 598, Marietta GA 30061
 - iii. Subscription PDF: <https://cobbnaacp.org/wp-content/uploads/2019/04/cobb-county-branch-member-app.pdf>
- b. To the African American Cinema Gallery: Celebrating the History of Black Cinema
 - i. Len Gibson | Founder/Chairman
 - ii. 678-472-4666
 - iii. blackcinema@hotmail.com
- c. To Cobb SCLC
 - i. Rev Dwight Graves | kashab@yahoo.com
 - ii. Aprill Shines | alshines@yahoo.com
- d. To local protests and bail funds
 - i. Info mostly spread on social media, see BLM resources twitter page: <https://twitter.com/blmcobbcountyga?lang=en>

2. Listen

- a. Practice active, open listening
- b. Do not attempt to define the experience of people of color or ask a person of color to speak for an entire population

3. Speak Up

- a. At the dinner table, in class, on the internet
- b. Call your representatives
- c. Show up to protests if/when you can

4. Volunteer

- a. Check out the Local Cobb County and the Cobb County Community Connection websites for COVID-friendly volunteer opportunities at local schools, food pantries, and home delivery options
 - i. Cobb County State of Georgia: <https://www.cobbcounty.org/communications/volunteer-programs>
 - ii. Cobb County Community Connection <https://cobb-county.communityplatform.us/volunteer>

5. Vote With Your Pocketbook

- a. Support black-owned and POC-owned businesses whenever possible

- b. Do not support businesses that mistreat their workers or exploit workers of color
- c. Cobb County Black-Owned Businesses: See Black Cobb Pages, a BOB directory created by Gil Robertson
 - i. Black Cobb Pages: <http://www.blackcobbpages.com/>
 - 1. Restaurants:
 - <https://www.yelp.com/collection/HZN6iwaUwQTFZTkS2Z2thw>
 - a. Mikkeys
 - b. Clean Juice Sandy Plains
 - c. Cafe Social House
 - d. Not As Famous Cookie Company
 - e. Marie's Kitchen
 - 2. Retail
 - a. **Rock Star Kids Fashion**
 - i. 550 Franklin Rd. Marietta, GA 30067
 - ii. 314-956-8996
 - b. **PW Creations | custom jewelry design**
 - i. Phyllis Wyatt
 - ii. 404-542-2314 |
 - iii. pwcreations@bellsouth.net

Recommended Media and Literature

- **Books**
 - *Beloved* by Toni Morrison
 - *How to be Anti Racist* by Ibrahim X. Kennedy
 - *The Heads of the Colored People* by Nafissa Thompson-Spires
 - *The Underground Railroad* by Colson Whitehead
 - *Racism Without Racists* by Eduardo Bonilla-Silva
 - *Women, Race and Class* by Angela Y. Davis
- **Documentaries**
 - The 13th
 - A Suitable Woman
 - Crip Camp
 - The Code of the Freaks
 - Just Mercy
 - Shame in the Game
- **Television and movies**
 - Dear White People
 - Never Have I Ever
 - On My Block
 - Get Out
 - Tyler Perry produced films (Tyler Perry Studios)
- **Podcasts**
 - The Racist Sandwich
 - Floodlines
 - Intersectionality Matters!
 - 1619 (NY times)
 - Throughline

Curriculum and Trainings

- **Georgia Diversity Council:**
 - Services:
 - NDC Counseling, Diversity First Certification Program, Diversity First Toolkit, and Diversity First Jobs
 - <http://www.georgiadiversitycouncil.org/services/>
 - Events:
 - Women in Leadership Symposium (3/3/21)
 - <http://wilsymposium.com/locations/2021-symposiums/2021-georgia/>
 - National Black Men in Leadership Summit (4/27/21)
 - <http://michigandiversitycouncil.org/events/2021-black-men-in-leadership-summit/>
 - National Veteran's Summit (5/5/21)
 - <http://txdc.org/event/2021-virtual-veterans-summit/>
 - Virtual LGBTQ+ Unity Summit (6/3/21)
 - <http://www.georgiadiversitycouncil.org/events/2021-lgbtq-unity-summit/>
 - Business of Diversity and Inclusion (8/12/21)
 - <http://www.georgiadiversitycouncil.org/events/2021-georgia-business-of-diversity-inclusion/>
- **Race Forward Trainings:**
 - National Racial Justice Trainings, all virtual due to COVID
 - Level 1- Building Racial Equity / Level 2- Organizing Racial Equity
 - Register using the link: <https://www.raceforward.org/trainings>
- **Diversity & Inclusion Workshops @KSU (located in Cobb County)**
 - Current CCC Workshops are
 - Creating Inclusive and Supportive Campus Communities
 - Diversity 101
 - Introduction to Cultural and Community Centers
 - It's Not All About You: Cultural Competence Building
 - Off the Wall
 - Three People
 - Who am I? Exploring Our Identities
 - Values Auction
 - Register on Kennesaw State University's webpage:
<https://ccc.kennesaw.edu/community-engagement/workshops.php>

Community Resources

- Crime Victims Advocacy Council
 - <http://cvaonline.org/>
- YWCA of Northwest Georgia Domestic Violence and Sexual Assault Programs (Now called LiveSafe Resources)
 - Hotline 770-427-3390 (24 hour 7 days per week)
 - <https://www.livesaferesources.org/ywca-northwest-georgia-changes-name-livesafe-resources/>
- East Cobb Islamic Center
 - <http://ec-ic.org/>
 - ECIC Free Medical Clinic: <http://ec-ic.org/ecic-free-clinic/>
- Planned Parenthood
 - <https://www.plannedparenthood.org/health-center/georgia/marietta/30062/cobb-center-2270-90330/lgbtq>
 - 220 Cobb Parkway North, Suite 500, Marietta, GA 3006
 - 404-688-9300
 - LGBTQ+ education and referral
 - Women's health
 - Sexual health
 - Pregnancy care
- Georgia Equality- LGBTQ+ rights organization
 - <https://georgiaequality.org/>
 - Legal, local, and educational resources
- Inclusive Therapists
 - <https://www.inclusivetherapists.com/>
 - Database for people to connect with therapists focused on the needs of marginalized populations including people of color, the LGBTQ community and people with disabilities.

Communications Templates

The example posts with a "Source" hyperlink indicate information that was included in the "Did You Know?" infographics on pages 3 and 4

-Posts Targeting Equity and Inclusion for Black Americans

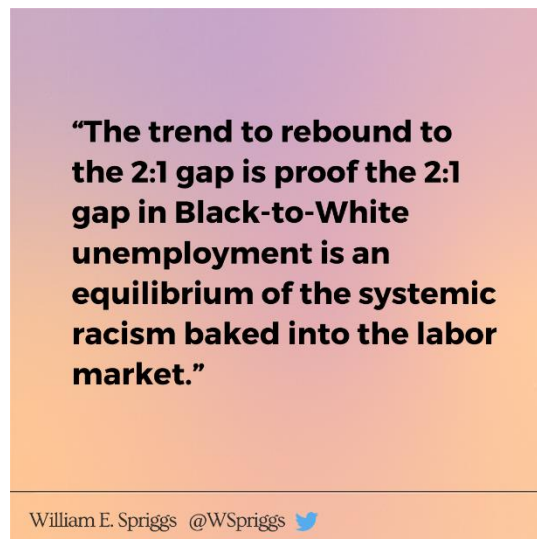
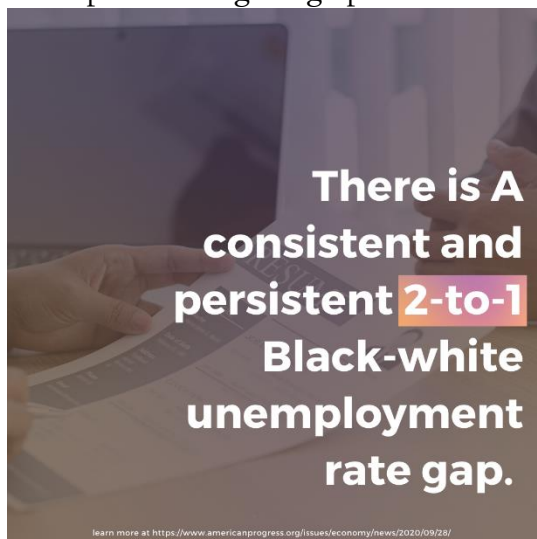
-Examples of Facebook posts

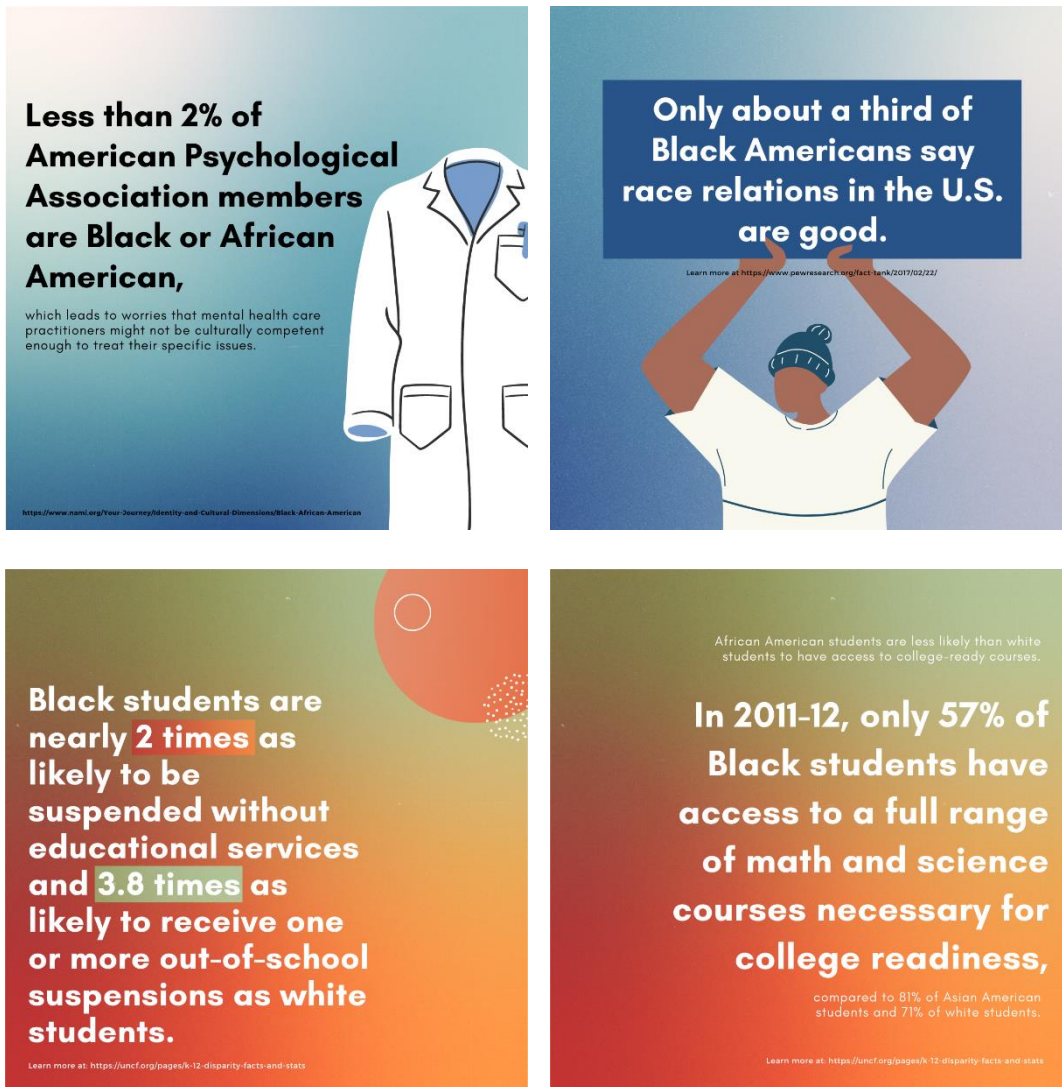
- A consistent and persistent 2-to-1 Black-white unemployment rate gap that is hard to close for years. In 2020, the ratio of Black-to-white unemployment went from 1.27 in April to 1.97 in August. ([link](#))
- William E. Spriggs: "The trend to rebound to the 2:1 gap is proof the 2:1 gap in Black-to-white unemployment is an equilibrium of the systemic racism baked into the labor market". ([link](#))

-Examples of Twitter posts

- Less than 2% of American Psychological Association members are Black or African American, which leads to worries that mental health care practitioners might not be culturally competent enough to treat their specific issues. ([link](#))
- Only about a third of blacks say race relations in the U.S. are good. ([Source](#))

-Examples of Instagram graphics





-Posts Targeting Equity and Inclusion for Hispanic Americans

-Examples of Facebook posts

- Hispanic voter turnout has been persistently lower than both Black and white voter turnout: In the 2016 presidential election, Hispanic turnout was reported by the Census Bureau at 47.6%, compared with 65.3% for non-Hispanic white voters and 59.4% for Black voters. ([link](#))
- Hispanics are the nation's largest minority group and among its fastest growing populations. According to the US Census Bureau (2013), the Hispanic population in 2012 was 53 million, making up 17% of the US population. [Source](#)

-Examples of Twitter posts

- More than 6 million Latino/Hispanic children were in poverty in 2010, 2/3 of whom come from immigrant parents. [Source](#)
- Hispanic Americans have the highest high school dropout rate (17%) for students aged 16 through 24, often to provide financial support for their families. [Source](#)

-Examples of Instagram graphics



Hispanics are the nation's largest minority group and among its fastest-growing populations.

According to the US Census Bureau (2013), the Hispanic population in 2012 was 53 million, making up 17% of the US population.

https://secure-media.collegeboard.org/digitalServices/pdf/rd2-Latinos-in-Higher-Education-Trends-Presentation_010412.pdf

As of 2014, among Hispanics ages 25 to 29, just 15% have a bachelor's degree or higher.

Even though more Hispanic students are getting a postsecondary education than ever before, many are still unable to obtain a four-year degree.

Learn more at: <https://www.pewresearch.org/fact-tank/2016/07/23/5-facts-about-latinos-and-education/>



More than 6 million Latino/Hispanic children were in poverty in 2010, 2/3 of whom come from immigrant parents.

<https://www.pewresearch.org/hispanic/2011/08/28/childhood-poverty-among-hispanics-sets-record-leads-nation/>

Hispanics have the highest dropout rate (17%) for students ages 16 - 24.

https://secure-media.collegeboard.org/digitalServices/pdf/rd2-Latinos-in-Higher-Education-Trends-Presentation_010412.pdf

-Posts Targeting Equity and Inclusion for Native Americans and Indigenous Peoples

-Examples of Facebook posts

- The youth suicide rate for Native Americans is the highest rate among all other races/ethnicities in the country ([link](#))
- The median household income of single-race American Indian households is \$36,252, compared with \$52,176 for the nation as a whole. [Source](#)

-Example of Twitter post

- The homicide rate among American Indians is more than double the rate for the country as a whole among all races. ([link](#))

-Example of Instagram graphic



-Posts Targeting Equity and Inclusion for Women of Color

-Examples of Facebook posts

- Women of color make up approximately 33% of the female workforce and are twice as likely to be employed in lower-wage sectors in comparison to their white female counterparts. ([link](#))
- Hispanic and Native American women had the lowest rates of health insurance coverage at 64.0 and 67.7 percent respectively, in comparison to their white women counterparts at 86.8 percent. [Source](#)

-Example of Twitter post

- In 2008 poverty rates among women were more than double for women of color compared to white women. ([link](#))

-Example of Instagram graphic



-Posts Targeting Equity and Inclusion for LGBTQ+ Minorities

-Example of Facebook post

- 15 percent of LGBTQ+ Americans report postponing or avoiding medical treatment due to discrimination ([link](#))

-Examples of Twitter posts

- In 2020, more than 35% of LGBTQ+ Americans said their ability “to be hired” has been negatively affected to a moderate or significant degree in the past year due to discrimination ([link](#))
- 80% of gay and lesbian youth report severe social isolation. [Source](#)

-Example of Instagram graphic



Examples of Instagram graphics from “Supporting Racial Equity and Inclusion” section

Achieving Racial Equity and Inclusion

Crisis Resources

Youth & Families	Mental Health	Substance Abuse
<p>Hopeline (speak to a trained volunteer): 800-442-HOPE (4673)</p> <p>Boys Town (for youth & families in hardship): 800-448-3000</p> <p>Childhelp National Child Abuse Hotline: 800-4-A-CHILD (800-422-4453)</p> <p>Covenant House (24-hour helpline for homeless youth): 800-999-9999</p> <p>Runaway Hotline/Safeline: 800-RUNAWAY (800-786-2929)</p> <p>National Domestic Violence Hotline: 800-799-SAFE (7233)</p> <p>National Center for Missing & Exploited Children (24-hour line for missing/sexually exploited children): 800-843-5678</p> <p>Raven's Nest (Georgia-based crisis/intervention services for youth): 678-361-9754</p>	<p>24-hour Suicide Hotline: 800-SUICIDE</p> <p>Depression/Bipolar Support Alliance: 800-826-3632</p> <p>Mental Health Service Directory: 800-969-NMHA (6642)</p> <p>National Alliance On Mental Illness in Georgia (NAMI, Georgia): 770-408-0625</p> <p>Georgia Crisis & Access Line: 1-800-715-4225</p> <p>Georgia Adult & Child Psychiatry: 770-438-1799</p>	<p>Alcohol Hotline: (800) 331-2900</p> <p>Alcohol and Drug Abuse Hotline: (800) 729-6686</p> <p>Poison Control Center: 800-222-1222</p> <p>RiverMend Health (Addiction Recovery Treatment Center located in Cobb County): 855-337-2947</p> <p>Al-Anon, Families of Alcoholics: (800) 344-2666</p>
Military/Veterans	Women & LGBTQI	
<p>Veterans Crisis Line: 1-800-273-8255</p> <p>Real Warriors (trained health resource consultants): 1-800-273-8255</p> <p>Veterans Affairs General Info Hotline: 800-827-1000</p>	<p>Womens' Advocate Crisis Line: 651-227-8284</p> <p>WCR (Women's Resource Center) Crisis Hotline: (760) 757-3500</p> <p>Women In Distress 24-Hour Crisis Hotline: (954-761-1133)</p> <p>GLBT National Help Center: 1-888-THE-GLNH</p> <p>Trans Lifeline: 877-565-8860</p> <p>The Trevor Lifeline for LGBTQ Youth: 866-4-U-TREVOR</p>	

Racism

The marginalization and/or oppression of people of color based on a socially constructed racial hierarchy that privileges white people.

Microaggression

A term used for brief and commonplace daily verbal, behavioral or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative attitudes toward stigmatized or culturally marginalized groups.

What can I do?

1. Donate

- To the NAACP Cobb County Branch
Phone number: 770-425-5757
P.O. Box: Cobb County NAACP #5218, PO Box 598, Marietta GA 30061
- To the African American Cinema Gallery: Celebrating the History of Black Cinema
Len Gibson | Founder/Chairman
678-472-4666
blackcinema@hotmail.com
- To Cobb SCLC
Rev Dwight Graves | kashab@yahoo.com
Aprill Shines | alshines@yahoo.com

2. Listen

- Practice active, open listening
- Do not attempt to define the experience of people of color or ask a person of color to speak for an entire population

What can I do?

3. Speak Up

- At the dinner table, in class, on the internet
- Call your representatives
- Organize/attend (in-person or virtual) town halls

4. Volunteer

Check out the Local Cobb County and the Cobb County Community Connection websites for COVID-friendly volunteer opportunities at local schools, food pantries, and home delivery options

5. Vote With Your Pocketbook

- Support black-owned and POC-owned businesses whenever possible
- Do not support businesses that mistreat their workers or exploit workers of color
- Cobb County Black-Owned Businesses:
See Black Cobb Pages, a BOB directory created by Gil Robertson

Recommended Media and Literature

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- How to be Anti Racist by Ibrahim X. Kennedy
- The Heads of the Colored People by Nafissa Thompson-Spires
- The Underground Railroad by Colson Whitehead
- Racism Without Racists by Eduardo Bonilla-Silva
- Women, Race and Class by Angela Y. Davis



Documentaries

- The 13th
- A Suitable Woman
- Crip Camp
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- Just Mercy
- Shame in the Game

Television and movies

- Dear White People
- Never Have I Ever
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- Get Out
- Tyler Perry produced films (Tyler Perry Studios)

Podcasts

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- Floodlines
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2.7