



Urban Land Institute **Building Healthy Places Initiative**

jenniferBrown
CONSULTING



ULI Health Leaders Social Equity Workshop

Presented by: Andrea Wicks Bowles
Jennifer Brown Consulting

Urban Land Institute

To shape the **future of the built environment** for transformative impact in communities worldwide. And promote **DEI** as a fundamental force for creating **thriving communities** for the future.



Urban Land
Institute

Building Healthy
Places Initiative

Housekeeping

In order to facilitate a safe learning environment for all participants,
please:

Be present and engaged

Respect privacy and maintain confidentiality

Get comfortable with being uncomfortable

Keep an open mind and remain open to learning and growing

Introduction

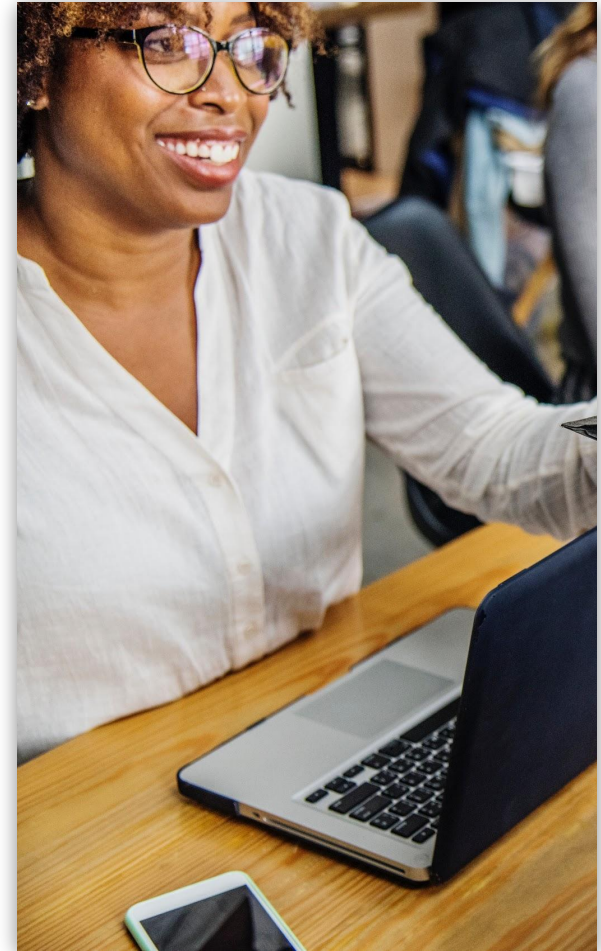
Andrea Wicks Bowles, Facilitator



Why We're Here

We want to contribute to positive change

- **Personal growth and awareness on social justice is necessary**
- Exploring the **professional lens** to interpreting how to have a positive impact
- Exploring tools to **build collaborations** directly and indirectly in the **community** and with each other.



Participation Matters AND

creates a social context for the learning

3 ways to be heard...

Chat Room

You have the option to send your thoughts and comments through the chat. We will be reading them and as it can keep me abreast of new areas of inquiry during this session.

Polling Questions

Throughout the session there will be key questions/areas of inquiry to weigh in on... so please vote, and follow up with chats or insights for the group...

Break Out Rooms

Opportunity to connect with others to explore content. A little human touch to encourage reflection.

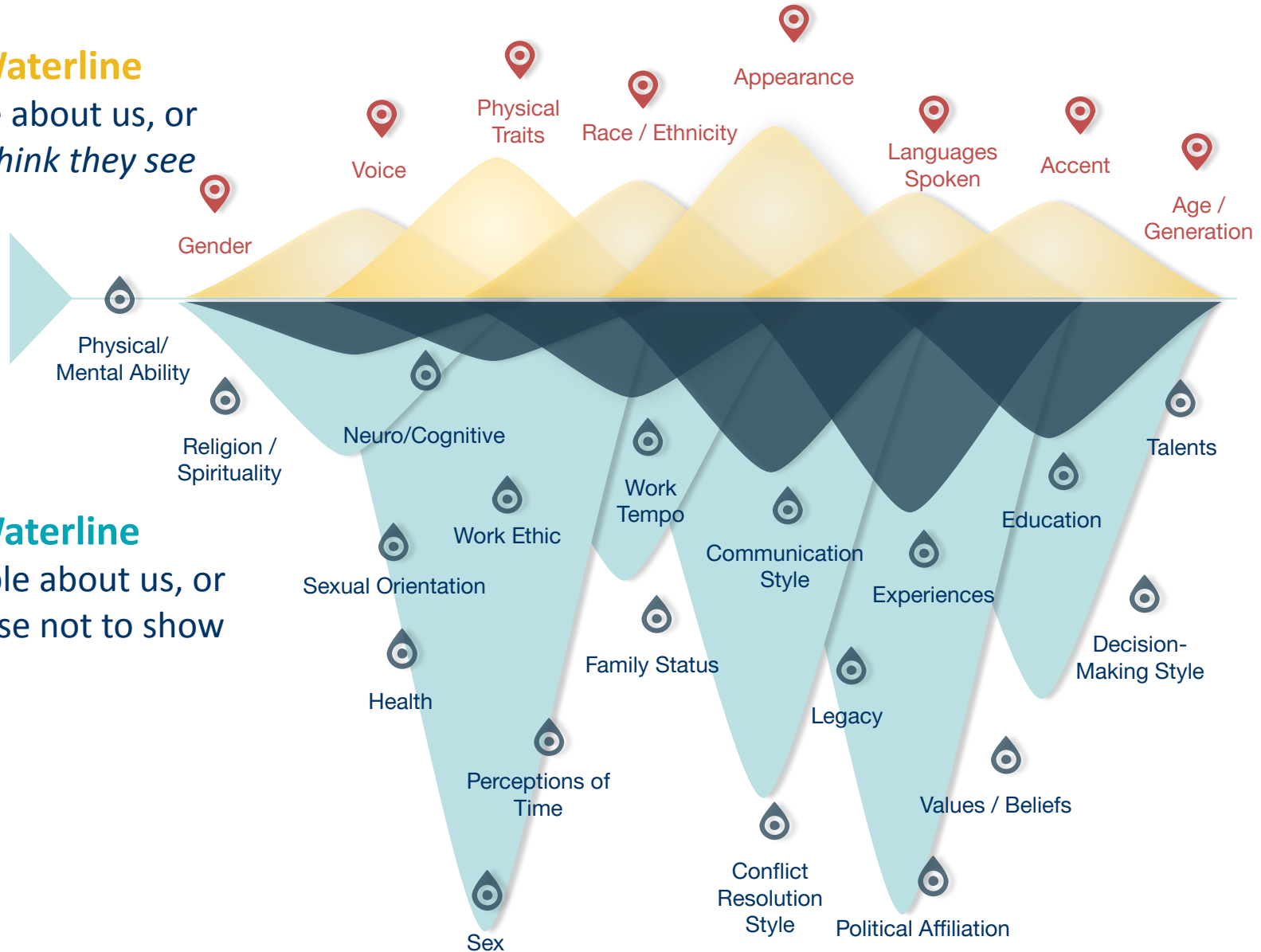
Be Curious

What's below your Waterline?

Above the Waterline

What is visible about us, or what people *think they see*

Waterline



Below the Waterline

What is invisible about us, or what we choose not to show

Group Exercise

What's below your waterline...

- You'll get a time check with 3 minutes remaining
- Then you'll get "pushed" back to the full group
- Highlights report out to full group

- Take a moment to jot down aspects of your identity.
- Introduce yourself and what you do.
- Share what's below the line

15 minutes

Human Endeavors

Engaging the Whole Person

- Global dynamics of health, work, and technology requires more adaptive people with **cognitive capacity**.
- Community and project based work requires skills including **building relationships**, fostering **inclusion**, creativity and learning differently.
- **Resilience** describes a process of coping with negative impact of stress and maintaining or regaining physical or emotional wellbeing.
- Approach social interactions with a **growth mindset** and a willingness to learn something.

COVID-19 Poll 1

Personally, how have you and your family fared during the pandemic?

- a. Not great
- b. Only OK
- c. Not bad
- d. Good
- e. Great

COVID-19 Poll 2

How has “your community” fared during the pandemic?

- a. Not great
- b. Only OK
- c. Not bad
- d. Good
- e. Great

Words that Matter

Cisgender: *Adj.* A term used to describe people whose gender identity matches the sex they were assigned at birth. Often abbreviated to cis.

BIPOC: *Adj.* Black, Indigenous, and People of Color. Preferred use to replace POC or minority.

Emotional Tax: The combination of being on guard to protect against bias because of race, ethnicity, and gender and experiencing the associated effects on well-being and ability to thrive at work.

Equality: *Noun* Treating everyone the same way, often while assuming that everyone also starts out on equal footing or with the same opportunities.

Equity: *Noun* Working toward fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers.

Ethnicity: *Noun* “The multiplicity of beliefs, behaviors, and traditions held in common by a group of people bound by particular linguistic, historical, geographical, religious, and/or racial homogeneity.”

Neurodiversity: *Noun* The concept that there is great diversity in how people’s brains are wired and work, and that neurological differences should be valued in the same way we value any other human variation.

Non-Binary (also known as Genderqueer): *Adj.* A category for a fluid constellation of gender identities beyond the woman/man gender binary.

What do you call someone?

Poll 3

If you refer to someone, which term do you tend to use (when relevant):

1. African-American
2. Black
3. Negro

Personal Pronouns

What is the issue?

When is it relevant?

How do I introduce myself?

Making Mistakes

Social Justice

“Social justice is the virtue which guides us in creating those organized human interactions we call institutions. In turn, social **institutions, when justly organized**, provide us with access to what is good for the person, both individually and in our associations with others. Social justice also imposes on each of us a **personal responsibility** to work with others to design and continually perfect our institutions as tools for personal and social development.”

Center for Economic and Social Justice

1. **Equity**- fair distribution of available resources.
2. **Access**- to goods and services regardless of demographic.
3. **Participation**- Enabled so people can participate in decisions affecting their lives.
4. **Rights**- to protect individual liberties, appeal decisions viewed unfair.

UK Social Justice Example

The **UK Built Environment Advisory Group** (UKBEAG) brings together the collective skills and expertise of over 100,000 **built environment** professionals in more than 150 countries to support a range of humanitarian and development partners to prepare for and respond to **humanitarian crises**.

The following are among the core skills - necessary to determine where to build, what to build and how to build - offered by members of the group:

- **town and country planning**
- **strategic master planning**
- **policy making**
- **infrastructure**
- **urban design**
- **peacemaking**
- **architecture**
- **structural engineering**
- **community and stakeholder engagement**

Mundano's Trashcart Superheros

Mundano is a Brazilian street artist and activist whose work makes people stop and think about the issues swirling around them everyday.





https://www.ted.com/talks/mundano_trash_cart_superheroes

Unconscious Bias

A “preference for or against a person or group held at an unconscious level” shaping decisions we make and how we evaluate and interact with people

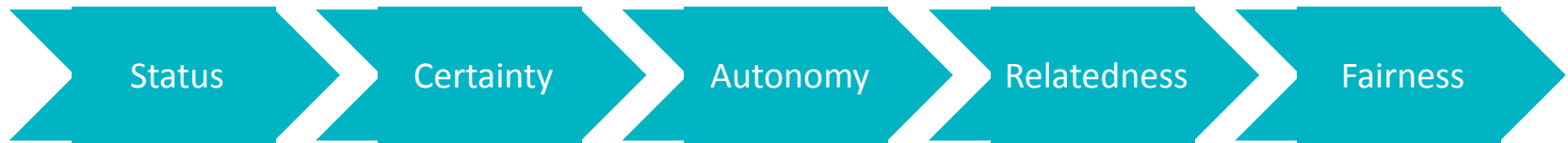


Source: Cook Ross

Brain Science and Human Behavior

SCARF Model

This is a model developed by Dr. David Rock of the Neuroleadership Institute. It consists of 5 domains below:



The tool was informed by three scientific realities:

1. The brain treats social threats/rewards with the same intensity as physical.
2. The capacity to make decisions, solve problems, collaborate is generally reduced by a threat response and increased under a reward response
3. The threat response is more intense and more common and often needs to be carefully minimized in social interactions.

Types of Bias



DIAGNOSIS BIAS: Labeling people, ideas or objects based on our initial opinions of them



PATTERN RECOGNITION: Making sense of information based on past experience or habit; often associated with past harms or danger



ANCHORING BIAS: Relying too heavily on one trait or piece of information in making decisions



CONFIRMATION BIAS: Interpreting new evidence as confirmation of one's existing beliefs; seeing what confirms your beliefs and ignore that which contradicts them



INTERNALIZED BIAS: Personal conscious or subconscious acceptance of dominant society's views, stereotypes and biases of a group with which one identifies



BLINDSPOT BIAS: Ability to see bias in others, but not ourselves

Which unconscious bias do you think you fall victim to the most?

Poll 4

DIAGNOSIS BIAS: Labeling people, ideas or objects based on our initial opinions of them

PATTERN RECOGNITION: Making sense of information based on past experience or habit; often associated with past harms or danger

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Managing your Unconscious Biases

Consider proactive strategies:

- Ask yourself probing questions
- Challenge your own assumptions
- Create feedback loops
- Assume the other person has positive intentions
- Approach interactions with a “growth mindset”
- Remember that you rarely have the full picture
- Reflect on your interactions - what can you learn?
- Be curious.



Microaggressions

Death by a thousand cuts...

Based upon any
marginalized group:

Race / Ethnicity

Gender

Religion

Sexual
Orientation

Are conveyed
through:

Facial Expressions

Gestures

Tone of Voice

Choice of Words

Impact:

Erode
Commitment

Destroy Loyalty

Diminish
Performance

Scar
Relationships



Racism

“A social and institutional status and identity imbued with legal, political, economic, and social rights and privileges that are denied to others.”

- Dr. Robin DiAngelo

What word comes to mind when you think of the term RACISM?

Have you ever said...

- “I don’t see color.”
- “I grew up poor” or “abroad.”
- “All Lives Matter!”
- “Italians faced discrimination.”
- “My parents raised me to treat everyone equally.”
- “I marched in the 60s” or “donated to Black Lives Matter.”
- “Focusing on race divides us.”
- “Race has nothing to do with it.”
- “I have mixed nephews”
- “I dated an Asian (girl or guy) in college.”

Poll 5

Check all
that apply

Levels of Racism

Individual- Racial slurs, personal prejudices, attitudes.

Internalize- How you might feel about yourself because of race.

Structural- Racial bias among institutions and across society. The cumulative and compounding effects of a array of societal factors (history, culture, ideology, interactions) of institutions and policies that systemically influence privilege of (white people) and disadvantage others.

Canada's History of Racism

Time Period	Racism Events	Racism Targets
1628 - 1800's	Slavery	African People
1886 - 1996	Residential Schools	Indigenous People
1881 - 1947	Head Tax/Exclusion	Chinese People
1914	Komagata Maru	South Asian People
1939	Turned Away	Jewish People
1941 - 1949	Internment	Japanese people
Until 1967	Post-WWII Immigrants	Post-WWII Immigrants

<https://diversity.social/who-is-diversity-social/>

Social Justice efforts are rooted in an understanding of structural racism.

Share an example or query in chat

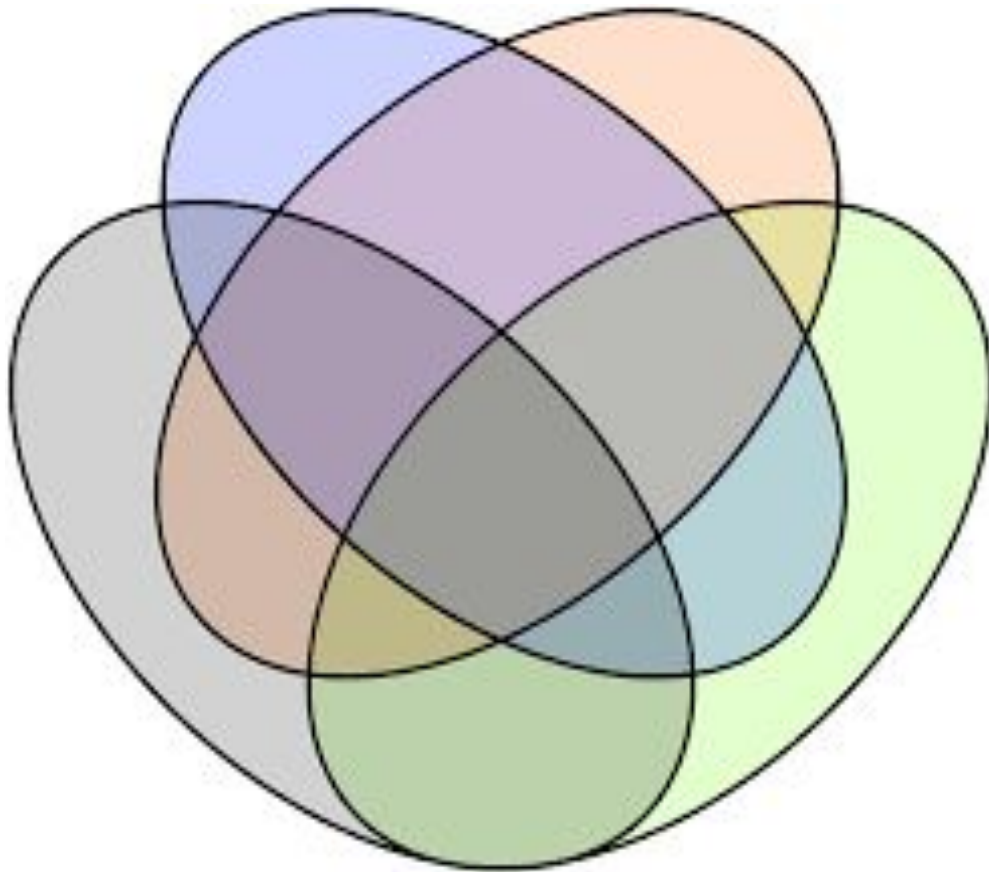
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Consider how Canada's history of racism has influenced today's issues of Social Justice. Give an example.

History and systems identify Social Justice Agenda



What is Intersectionality?



“An analytical framework for understanding how aspects of a person's social and political identities combine to create different modes of discrimination and privilege.”

Kimberlé Williams Crenshaw

Hard-Knock Life Effect

As we progress through the session, let's get in the right frame of mind

1. Visualize something that is really important to you.
2. Reflect of the accomplishments associated with that thing.
3. Recall the positive feedback you received about it.
4. Bask in the glow of that feeling of positivity.

Privilege

“Privilege is a set of unearned benefits and power maintained by a group in society. It extends to all parts of identity—race and ethnicity, gender identity and expression, class, language, ability, religion, and many others.”

Your privilege—and your vulnerability— can change depending on the situation you’re in. In some spaces, your privilege gives you more power than others. That means you might be able to help in a way others can’t.



Privilege for Sale

Group Activity

How does unconscious bias affect Social Justice?

Unconscious bias creates hidden barriers to engaging others and achieving social justice through inclusion.

Developing Projects



- Location
- Project Team
- Communication
- Interaction
- Accommodation

Community Collaboration

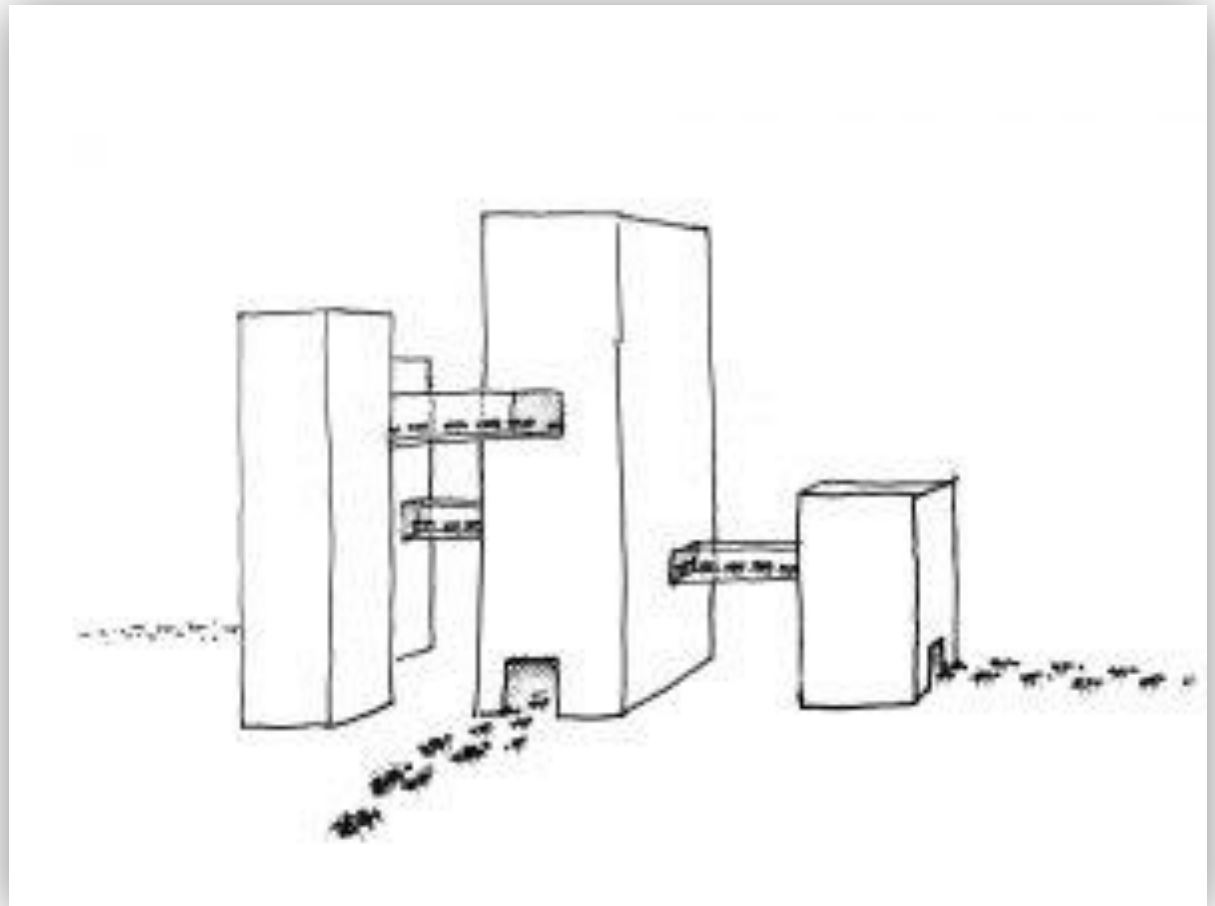


- Accommodation
- Engagement
- Decision-making
- Influencing
- Inclusion

Singapore

The Country Where Diversity Is Enforced by Law

1989 **Ethnic Integration Policy (EIP)** places quotas on how many residence of one racial group can live in a building.



Social Justice on the Border



Perception

*“The attempt to understand those aspects of observation of the world of things and people that depends on **the nature of the observer.**”*

Poll 6

Check all that apply...

Did you take any Self-Assessment Tests?

- A. Yes, I took the Inclusive Leadership Assessment.
- B. Yes, I took the Harvard Implicit Association Test.
- C. Yes, I took the NeuroLeadership SCARFsm Assessment.
- D. Nope.

What surprised you?

Famous Quotes Exercise

When the power of love overcomes the love of power, the world will know peace.

Once you figure out what respect tastes like, it tastes better than attention. But you have to get there.

Once you learn to read you will be free forever.

It always seems impossible until it is done.

Life is 10% what happens to you and 90% how you react to it.

Problems are not stop signs, they are guidelines.

Even if you fall on your face, your still moving forward.

Famous Quotes Authors

When the power of love overcomes the love of power, the world will know peace. Jimmy Hendricks

Problems are not stop signs, they are guidelines. Robert H. Schuller

Once you learn to read you will be free forever. Frederick Douglas

It always seems impossible until it is done. Nelson Mandela

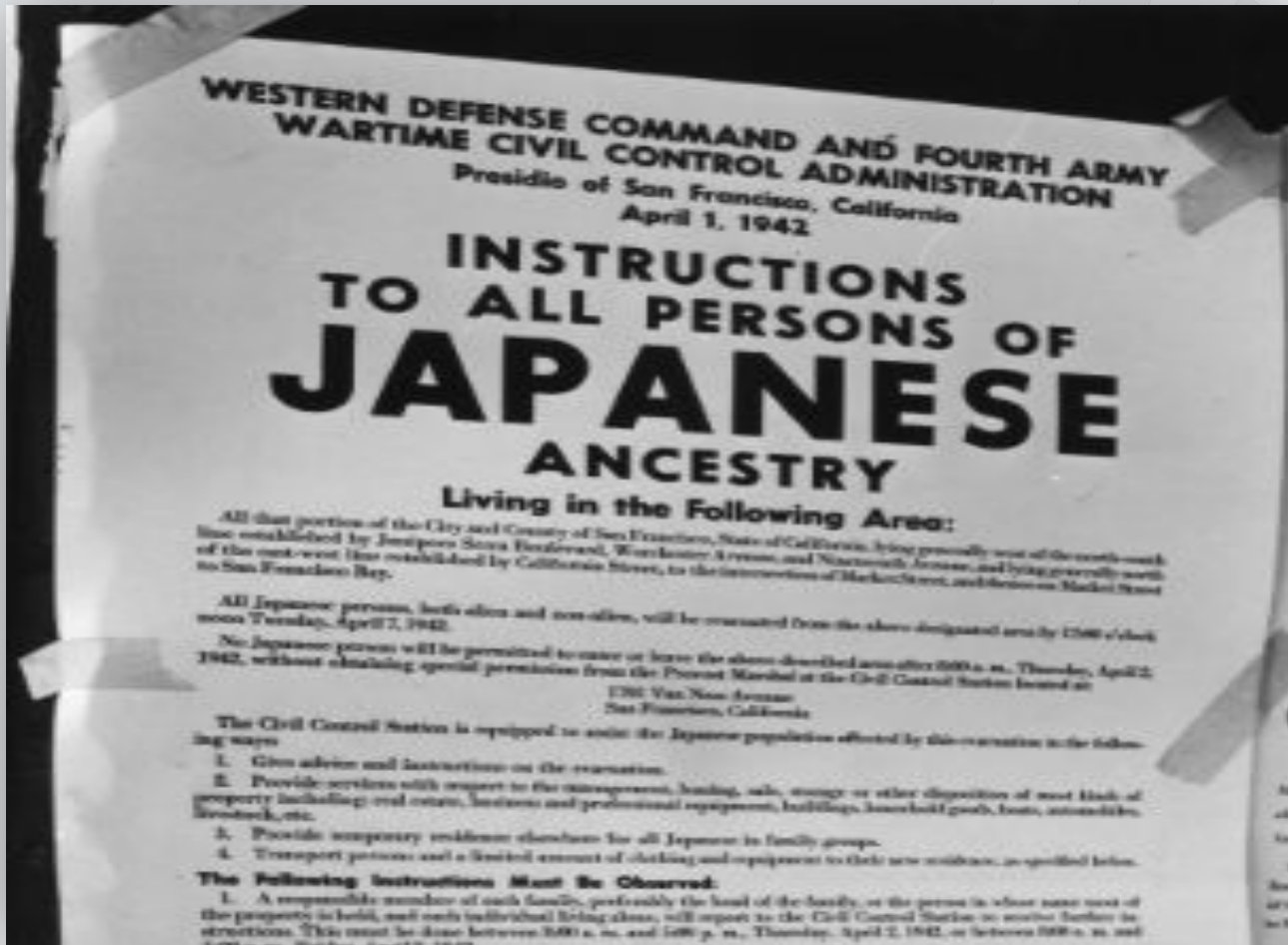
Once you figure out what respect tastes like, it tastes better than attention. But you have to get there. Pink

Even if you fall on your face, your still moving forward. Victor Kiam



What is AAPI?

US History



#HATEISAVIRUS



**#HATE
IS A
VIRUS**

What is going on?

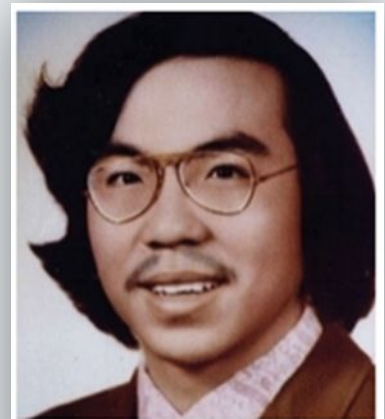
#HATE
IS A
VIRUS

Poll 7

Check all that apply...

What might be a reason YOU would not act?

- I don't know what to do.
- I'm afraid I'll make things worse.
- No one else is doing anything.
- I'm White and I don't want to look like the "White savior".
- I don't have enough context.
- I'm a person of color and I'm scared it will turn on me.
- Risks of intervening because online harassment is too high.



Vincent Chin, who was murdered in 1982 in an anti-Asian hate crime.

Hollaback “Show Up” Bystanders’ 5 D’s

Distract: Take an indirect approach to de-escalate. “Ask for the time, or directions.”

Delegate: Get help from someone else.

Delay: Check in with the person being harassed.

Direct: Assess your safety first. Speak up about the harassment. Be firm and clear.

Documents: If it is safe to do so, document the incident.

Integration to ULI's objectives

- Learn: Cultivate leadership skills to...
- Network: Be part of a robust cross-sector network ...
- Make a Difference: By advancing a culture of health and social equity ...

Social Justice: Health Literacy

The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions—

CDC Health Literacy Action Plan

CDC has created a plan to improve how they develop and share health information and provide public health services to different audiences. The plan is organized around three key goals:

Goal 1: Develop and Disseminate Health and Safety Information that Is Accurate, Accessible, and Actionable

Goal 2: Integrate Clear Communication and Health Literacy into Public Health Planning, Funding, Policy Development, Research, and Evaluation

Goal 3: Incorporate Accurate, Standards-Based, and Developmentally Appropriate Health and Science Information and Curricula in Educational Settings from Childcare through University Levels

CDC Areas of Caution

Implementing the CDC plan can reinforce systems that promote inequality, or increase the capacity for equity in the communities across the country.

In your workgroup, identify a few examples (as specific as possible) of the implementation challenges the CDC will need to be mindful of to “get it right”.

Dr Lisa *on the streets*

“My head is always swimming with ideas and strategies for how to tangibly impact community health,”

Dr. Lisa Fitzpatrick



Reflection Time

1. What is something new that you learned?
2. What resonated with you from the conversations?
3. How can you use this information to advance Social Justice?
4. Did you connect with anyone?



Share your reflections in a small group

Action

to do or not to do, that is your choice

Personal Lens

- How might you grow your capacity to be more intentional in how you show up?

Integrating ideas and tools, building habits...

Professional Lens

- What ways might you act professionally in your ability to foster inclusive opportunities that leverage diversity?

Supporting social justice,

Community lens

- Identify a resource that you can use to engage your target community to support social justice.

Improving yourself and the community

Thank you

Danke

Gracias

감사합니다

Merci beaucoup

Terima Kasih

Спасибо

ありがとう **Salamat**



Building partnerships

Let's hear from a room full of experts

- Share strategies for connecting with the community, and building partnerships.
- Share a “caution” when engaging in inclusive outreach.
- How do you identify who should be involved?
- What bias is paramount to consider when building partnerships to support a health related agenda?