



Implicit Bias in Media and Healthcare

OFFICE OF RACE EQUITY, DIVERSITY AND INCLUSION
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MI PEER CONFERENCE 8/4/22

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The Office of Race Equity, Diversity, and Inclusion (REDI)

- Established on October 26, 2020 with the support of executive leadership and the MDHHS Council
- Created to address racial, social, health, and wealth disparities both internally and externally
- Aligns with the core values of Human Dignity, Opportunity, Perseverance, and Ease (HOPE)
- Why do we lead with race?
- 3 Divisions: Equity Development, Leadership Development and Office of Equity and Minority Health



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Course Objectives

Define	Define implicit bias
Recall	Recall a shared language
Understand and describe	Understand and describe the impact of implicit bias in healthcare and media
Identify	Identify strategies to reduce implicit bias

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Guidelines for Communication

- ✓ Practice “both/and” thinking
- ✓ Focus on understanding vs. agreeing or disagreeing
- ✓ Try on
- ✓ Notice intent and impact
- ✓ Lean in and Lean out



Laurin Mayeno and Elena Featherston, 2006
Adapted from VISIONS, Inc.

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Shared Language

Creating a Shared Language to Talk about Bias

maximize clarity to engage in meaningful dialogue



Adapted from: "Challenging Racism Systematically" Applied Research Center

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Are you biased?



The answer is clearly NO!

Graphic: <http://educationcareer.in/can-i-do-cs-course-being-non-commerce-student-86393.html>,
<http://elearning.easygenerator.com/public/12019-Common-Decision-Biases-and-Errors/>

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Shared Language: Schemas

- **Brain**
Help us organize information into broader categories and conserve mental resources
- **Social**
They exist in and are shaped by our environment



Slide source: John A. Powell, The HASS Institute, UC Berkeley.

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Shared Language: Schemas

Schemas



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Shared Language

THINKING
FAST & SLOW

<p>Implicit Bias</p> <p>The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.</p> <p>- Kirwan institute</p>	<div style="background-color: #8B4513; color: white; padding: 5px; border-radius: 5px; margin-bottom: 5px;">Fast Brain Implicit Bias</div> <div style="border: 1px solid #8B4513; padding: 5px; margin-bottom: 5px;">Person doesn't perceive or consciously endorse evaluation</div> <div style="border: 1px solid #8B4513; padding: 5px;">Expressed indirectly: Sitting further away from a Latino than a White individual.</div>	<div style="background-color: #8B4513; color: white; padding: 5px; border-radius: 5px; margin-bottom: 5px;">Slow Brain Explicit Bias</div> <div style="border: 1px solid #8B4513; padding: 5px; margin-bottom: 5px;">Person is aware of his/her evaluation</div> <div style="border: 1px solid #8B4513; padding: 5px;">Expressed directly/explicitly: "I like Whites more than Latinx."</div>	<p>Explicit Bias</p> <p>The attitudes and beliefs we have about a person or group on a conscious level.</p> <p>-Perception Institute</p>
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Shared Language Review

<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;">Implicit Bias</div> <div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;">Schemas</div> <div style="border: 1px solid black; padding: 10px;">Explicit Bias</div>		<div style="border: 1px solid #8B4513; padding: 10px; margin-bottom: 10px;">The attitudes and beliefs we have about a person or group on a conscious level.</div> <div style="border: 1px solid #8B4513; padding: 10px; margin-bottom: 10px;">The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.</div> <div style="border: 1px solid #8B4513; padding: 10px;">Help us organize information into broader categories and conserve mental resources. They exist in and are shaped by our environment.</div>
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Shared Language: Socialization



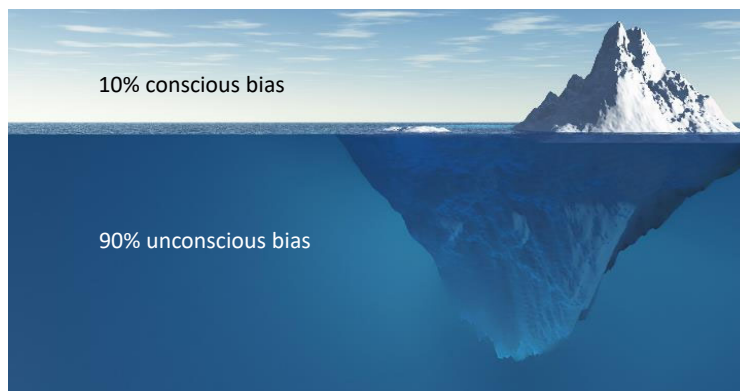
Albert Banduras' Social Learning Theory

Idea that behavior is intentionally or unintentionally learned through models or examples that we're exposed to, and that exposure to models dictates our behavior. We are heavily conditioned by society.

Graphic: <http://ztona.org/gentoo-penguin/>

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Have you internalized messages that shape you in ways you don't know about?



Graphic: <http://www.excalberpc.com/633264/seagate-archive-hdd-v2-st8000as0002.html>

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Implicit Bias Contributions In Healthcare

Caregivers



Single Parenting



Poverty and Education



Source: February 2003, Vol 93, No 2 | American Journal of Public Health. Paved with good intentions: Do public health and human service providers contribute to racial/ethnic disparities in health?

This Photo by Unknown Author is licensed under CC BY-NC-ND

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Implicit Bias in Healthcare

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MI PEERS

How does bias show up in your work?

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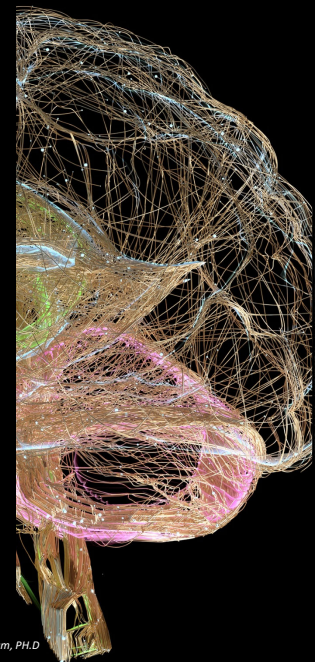
Media Messaging

How Bias is Shaped

Unconscious **biases**, unconscious **behavior**

Disconnect between our conscious and
unconscious values

Beverly Daniel Tatum, Ph.D.



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Associated Press - Tue Aug 30, 11:21 AM ET
 A young man wades through chest deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina hit extensive.

AFP - Tue Aug 30, 11:21 AM ET
 Two residents wade through chest-deep water after finding bread and soda from a local grocery store after.

Associated Press - Tue Aug 30, 6:10 PM ET
 As one person looks through their shopping bag left, another jumps through a broken window, while leaving a convenience store on the I-10 service road south, in Metairie, La., Tuesday, Aug. 30, 2005, in the.

LOOTERS WILL BE SHOT

Graphics: https://www.salon.com/2005/09/02/photo_controversy/, http://www.nbcnews.com/id/9160453/ns/us_news-katrina_the_long_road_back/t/city-without-rules-looting-ok/

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Implicit Bias in Messaging

Graphic: <http://historymaniacmegan.wordpress.com/>

Graphic: <https://news.day.az/world/966648.html>, <https://www.20min.ch/story/ais-exhibitionist-an-die-fasnacht-echt-letzt-702671707583>

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Implicit Bias in Messaging



Graphics: https://www.nytimes.com/2015/10/31/us/cultural-appropriation-halloween-costumes.html?_r=2,
<http://www.ferris.edu/htmls/news/jmcrow/origins.htm>

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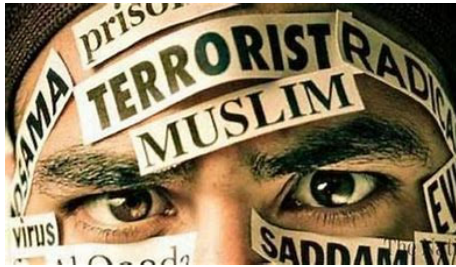
Implicit Bias in Messaging



Graphics: <http://defendernetwork.com/uncategorized/dove-issues-apology-racist-facebook-advertisement-twitter-responds/>

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Implicit Bias in Messaging



Graphic: <http://heavy.com/news/2013/03/italian-pope-hopeful-angelo-scola/>

Yes, Blame China for the Virus

A bungled response in Western countries is no reason to take the heat off China. If China had a different government, the world could have been spared this terrible pandemic.

BY PAUL D. MILLER | MARCH 25, 2020, 10:43 AM

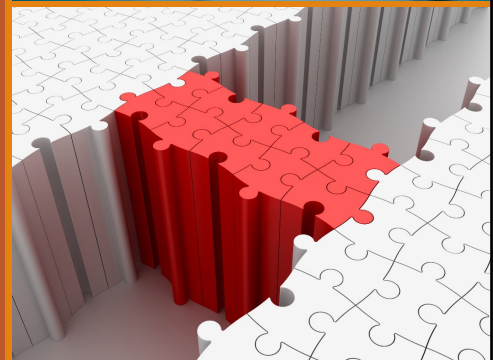
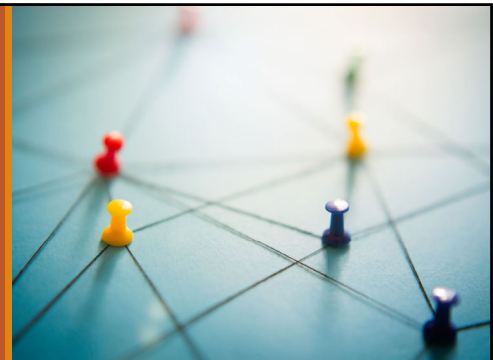


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Practices for Reducing Bias

1. Stereotype Replacement & Counter-stereotypic messages
2. Priming
3. Engage in positive and meaningful interactions with members of other racial/ethnic groups
4. Flip the Goal
5. Equitable Community Engagement



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1. Stereotype Replacement Counter-Message/Imaging



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Stereotype replacement
Counter-Message/Imaging

Graphic: <http://thelanzarhall.com/usa/top-job-at-mastercard-goes-to-jay-singh-banga/>,
<https://www.teenvogue.com/story/simone-biles-most-decorated-gymnast-world-championships-history>,
<http://premierguidemedia.com/miami/february-books-books-2/>, <http://www.billboard.com/music/french-montana/news>.

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2. Priming

Fill in the missing word

1. Red
2. Blue
3. Orange
4. Yellow
5. Gr _ _ _

Now fill in the missing word

1. Plum
2. Nectarine
3. Pear
4. Apple
5. Gr _ _ _

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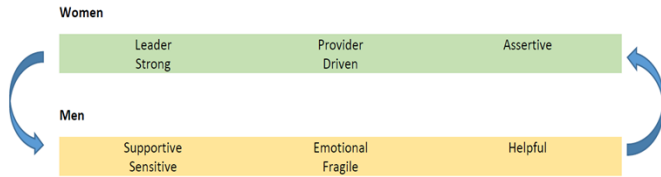
3. Engage in Meaningful Inter-group Interactions



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4. Flip the Goal

VIGNETTE 1 – Expectations of Men and Women



VIGNETTE 2 – Quotes from Twitter account that flips the gender



Police Officer

"Being called a Policewoman doesn't bother me at all, because I know it covers both women and men." Andrew, Policewoman, age 40."

Sport Teams

Cleveland Indians → Cleveland Caucasians



Adopted from Kristen Pressner, TEDxBasel, 2016
 Yesenia Murillo, Michigan Department of Health and Human Services, 2018

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5. Equitable Community Engagement

COMMUNITY OUTREACH

- Reach out →
- Self-interest: conduct qualitative study, gather information and leave →
- Temporary relationship →
- Extend assistance or services →
- One-way approach →
- We design programs, policies, processes, law, etc. →

COMMUNITY ENGAGEMENT

- Work collaboratively
- Reciprocal transfer of knowledge and skills among all collaborators and partners
- Ongoing relationship
- Address issues affecting well-being
- Two-way approach
- Community members are full partners in decision making

Adapted from Tawara Taylor and Marisa Brown, 1997. Guiding Values and Principles for Community Engagement. GUCDC

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Call to Action

Using an implicit bias framework, reflect on:

- How do you experience bias in self and at work?
- How does bias impact the people you/we serve?



↩ Select 1-2 different bias reducing practices to implement on a weekly basis for the next two months.

↪ Write at least one specific example of how you will realistically bring that practice to life.

↻ Share with your colleagues and friends. Report out.

Graphic: <http://toutiao.ca/a/luoshanjitoutiao/>

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