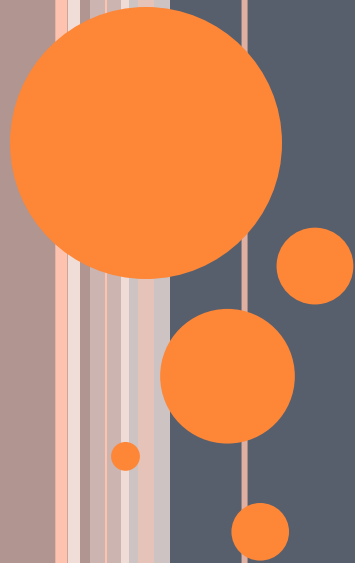




**TELLING THE STORY OF PLACE,  
RACE AND HEALTH EQUITY: A  
FEW EARLY LESSONS**

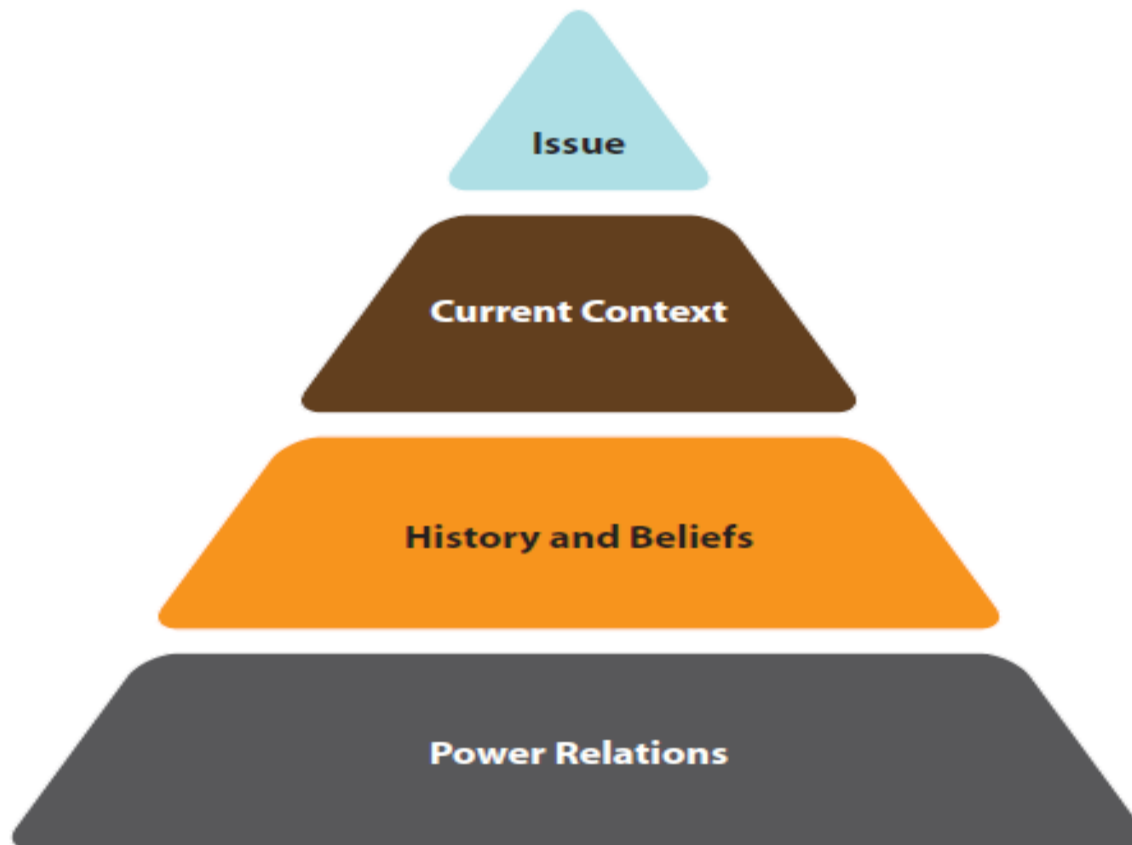
**Makani Themba  
The Praxis Project**

WHAT HAVE  
BEEN YOUR  
CHALLENGES  
TELLING THIS  
STORY?



# STORY IS JUST THE BEGINNING

## *Anatomy of an Issue*



# MORE THAN SOUNDBITES

## Embedded Frames

- Color blind →
- HBCUs →
- East to West →
- Slaves →

## Stepping out...

- Privilege Blind
- HWCUs
- West to East
- Enslaved people/Human Traffickers

NOW: Your turn...



# MORE THAN A MEDIA PROJECT

- Addressing all the places where we “make meaning”
- Church (what is Truth), school (what is Fact), rituals (how stories become institutionalized) all are important
- Frames are layers of learning – psychological, physical, emotional, etc.





**Q: HOW DO WE COMMUNICATE  
FOR RACIAL JUSTICE?**

**A: Anyway we can**

# SOME OF WHAT WE'VE LEARNED SO FAR

- **It's a long term project**
- Narrative/stories are important but they're only the beginning
- Break structural *and* compassion barriers
- Show patterns, privilege and power over time (more than “media”)
- Have an explanation for disparity or else
- Un-disappear the his/her-story (**education policy is communications strategy**)
- **How** is more important than why or what's wrong
- **Build your audience from the open minded**





**WE DON'T HAVE TO START WITH  
THE OPPOSITION**

**It's a big world out there...**



# BUILDING OUR AUDIENCE BY NICHE



**1. Those who need to do something about it (e.g., people of color experiencing injustice)**





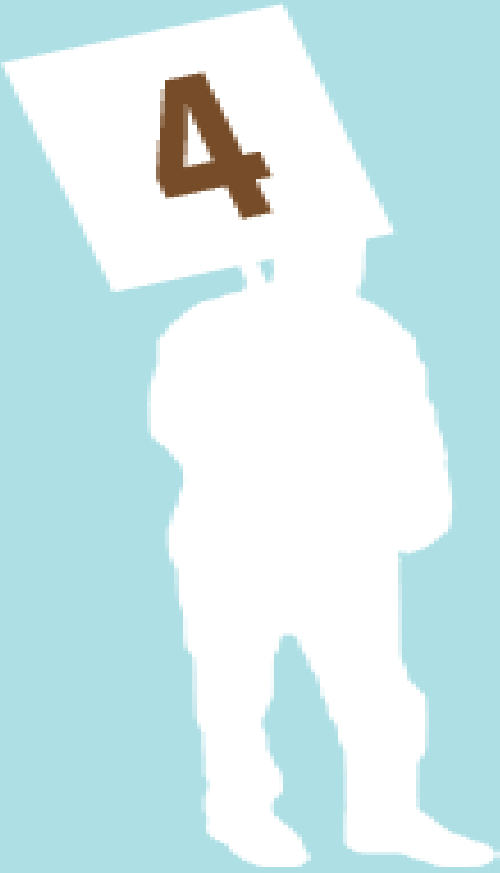
**2. Those who care about the people affected (e.g., friends, spouses, relatives)**





**3. Those whose work and way of living can bring them into direct conflict with racist values (e.g., public health, teachers, service workers, etc.)**






4. Those likely to share core values as a result of their experiences (e.g., anti-racism training alumni, people who viewed films that convey our issues, people with a history of activism, etc.)



# MORE THAN NEWS...





*“AMERICANS CAN BECOME A  
DYNAMIC EQUILIBRIUM, A HARMONY  
OF MANY DIFFERENT ELEMENTS IN  
WHICH THE WHOLE WILL BE GREATER  
THAN ALL ITS PARTS...  
IT CAN STILL HAPPEN.”*

**Shirley Chisholm**



**THANK YOU!!!!**

The Praxis Project

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