

Event and Activity Ideas for Public Policymakers

The National Day of Racial Healing takes place annually on the day after Martin Luther King Jr. Day. The observance grows year after year as people living and working in towns, cities, neighborhoods and organizations across the country work to create connections and share a sense of belonging.

Each year, the National Day of Racial Healing is an opportunity to gather colleagues from within your organization and across your sector to:

- Get to know each other.
- Cultivate trusting relationships.
- Learn about each other's diverse backgrounds, cultures, perspectives and lived experiences.
- Explore the cultures that make up their communities.
- Share information on the history or current realities of racism.
- Brainstorm ways to take actions that increase empathy, advance racial equity and build solidarity.

NEED A STARTING POINT?

Click to jump to the **DEFINITIONS** section on the last page.

In planning an event or activity, you, your constituents and community partners can be creative. Any event or activity that achieves one of those goals counts – from one as simple as lunch with colleagues to an event that brings constituents from across your town or city together.

Also, be sure to let us know your plans. If your event is open to the public, the W.K. Kellogg Foundation (WKKF) will include it on our national event listing. If your event is private, we'd still like to hear about it, as new ideas will inform what's most helpful for next year's action kits. Please share your event details at [DayofRacialHealing.org](https://www.dayofracialhealing.org).

Ideas for how you can participate

There are many ways to advance racial healing in your community. It requires the participation of all community members, including policymakers, community and faith leaders, small business owners and the media. Policies related to systems such as housing, workforce development, public education and public safety play a big role in people's day-to-day lives. Racial healing is about building relationships so that communities can advance more equitable outcomes.

Help grow the racial healing movement on the National Day of Racial Healing and beyond with the following ideas.

USE YOUR VOICE AS A LEADER

- Bring together partners from across all sectors of your community to host a local watch party for the National Day of Racial Healing primetime town halls on MSNBC and Noticias Telemundo, in partnership with NBCUniversal.
- Prepare a proclamation to acknowledge and honor the National Day of Racial Healing.
- Submit an op-ed to your local news outlets in support of the National Day of Racial Healing.

LEARN, WORK AND BUILD

- Build capacity on racial equity using resources from the Government Alliance on Race and Equity and the National League of Cities' Race, Equity and Leadership program listed in the next section below.
- Hold racial equity policy planning sessions that help community members understand the steps involved in and their role in racial equity policy development, education and advocacy and implementation. Important considerations and questions:
 - Policy development- How can we create a strong racial equity policy plan that is grounded in respectful and thoughtful engagement with diverse community stakeholders?
 - Education and advocacy- What are the best ways to ensure the appropriate local decision-makers are aware of our racial equity policy plans? What are the best ways to persuade them to adopt it?
 - Implementation- What are the roles and responsibilities of all partners and stakeholders in working with local policymakers and decision-makers to interpret the intent of our racial equity policy plan? How do we develop an evaluation plan to monitor progress?
- Explore how some municipalities have created an Office of Equity.
 - What are the opportunities and benefits?
 - How did it happen?

Please ensure your organization fully understands and remains compliant with the IRS regulations on policy-related activities for 501(c)(3) and 501(c)(4) entities.

RESOURCES FOR LEARNING AND DISCUSSION

- [Government Alliance on Race and Equity](#)
- [National League of Cities' Race, Equity and Leadership program](#)
- White House, [Advancing Equity and Racial Justice Through the Federal Government](#)
- White House, [Executive Order on Advancing Racial Equity](#)
- Independent Sector, [Tools & Resources for Achieving Racial Equity in Policymaking](#)

- Strive Together and Policy Link- Policy toolkit: [A guide to systems transformation through policy change](#)

PROCLAMATION

WHEREAS, the _____ affirms that all people, regardless of their racial, ethnic and religious group identification, skin color or physical traits, deserve an equal opportunity to experience well-being in a just society and be full participants in our democracy, we acknowledge that we must work to address historic and present-day harms of racism, heal the wounds created by racial, ethnic and religious bias and build communities where all children can reach their full potential and thrive;

WHEREAS, all children have the right to safety, dignity and humanity, and must be provided every opportunity to grow, learn and flourish in a nurturing environment;

WHEREAS, every individual possesses the ability to learn, grow and change, and build communities of accountability, care and collective action;

WHEREAS, if we all dedicate ourselves to a process that brings individuals and communities to wholeness, repairs the damage caused by racism and transforms societal structures into ones that affirm the inherent value of all people, we can bring about the necessary changes in thinking and behavior that will propel this great country forward as a society where everyone belongs;

WHEREAS, racial healing is a vital and crucial commitment to the educational, social, mental and overall well-being of all our children; and

WHEREAS, the city/municipality/state/Tribal nation/country of _____, in conjunction with others throughout the United States of America and across the globe, acknowledges the Tuesday following Martin Luther King Jr. Day as the “National Day of Racial Healing” and urges all citizens to promote racial healing and transformation individually and collectively as a means of working together to ensure the best quality of life for every child.

NOW, THEREFORE, I, _____, (insert mayor/governor/Tribal leader and city/municipality/state/Tribal nation/country name here) do hereby proclaim that this city honors and recognizes the Tuesday following Martin Luther King Jr. Day or the third Tuesday in January as the “National Day of Racial Healing.”

DEFINITIONS

WHAT IS RACIAL HEALING? WHAT IS RACIAL EQUITY?

We offer these definitions as you and your collaborators think about ways to observe the National Day of Racial Healing. Racial healing and racial equity are terms gaining a lot of traction right now, but sometimes it's easier to brainstorm ideas when everyone starts from a place of shared understanding.

Racism keeps us disconnected and prevents us from living in a country where everyone has an equitable shot at opportunities.

Racial healing is at the heart of racial equity. It is about people building relationships and trust to develop shared goals and a collective will to create and sustain racial equity.

Racial healing is a process that restores individuals and communities to wholeness, repairs the damage caused by racism and transforms societal structures into ones that affirm the inherent value of all people.

Racial equity affirms that all people, regardless of their racial or ethnic group identification, skin color or physical traits, deserve an equal opportunity to experience well-being in a just society. Achieving racial equity means that a person's identity would not determine how they are treated or predict life outcomes.