



PROFESSIONAL SETTINGS

BUSINESS



PHILANTHROPY



HEALTH



DEFINITIONS



EVENT AND ACTIVITY IDEAS FOR PROFESSIONAL SETTINGS

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.

Racism affects all of us in different ways. In the work world, it influences who has a shot at opportunities for well-being, like employment, advancement and leadership, decent income and capital. It affects whether employees feel a sense of belonging or ostracism. Racial healing is the process of better understanding our own experiences and those of the people around us, as well as why things are as they are in our organizations and communities.

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.
- Share information on the history or current realities of racism.

- Brainstorm ways to take actions that increase empathy, advance racial equity and build solidarity.
- Find or build common ground to initiate or strengthen work toward racial equity.

In planning an event or activity, be creative. Any event or activity that achieves one of the goals listed above counts — from one as simple as a small lunch among colleagues to an event that brings partners from across your sector together.

Also, be sure to let us know your plans. If your event is open to the public, the W.K. Kellogg Foundation 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.

IDEAS FOR ALL PROFESSIONAL SETTINGS

There are many ways to advance racial healing to the workplace, whether you're in business, philanthropy, healthcare, the media or another

professional sector. Kickoff or deepen your racial healing and racial equity work on the National Day of Racial Healing with the following ideas.

LEARN, WORK & PLAN INTERNALLY

- Hold a “Lunch ‘n’ Learn” about the impact of racism or increasing racial equity in your sector.
- Start a racial equity book club relevant to your sector or industry.
- Invite local community organizations to make a presentation about race, racism and lived experiences in your area. (Be sure to prep your colleagues to be hospitable and open to learning about experiences that differ from their own).
- Facilitate a brainstorming session with staff or consumers on actionable steps your company or organization can take to create greater equity.
- Offer employees an opportunity to make anonymous suggestions that would improve their sense of belonging in the workplace.

CELEBRATE YOUR COLLEAGUES’ CULTURES AND EXPERIENCES

- During the pandemic, colleagues began to see each other more holistically as home and work life blended. Build on

these relationships by hosting a lunch where colleagues bring a dish or tradition that’s meaningful to them.

- Invite colleagues to participate in a Conocimiento, a two- or three-person conversation with a question prompt that helps folks get to know each other. Instructions and prompts can be found at the end of this [Conversation Guide](#).

BUILD PARTNERSHIPS

- Invite people and organizations from across your sectors to plan concrete ways you can work together to create more equitable opportunities in your community.
 - One starting point is to ask participants to imagine what the community would be like if racism weren’t a factor. How would everyone be treated? What would children and families experience? How would people feel about the community? What would the employment, entrepreneurship and income landscapes look like?

- Discuss current impediments toward realizing that future.
- Talk about concrete things your organization or sector can contribute in order to move toward that ideal future.

USE YOUR VOICE AS A LEADER OR INFLUENCER

- Partner across sectors to host an event. In business? Consider sponsoring a community or nonprofit's event. In the nonprofit sector? Reach out to local businesses for event sponsorship.
- Schedule a meeting with your mayor's office or another locally elected official

about opportunities to advance racial equity in your city, sector or community infrastructure.

- Ask your mayor or governor to pass a proclamation for the National Day of Racial Healing.
- Consider how your local city, county, state, Tribal government, health department or educational system could acknowledge and declare racism a public health crisis. The American Public Health Association has been [tracking these declarations](#) across more than 200 entities.

RESOURCES FOR LEARNING AND DISCUSSION

BUSINESS

The business sector plays a pivotal role in creating an equitable community, society and country. Companies and corporations decide whom to hire, whom to advance and whom to retain. They make it possible for young people to enter the workforce, parents to support families and entrepreneurs to see their dreams come alive.

Here are resources to read and discuss with your colleagues and staff during the National Day of Racial Healing:

- [Case studies](#) from businesses participating in the W.K. Kellogg Foundation's Expanding Equity cohorts

present approaches to increasing inclusion and belonging in the workplace.

- The [Expanding Equity Inclusion and Belonging Guidebook](#), from the W.K. Kellogg Foundation.
- The W.K. Kellogg Foundation's ["Business Case for Racial Equity"](#) presents the dollars and cents (sense) reasons that advancing racial equity is smart business strategy.
- This [Stanford Social Innovation Review article](#) covers how to make investments and change power dynamics so more people of color and women can thrive as entrepreneurs.
- Policy Link's [CEO Blueprint for Racial Equity guides](#) you "beyond diversity and inclusion commitments to the heart of business opportunities."
- Improve the outcomes of policy decisions, through the [Desktop Manual for Impact Policymakers](#).
- The U.S. Chamber of Commerce's [Equality of Opportunity Initiative](#) offers real, sustainable and data-driven solutions through private sector and policy advocacy.

- Learn from the [Business Leaders' Task Force in Buffalo, New York](#), where CEOs made an agreement to shift a portion of their purchasing to businesses owned by people of color.

PHILANTHROPY

Philanthropy means love for humankind. In recent years, especially following the unrest the world experienced in 2020, foundations committed more dollars to racial healing and equity.

This National Day of Racial Healing set aside time for your staff to be together, and perhaps invite your community partners, for healing activities such as:

- Reflecting together on how the landscape of racial equity funding has shifted since 2020.
- Hold a racial healing circle, using our Conversation Guide, with willingness to surface feelings and lived experiences.
- Create a space for employee (and grantee) wellness and recuperation, acknowledging that work toward racial equity can take a toll on mind, body and spirit.

- Convene a visioning session focused on creative ideation to maintain commitments to racial equity while navigating through the intricacies of this moment.

Below are a few resources to read, listen to and discuss with your colleagues during the National Day of Racial Healing:

- [Racial healing within philanthropy](#)
- [Investing in Native Communities: Philanthropic Funding for Native American Communities and Causes](#) (Native Americans in Philanthropy and Candid).
- [Collective Good: Recommendations for Philanthropy on Racial Solidarity & Asian American, Native Hawaiian and Pacific Islander \(AANHPI\) Communities](#) (Asian Americans/Pacific Islanders in Philanthropy).
- [Seeking to Soar: Foundation Funding for Asian American and Pacific Islander Communities](#) (Asian Americans / Pacific Islanders in Philanthropy).
- [Guide to Arab American Giving](#) (Center for Arab American Philanthropy).
- [Latinx Funders](#) (Hispanics in Philanthropy and Candid).
- [Grantmaking with a Racial Justice Lens: a Practical Guide](#) (Philanthropic Initiative for Racial Equity).
- [Knight Diversity of Asset Managers Research Series: Philanthropy.](#)
- [Mismatched: Philanthropy's Response to the Call for Racial Justice](#) (Philanthropic Initiative for Racial Equity).
- [What's Next for Philanthropy in the 2020s](#) (Monitor Institute by Deloitte).
- [One Journey](#) (W.K. Kellogg Foundation).
- [Diversity, Equity and Inclusion project](#) (The Communications Network).
- [Race and Racism: Doing Good Better](#) (The Communications Network).
- [A Primer for Participatory Grantmaking](#) (Nonprofit Quarterly).
- [Content Collection: Participatory Grantmaking](#) (National Center for Family Philanthropy).
- [Participatory Grantmaking: A Shared Approach to Effective Change](#) (Stanford Social Innovation Review).

HEALTH CARE

Health equity describes a world in which “everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health care such as poverty, discrimination and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments and health care.”¹

The COVID-19 pandemic has brought long-standing health equity issues into sharp relief. In addition, spotlights on maternal and infant mortality and morbidity rates reveal further racial disparities in access and quality of health care as well as the impacts of everyday racism on physical health.

Here are resources to study and discuss with your colleagues and staff during the National Day of Racial Healing:

- Dr. David R. Williams, a researcher at Harvard University and member of the W.K. Kellogg Foundation’s Solidarity Council on Racial Equity has done extensive research on the impacts of racism on health. Read [his interview](#) on the disparate impacts of COVID-19 and watch his [TED Talk](#), “How Racism Makes Us Sick.”

- This short video, [Jessica’s Story](#), covers the range of ways political decisions impact health.
- An American Medical Association [article](#) about the history of African Americans and organized medicine.
- The American Medical Association’s [Prioritizing Equity video series](#) explores structural racism and the Latinx community.
- A CDC webpage on [racism and health](#).
- Medical News Today offers this [video](#) of Dr. Donald Warren’s presentation on the impact of unresolved trauma on American Indian health.
- The Association of American Medical Colleges has compiled this [reading list](#) on racism and health.
- National health care associations are prioritizing racial equity within various fields, including:
 - [American Public Health Association](#)
 - [American Medical Association](#)
 - [American Academy of Pediatrics](#)

¹ Braverman, P. (2017) [A New Definition of Health Equity to Guide Future Efforts and Measure Progress](#). *Health Affairs*.

- [American Psychiatric Association](#)
- [American Psychological Association](#)
- [American Nurses Association](#)
- [National Collaborative for Health Equity](#)
- Articles related to health equity and work that's being done to advance health equity in communities across the country, and in Latin America, can be found on W.K. Kellogg Foundation's digital platform Every Child Thrives:
 - [Follow the health equity topic on Every Child Thrives.](#)
 - [Building a more equitable health care workforce](#)
 - [Wayne Health's mobile units deliver health services to Detroit neighborhoods](#)
 - [Building healthy and equitable communities in Grand Rapids](#)
 - [New models to support children's mental health rise to the moment](#)
 - [Dental therapists in the United States: Advancing health equity](#)
 - [Beyond the headlines: Towards a new narrative for health philanthropy in Haiti](#)
 - [Nurturing new life through overlapping pandemics](#)
 - [Doulas: Ancient practice helps solve a modern crisis](#)
 - [With women: Supporting community-based midwives](#)
 - [New Orleans improves breastfeeding and health outcomes for babies and mothers](#)
 - [National Maternal Mental Health Hotline provides women with 24/7 support in English and Spanish](#)
 - [Asian Mental Health Directory streamlines access to care](#)
 - [Flexibility for dads at work leads to healthier families](#)

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 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.

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.

When people come together to build relationships based on trust and mutual respect, they are better able to bridge divides and work together to transform systems and structures.