



2021 Highway Safety Conference

Implicit Bias & Cultural Communication

Dr. Yolanda Avent

Department of Motor Vehicles



Hello!

Yolanda Avent

Pronouns: She, Her, Hers Prefer my name

Four primary identities: Black, Woman, Mother,
Educator

Favorite Quote:

*“We must take sides. Neutrality helps the oppressor,
never the victim. Silence encourages the tormentor,
never the tormented” - Elie Wiesel*

Implicit Bias impacts every part of our daily life. It is like the invisible best friend that you didn't know you had.

Learning Outcomes

Live Polls

SLIDO.COM or use

QR Code

Use Code: **814 597**

1. Understand how unconscious bias can influence leadership decisions
2. Identify way to interrupt

Engagement Expectations:

Listen for
Understanding

Honesty

No
assumptions

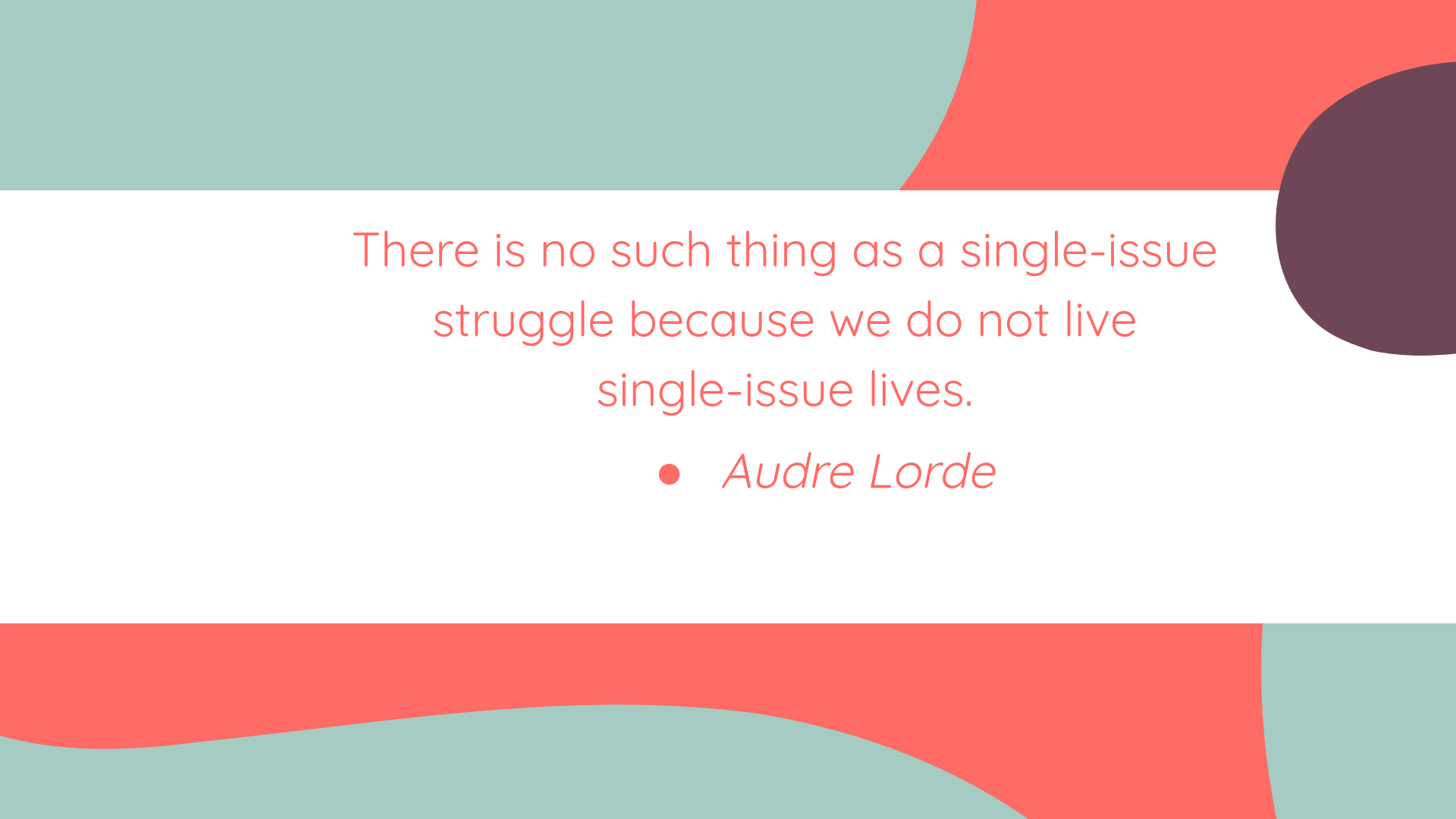
Expect and
Accept
Non
Closure

Redefine
your comfort
zone

Speak
your truth

Respect

Confidentiality



There is no such thing as a single-issue struggle because we do not live single-issue lives.

- *Audre Lorde*

Defining our Reality

Diversity- the mere composition of difference

Inclusion-Inclusion is a sense of belonging. Inclusive cultures make people feel respected and valued for who they are as an individual or group. People feel a level of supportive energy and commitment from others so that they can do their best at work.

Equity-the state, quality or ideal of being just, impartial and fair.” The concept of equity is synonymous with fairness and justice. It is helpful to think of equity as not simply a desired state of affairs or a lofty value. To be achieved and sustained, equity needs to be thought of as a structural and systemic concept.

Agenda

Understanding Social
Identity and Cultural
Values

Implicit Bias

Communication Tips

Social Identity

Social identity groups are based on the physical, social, and mental characteristics of individuals. They are sometimes obvious and clear, sometimes not obvious and unclear, often self claimed and frequently ascribed by others.





Social Identities

- *Body Size & Image*
- *Mental Health*
- *Incarceration Status*
- *Trauma*

4 THINGS TO REMEMBER ABOUT

SOCIAL IDENTITIES

Social Identities are...



1. DYNAMIC

May be chosen or born into, visible or invisible, stable, or shifting.



2. MULTIPLE

Everyone has multiple social identities, & different combinations impact individuals' lived experience.



3. SOCIOLOGICAL

Society determines which identities are flagged, & which differences matter.



4. SALIENT

Certain social identities feel more prominent in certain situations & contexts.



Center for Creative Leadership®

My Salient Identities

Black, Woman,
Mother, Age,
Daughter, Body
Size, Mental
Health
(Anxiety)

1. Which identities do you think about most on a daily basis?
2. What identities do you not have think about?
3. Greatest effect on how you see yourself ?
4. Greatest effect on how you see others?
5. Earliest memories?
6. Blindspots?

slido

Which of your identities influence your decision making the most on a daily basis?

 Start presenting to display the poll results on this slide.

What is “Implicit Bias?”

- Implicit bias is the process by which the brain uses “mental associations that are so well-established as to operate without awareness, or without intention, or without control.”
- Implicit biases often predict how we’ll behave more accurately than our conscious values.

Count the “F”s?

FINISHED FILES ARE THE
RESULT OF MANY YEARS OF
SCIENTIFIC STUDY
COMBINED WITH THE
EXPERIENCE OF SEVERAL
YEARS

slido

How many F's did you count?

 Start presenting to display the poll results on this slide.



What Is Unconscious Bias?



We all have shortcuts, “schemas” that help us make sense of the world. But our shortcuts sometimes make us misinterpret things. That’s unconscious bias.

TYPES OF UNCONSCIOUS BIAS



Affinity Bias

Feeling a connection to those similar to us



Perception Bias

Stereotypes and assumptions about different groups



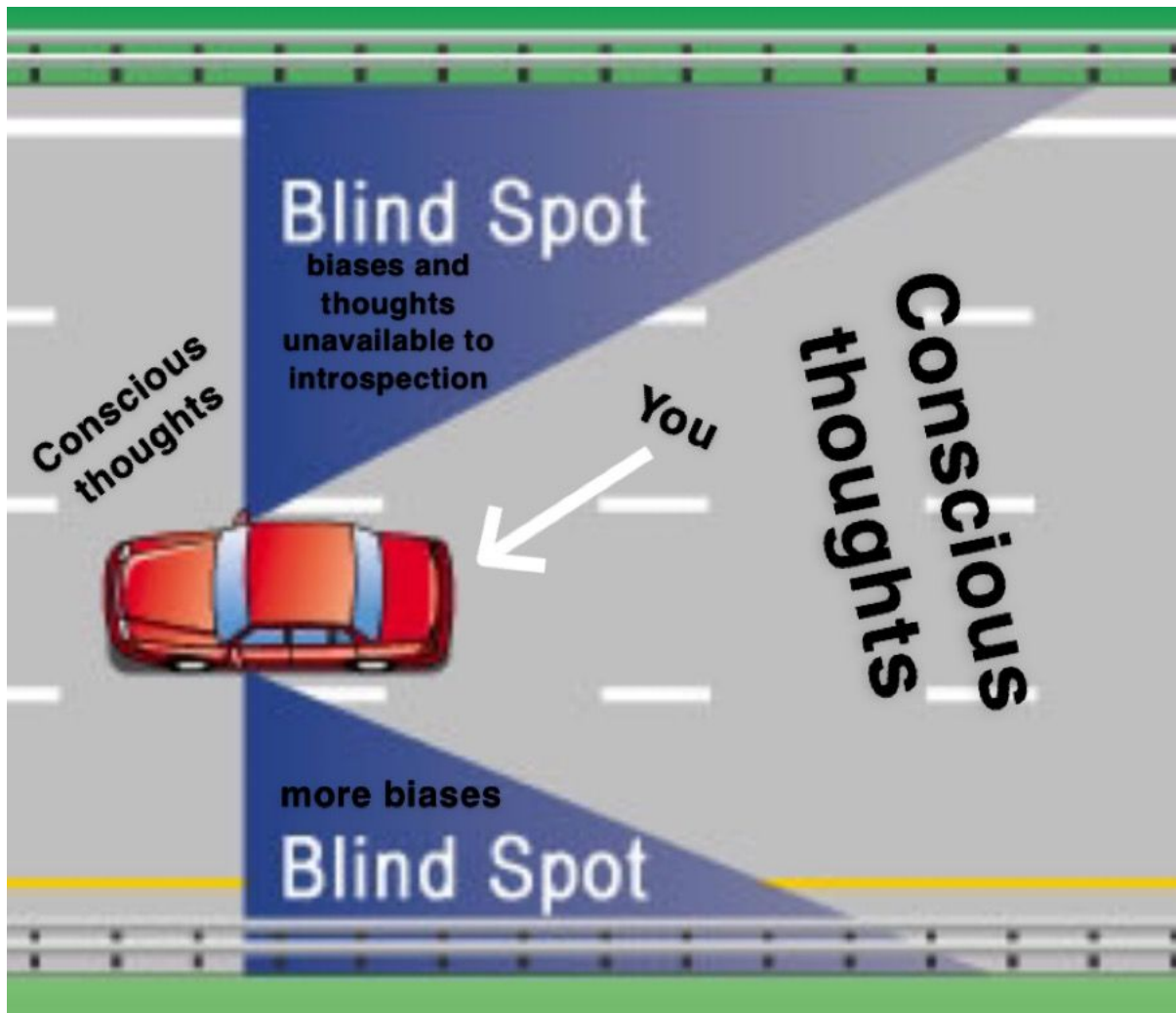
Halo Effect

Projecting positive qualities onto people without actually knowing them



Confirmation Bias

Looking to confirm our own opinions and pre-existing ideas.



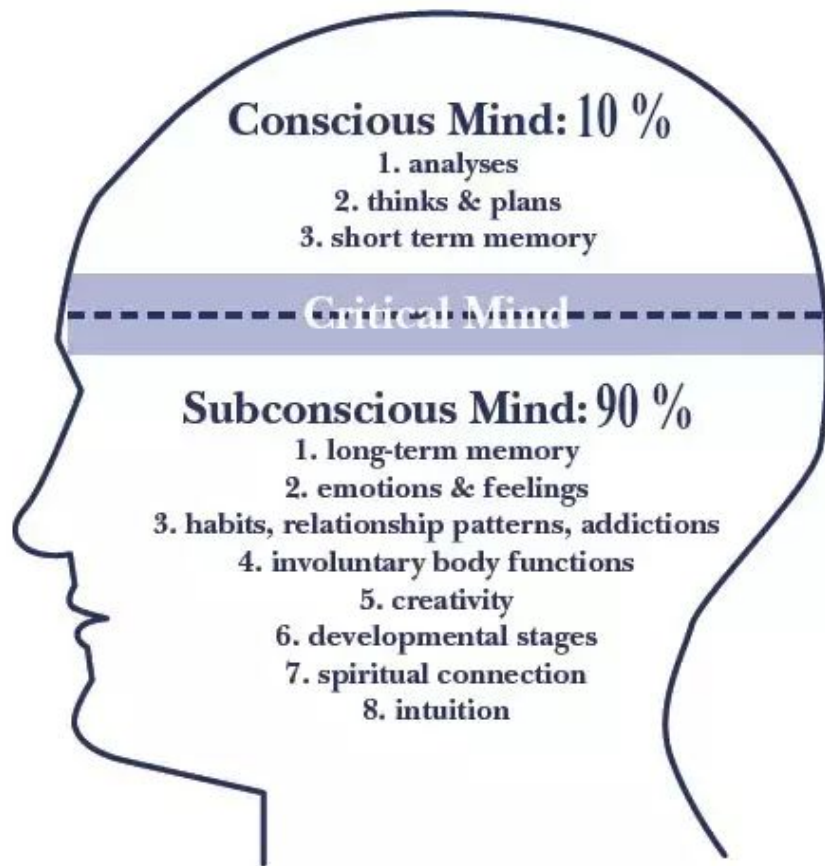
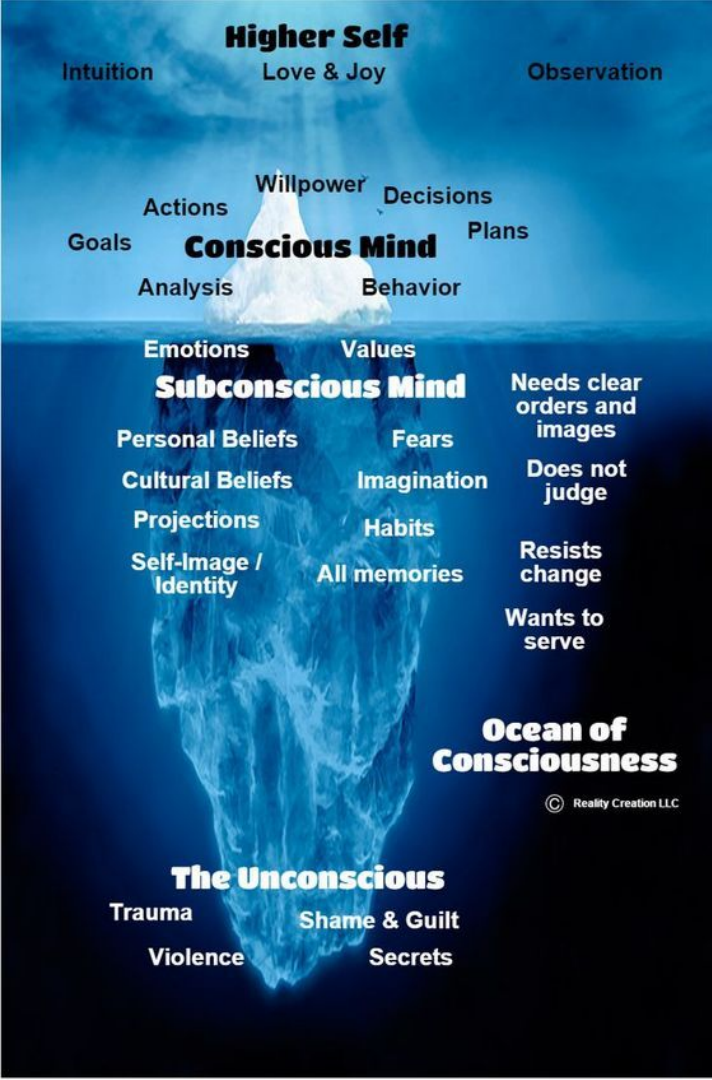
Check Your Blindspots



slido

What are your thoughts about the video?

 Start presenting to display the poll results on this slide.





slido

Did you see the dancing bear the first time?

 Start presenting to display the poll results on this slide.

Blindspots in Messaging

Blindspots

Stereotypes

Images

Coded Language

Understanding Cultural Nuances

Remember that marginalized groups are not a massive monolithic group whose members have identical interests, education, income levels, abilities, languages, etc.

Cultural Appropriation V. Appreciation

- Appropriation: to take without permission or consent; to seize
- Cultural Appropriation: picking and choosing what you like about the culture and defining it as those aspects instead of the culture as a whole
- Often cultural appropriation erases the significance of the culture and uses potentially harmful stereotypes
- Cultural appropriation erases aspects in a culture that the people may consider very important to them

Cultural Appropriation Decoded



Communication Tips

Tip #1

1. Create a toolkit full of diverse images.

Tip #2

Multicultural consumers tend to be more loyal and responsive to brands that make an attempt to reach them in way that are culturally relevant

Communication Tips

Tip #3

Create diverse working groups with other community partners on communications/marketing

Tip #4

Have a diverse representation of identities on your communication and marketing team.

Communication Tips

Tip #5

Language Access & Translation
Tools

Tip #6

Make your information accessible
in multiple formats.
Ex. Captions and descriptions

Communication Tips

Tip #7

Consider generational diversity and social media engagement

Tip #8

But research your audience. Look at the available data to understand representation that can be documented such as gender, income level, geography, race, etc.

The background features abstract, overlapping shapes in teal, red, and dark purple. A teal shape is in the top-left, a red shape is in the top-right, and a dark purple circle is on the right side. The bottom half of the image is primarily red, with teal shapes at the bottom-left and bottom-right corners.

Thank You!

Resources

Harvard Implicit Bias Test

<https://implicit.harvard.edu/implicit/takeatest.html>

Unconscious in Workplace

<https://www.cookross.com/docs/UnconsciousBias.pdf>

Diverse Images

<https://nappy.co/>

<https://tonl.co/>

How to Do Diverse and Inclusive Content Marketing That Matters

<https://contentmarketinginstitute.com/2020/06/diverse-inclusive-content-marketing/>

Questions?

Dr. Yolanda Avent
yolanda.avent@dmv.virginia.gov