

21  
DAY

# RACIAL EQUITY CHALLENGE

OCTOBER 23 - NOVEMBER 20

## DAY 17: BUILDING A RACE EQUITY CULTURE

Every person within an organization, group, and community contributes to the culture of that network. Building an equitable culture within our businesses, friend groups, family structures, and community interactions requires active efforts from each member to move forward.

The term *anti-racist* has emerged in recent years to advance and replace previously well-meaning words like *tolerance* and *acceptance*. While they are not negative, the terms are passive and can be seen as neutral in the fight against racism. Being anti-racist is an active way to evolve, grow, and move toward racial equity.

The [National Museum of African American History & Culture](#) says that for white people, this involves acknowledging their privilege, working to change internalized racism, and addressing racism when they see it. For people of color, it means recognizing how race and racism have been internalized, and whether it has been applied to others.

There are many ways to be anti-racist as an individual and within the networks in which we exist. Review the information below for helpful suggestions and tools to engage in this important work.

## LEARN

**Option 1:** Read [Being Anti-Racist](#)

**Option 2:** Read [How to Host Meaningful DE&I conversations at your company](#)

**Option 3:** Watch [The Danger of a Single Story](#)

## REFLECT AND TAKE ACTION

### Questions to Consider for Self-Reflection:

- What is your workplace doing to build a race equity culture?
- How can learning about policies, racial groups, and outcomes help support anti-racism efforts?

### Local Ways to Get Involved:

- Sign up for the [Greater Rochester Chamber of Commerce Diversity, Equity, and Inclusion Training](#) on November 20.
- Check out the [Equity Toolkit](#) for ideas on how to work toward equity in your workplace.
- Register for Ibero America Action League's [Simple Ways to Diversify Your Recruitment](#) on November 19.

### Share What You Learned:

Use the images below to share that you learned about race and equity today, and be sure to include #ROCequity.

