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Effective Messaging Strategies for Conversations About Race

Think about the last conversation you had about race that didn't go so well. Write about that conversation a little here (e.g., topic, person, strategies you used, how you felt):

Now, you have a chance for a “do-over”! How could you use effective messaging techniques with this situation to keep you more focused and grounded?

Know your audience—What kind of approach was needed with this particular person(s)?

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Be respectful—How might you have demonstrated more respect?

Find common ground—Was there an area of actual or potential agreement?

When applicable, share a personal experience—What might you have shared?

Be mindful of language—Was there language you could have used differently?

Develop a primary message and supporting messages—Write these below.

1.

2.

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Reframe the conversation—Did the person you spoke to take the conversation in a different direction? How could you have come back to your primary message?

Consider opposition framing—What research could you have done to anticipate the other side?

Practice and prepare—Who are your trusted folks and communities you could have practiced with?

Adapted from: *The Racial Healing Handbook: Practice Activities to Help You Challenge Privilege, Confront Systemic Racism, and Engage in Collective Healing* by Anneliese A. Singh