

Language to Respond to Racial Bias & Prejudice

“That comment/behavior is not okay because it.....”

- Is a tactic to stir up fear and prejudice
- Implies that you can determine competency based on skin color (or ethnicity)
- Asserts racial hierarchy
- Is insensitive to people who are directly targeted by racism
- Dehumanizes an entire category of people based on ugly stereotypes
- Implies that because it wasn't aimed at you, it wasn't really a problem
- Implies that you know what it is like to be the target of racism
- Communicates that your comfort is more important than the pain of others
- Is a powerful reminder of white privilege
- Centers whiteness as the norm and treats everyone else as “other”
- Demonizes women and people of color who seek leadership and political power
- Is dangerous to our democracy
- Suggests that people who peacefully oppose hate, prejudice and violence are as bad as those who are inflicting hate, prejudice and violence
- Mocks, imitates or reinforces a negative stereotype of people of color
- Ignores the historical conditions that have created current inequalities
- Expresses hatred and violence -- while we value freedom of speech, we refuse to let it be at the expense of other patrons or employees
- Suggests that the progress and achievements of some means that racism no longer exists and we don't have any more work to do
- Ignores that most of us come from immigrant families
- Ignores that we are on stolen land
- Implies that there is only one way to be American.

Reaffirm Company/Organization Values

1. All of our employees are highly qualified to do their jobs.
2. We assign staff by areas of expertise/specialty.
3. We value diversity in our staff, customers, clients & community.
4. Our customer service is based in principles of diversity, equity and inclusion.
5. We believe in treating people of all social identities with dignity and respect.
6. We do not tolerate bigotry in our workplace.
7. We do not change our protocols to cater to customer racism.
8. You and all of our customers/clients deserve to be welcomed in a space without being harassed or threatened.
9. Our staff is willing to assist you; however, if you continue with these comments, we will have to ask you to leave.