



Practicing Recommendation #6

Speak directly to historical and contemporary social inequities and discrimination

PROMPT: Use this checklist to explore ways to apply recommendation #6. Choose 2 – 4 strategies that you think would have the biggest impact on your communication. Use the remaining time to apply those strategies to your communication:

- ✓ **Appeal to one of the three “flavors” of fairness:** 1) Tailored, 2) Equity, 3) Social Justice. The “flavor” we use in a given communication may vary by context or topic.
- ✓ **Explain racism as embedded within both interpersonal experiences and systems.** Help people connect the dots by offering a sequence of ideas that clearly links the underlying causes of disparities and inequities to their visible symptoms.
- ✓ **Connect today’s inequities to the historical policies and practices that created and perpetuate them.** Find places to build understanding of how even policies and practices that are no longer legal or common have lasting legacies.
- ✓ **Attribute responsibility carefully.** Attribution means the way we explain the causes of behavior, events, or conditions. Find places to attribute responsibility or the problem to systems and/or processes. Attribute responsibility for the solution to the public by using a broad and generous “we.”
- ✓ **Support systemic thinking.** Whenever possible, show how the structures and institutions around us shape individual and group outcomes.
- ✓ **Define and explain equity, inequity, and equitable solutions** by providing concrete examples that help people understand what equity is and how it differs from equality.
- ✓ **Examine *who* is “seen”** – It’s easy for people to view farming as a “white” profession and a “rural” concern. Change the “characters” in your communication to expand the public’s understanding of who farms.
- ✓ **Examine *who* is delivering the message.** While it’s important for white, male farmers to speak about these issues, it’s just as important for people who have been most harmed by racism and other forms of marginalization and exclusion to speak.
- ✓ **Lift up concrete, systemic solutions.** Connect farming to community goals by helping people visualize how they can come together to make farming more accessible and equitable and in so doing participate in larger efforts to advance justice.