

Event and Activity Ideas for Professional Settings

The National Day of Racial Healing takes place annually on the day after Martin Luther King Jr. Day. The observance grows year after year as people living and working in towns, cities, neighborhoods and organizations across the country work to create connections and share a sense of belonging.

Each year, the National Day of Racial Healing is an opportunity to gather colleagues from within your organization and across your sector to:

- Get to know each other.
- Cultivate trusting relationships.
- Learn about each other's diverse backgrounds, cultures, perspectives and lived experiences.
- Explore the cultures that make up their communities.
- Share information on the history or current realities of racism.
- Brainstorm ways to take actions that increase empathy, advance racial equity and build solidarity.

NEED A STARTING POINT?

Click to jump to the **DEFINITIONS** section on the last page.

In planning an event or activity, you and your colleagues can be creative. Any event or activity that achieves one of those goals counts — from one as simple as a small lunch among colleagues to an event that brings partners from across your sector together.

Also, be sure to let us know your plans. If your event is open to the public, the W.K. Kellogg Foundation will include it on our national event listing. If your event is private, we'd still like to hear about it, as new ideas will inform what's most helpful for next year's action kits. Please share your event details at DayofRacialHealing.org.

Ideas for all professional settings

There are many ways to advance racial healing to the workplace, whether you're in business, philanthropy, healthcare, the media or another professional sector. Kickoff or deepen your racial healing and racial equity work on the National Day of Racial Healing with the following ideas.

LEARN, WORK & PLAN INTERNALLY

- Hold a "Lunch 'n' Learn" about the impact of racism or increasing racial equity in your sector.
- Start a racial equity book club relevant to your sector or industry.

- Invite local community organizations to make a presentation about race, racism and lived experiences in your area. (Be sure to prep your colleagues to be hospitable and open to learning about experiences that differ from their own.)
- Facilitate a brainstorming session with staff or consumers on actionable steps your company or organization can take to create greater equity.
- Offer employees an opportunity to make anonymous suggestions that would improve their sense of belonging in the workplace.

CELEBRATE YOUR COLLEAGUES' CULTURES AND EXPERIENCES

- During the pandemic, colleagues began to see each other more holistically as home and work life blended. Build on these relationships by hosting a lunch where colleagues bring a dish or tradition that's meaningful to them.
- Invite colleagues to participate in a Conocimiento, a two- or three-person conversation with a question prompt that helps folks get to know each other. Instructions and prompts can be found at the end of this [Conversation Guide](#).

BUILD PARTNERSHIPS

- Invite people and organizations from across your sectors to plan concrete ways you can work together to create more equitable opportunities in your community.
 - One starting point is to ask participants to imagine what the community would be like if racism weren't a factor. How would everyone be treated? What would children and families experience? How would people feel about the community?
 - Discuss current impediments toward realizing that future.
 - Talk about concrete things your organization or sector can contribute in order to move toward that ideal future.

USE YOUR VOICE AS A LEADER OR INFLUENCER

- Partner across sectors to host an event. In business? Consider sponsoring a community or nonprofit's event. In the nonprofit sector? Reach out to local businesses for event sponsorship.
- Schedule a meeting with your mayor's office or another locally elected official about opportunities to advance racial equity in your city, sector or community infrastructure.

- Ask your mayor or governor to pass a proclamation for the National Day of Racial Healing.
- Consider how your local city, county, state, Tribal government, health department or educational system could acknowledge and declare racism a public health crisis. The American Public Health Association has been [tracking these declarations](#) across more than 200 entities.

RESOURCES FOR LEARNING AND DISCUSSION

Business

The business sector plays a pivotal role in creating an equitable community, society and country. Companies and corporations decide whom to hire, whom to advance and whom to retain. They make it possible for young people to enter the workforce, parents to support families and entrepreneurs to see their dreams come alive.

Here are resources to read and discuss with your colleagues and staff during the National Day of Racial Healing:

- [Case studies](#) from businesses participating in the W.K. Kellogg Foundation's Expanding Equity cohorts present approaches to increasing inclusion and belonging in the workplace.
- The [Expanding Equity Inclusion and Belonging Guidebook](#), from the W.K. Kellogg Foundation.
- The W.K. Kellogg Foundation's "[Business Case for Racial Equity](#)" presents the dollars and cents (sense) reasons that advancing racial equity is smart business strategy.
- This [Stanford Social Innovation Review article](#) covers how to make investments and change power dynamics so more people of color and women can thrive as entrepreneurs.
- Policy Link's [CEO Blueprint for Racial Equity](#) guides you "beyond diversity and inclusion commitments to the heart of business opportunities."

- Improve the outcomes of policy decisions, through the [Desktop Manual for Impact Policymakers](#).
- The U.S. Chamber of Commerce's [Equality of Opportunity Initiative](#).
- Learn from the [Business Leaders' Task Force in Buffalo, New York](#), where CEOs made an agreement to shift a portion of their purchasing to businesses owned by people of color.

Philanthropy

Philanthropy means love for humankind. Over the past several years, and especially after unrest swept the globe during the summer of 2020, more and more foundations are pledging dollars toward racial healing and equity.

Here are resources to read and discuss with your colleagues and staff during the National Day of Racial Healing:

- [An Economy for All: Updated Recommendations for How Philanthropy Can Improve Access to Capital for People of Color and Women Entrepreneurs](#) (Arabella Advisors).
- [Investing in Native Communities: Philanthropic Funding for Native American Communities and Causes](#) (Native Americans in Philanthropy and Candid).
- [Collective Good: Recommendations for Philanthropy on Racial Solidarity & Asian American, Native Hawaiian and Pacific Islander \(AANHPI\) Communities](#) (Asian Americans/Pacific Islanders in Philanthropy).
- [Seeking to Soar: Foundation Funding for Asian American and Pacific Islander Communities](#) (Asian Americans / Pacific Islanders in Philanthropy).
- [Guide to Arab American Giving](#) (Center for Arab American Philanthropy).
- [Latinx Funders](#) (Hispanics in Philanthropy and Candid).
- [Grantmaking with a Racial Justice Lens: a Practical Guide](#) (Philanthropic Initiative for Racial Equity).
- [Knight Diversity of Asset Managers Research Series: Philanthropy](#).
- [Mismatched: Philanthropy's Response to the Call for Racial Justice](#) (Philanthropic Initiative for Racial Equity).

- [What's Next for Philanthropy in the 2020s](#) (Monitor Institute by Deloitte).
- [One Journey](#) (W.K. Kellogg Foundation).
- [Diversity, Equity and Inclusion project](#) (The Communications Network).
- [Race and Racism: Doing Good Better](#) (The Communications Network).
- [A Primer for Participatory Grantmaking](#) (Nonprofit Quarterly).
- [Content Collection: Participatory Grantmaking](#) (National Center for Family Philanthropy).
- [Participatory Grantmaking: A Shared Approach to Effective Change](#) (Stanford Social Innovation Review).

Health care

Health equity describes a world in which “everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health care such as poverty, discrimination and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments and health care.”¹

The COVID-19 pandemic has brought long-standing health equity issues into sharp relief. In addition, spotlights on maternal and infant mortality and morbidity rates reveal further racial disparities in access and quality of health care as well as the impacts of everyday racism on physical health.

Here are resources to study and discuss with your colleagues and staff during the National Day of Racial Healing:

- Dr. David R. Williams, a researcher at Harvard University and member of the W.K. Kellogg Foundation’s Solidarity Council on Racial Equity has done extensive research on the impacts of racism on health. Read [his interview](#) on the disparate impacts of COVID-19 and watch his [TED Talk](#), “How Racism Makes Us Sick.”
- This short video, [Jessica’s Story](#), covers the range of ways political decisions impact health.
- An American Medical Association [article](#) about the history of African Americans and organized medicine.

¹ Braverman, P. (2017) [A New Definition of Health Equity to Guide Future Efforts and Measure Progress](#). *Health Affairs*.

- The American Medical Association’s [Prioritizing Equity video series](#) explores structural racism and the Latinx community.
- A CDC webpage on [racism and health](#).
- Medical News Today offers this [video](#) of Dr. Donald Warren’s presentation on the impact of unresolved trauma on American Indian health.
- The Association of American Medical Colleges has compiled this [reading list](#) on racism and health.
- The [Diversity Data Kids website](#) offers a look at disparate access to opportunities for children.
- National health care associations are prioritizing racial equity within various fields, including:
 - [American Public Health Association](#)
 - [American Medical Association](#)
 - [American Academy of Pediatrics](#)
 - [American Psychiatric Association](#)
 - [American Psychological Association](#)
 - [American Nurses Association](#)
 - [National Collaborative for Health Equity](#)
- Articles related to health equity and work that’s being done to advance health equity in communities across the country, and in Latin America, can be found on W.K. Kellogg Foundation’s digital platform Every Child Thrives:
 - [Building a more equitable health care workforce](#)
 - [Wayne Health’s mobile units deliver health services to Detroit neighborhoods](#)
 - [Building healthy and equitable communities in Grand Rapids](#)
 - [New models to support children’s mental health rise to the moment](#)
 - [Dental therapists in the United States: Advancing health equity](#)
 - [Beyond the headlines: Towards a new narrative for health philanthropy in Haiti](#)
 - [Nurturing new life through overlapping pandemics](#)
 - [Doulas: Ancient practice helps solve a modern crisis](#)
 - [With women: Supporting community-based midwives](#)
 - [New Orleans improves breastfeeding and health outcomes for babies and mothers](#)
 - [National Maternal Mental Health Hotline provides women with 24/7 support in English and Spanish](#)
 - [Asian Mental Health Directory streamlines access to care](#)
 - [Flexibility for dads at work leads to healthier families](#)

Arts and Media

Artists, performers, writers, media creators and cultural institutions are leaders in helping people and communities engage with challenging topics, history and truths. Artists help us imagine new worlds and get us to feel more deeply and step into others' shoes. And they've been a part of every movement for racial or social justice throughout the last century.

They've also always played a role in the National Day of Racial Healing.

ARTISTS

- Hold your own arts-rich event for your community.
- Team up with a community center, school or other organization to create a mural or public art piece around the themes of racial healing, racial equity and justice.
- Watch performances from previous National Day of Racial Healing events to spark ideas:
 - Musicians Lizz Wright and Maia Sharp created the song "[Painted Sky](#)" for the National Day of Racial Healing 2018.
- EGOT winner John Legend and Detroit-based poet Reyes refreshed Nina Simone's Civil Rights anthem, "[I Wish I Knew How it Felt to be Free](#)" during the W.K. Kellogg Foundations national program in 2022.
- Hip-hop artist and fancy dancer Supaman closed 2022's program with a performance of his song "[Why](#)."
- In 2021, poet laureate Amanda Gorman and singer Milck honored the victims of police violence with their collaborative piece entitled "[Say Their Names](#)."
- Host a discussion among fellow local artists about [decolonizing your art form](#), or Sarah Lewis' TED Talk on "[How Images Shape our Understanding of Justice](#)," or examples of [how art confronts racism](#).

MEDIA-MAKERS

- Check out [Pop Culture Collaborative's resources](#) to reflect on the impact of pop culture.

- Commit to hiring and casting people of color by adopting an [inclusion rider](#) as part of your production company's policies.
- Host a discussion for colleagues and consumer in local media. Discuss: Whose voices are at the forefront? Whose voices are missing? What are the complete stories that need to be told? How can media-makers and the community work together to create those stories?
- Hold a racial healing conversation within your local newsroom or media organization, using this [Conversation Guide](#).
- Work with colleagues to conduct a media assessment of your news coverage and share the assessment across your organization or media sector. Page 30 of the "[Truth, Racial Healing and Transformation Implementation Guide](#)" provides a framework for conducting media assessments.
- Explore resources provided by professional organizations to enrich journalism and improve coverage of specific communities. These include: the [Multicultural Media Correspondents Association](#), the [National Association of Black Journalists](#), the [Native American Journalists Association](#), the [National Association of Hispanic Journalists](#), the [Asian American Journalists Association](#), [Futuro Media](#) and [Opportunity Agenda](#).

DEFINITIONS

WHAT IS RACIAL HEALING? WHAT IS RACIAL EQUITY?

We offer these definitions as you and your collaborators think about ways to observe the National Day of Racial Healing. Racial healing and racial equity are terms gaining a lot of traction right now, but sometimes it's easier to brainstorm ideas when everyone starts from a place of shared understanding.

Racism keeps us disconnected and prevents us from living in a country where everyone has an equitable shot at opportunities.

Racial healing is at the heart of racial equity. It is about people building relationships and trust to develop shared goals and a collective will to create and sustain racial equity.

Racial equity affirms that all people, regardless of their racial or ethnic group identification, skin color or physical traits, deserve an equal opportunity to experience well-being in a just society. Achieving racial equity means that a person's identity would not determine how they are treated or predict life outcomes.

Racial healing is a process that restores individuals and communities to wholeness, repairs the damage caused by racism and transforms societal structures into ones that affirm the inherent value of all people.

When people come together to build relationships based on trust and mutual respect, they are better able to bridge divides and work together to transform systems and structures.