

HRC Talking Points For Businesses

2/3/21 14:59

Here are a few key points to why a program like the one we're proposing, will be vital to the business that implement them, and in turn will be greatly beneficial to the communities they will serve.

The History & The Issue - Racist history is evident to us all and so are its affects on the generations that proceeded. However those same affects when through metamorphosis as time continued. It was a disadvantage for black and brown communities to become dormant regarding the changes needed to ensure racism didn't continue. Complacency set in with a whole generation of black people accepting the crumbs that were given and marveling at the few exceptions to social and economic inclusion (the few people who were "allowed" to reach an equal amount of success)

Examples Of Relevancy - The best way to help someone get to a place of empathy is to highlight the relevancy of the past to modern day issues. Racism did not end with the emancipation proclamation, it did not end after the Civil Rights Movement, it did not end after Senator Obama became President Obama, and as sure as the sky is blue, it did not end after that either; hence the civil unrest we're facing today. Racism simply went through metamorphosis. It changed form. And our goal is to identify and magnify those new forms of racism and put an end to them. All the different facets this new form of racism has taken on in modern society.

Assurance Of Resolution - The major thing that will be a true force in fighting the very real reality of this "new form of racism", is that of people educating themselves on this subject, and putting into practice preventative measures to thwart its existence. Getting to the people who run businesses that perpetuate the growth of this "New Form Of Racism", will be our main line of offence. We are no longer in defense mode, it's time to attack this head on, deny its grip on our communities, and put it under our feet for good. You are the first step in this process.

Details Of The Program - At this point it may be applicable to go into what the details of the educational opportunity may look like. I do not have such details, but I believe this is a task for the Racial Equity Council to develop? However, I believe it would make a relevant talking point given everything we would have discussed so far with these businesses.