



Learn. Change. Develop. Grow

Health Equity Initiative

Digital Redlining Presentation

Friday, January 29, 2021



Pamela Fuller

serves as a Global Client Partner on Franklin
Covey's Government/Public Sector Team as well
as the firm's Chief Thought Leader on Inclusion &
Bias.

*“My experience
is not universal.”*

Pamela Fuller on definitive
research on unconscious and
implicit bias.



Digital Redlining Impact of bias at Play



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“The digital divide isn’t a silo, its part of a greater systemic issue.”

Maurita Coley

President and CEO of Multicultural Media,
Telecom and Internet Council

<https://www.publicknowledge.org/event/digitalredlining:>

Digital Redlining and Connectivity Barriers in Marginalized Communities

Forty-two million people do not have access to broadband, with people of color representing 75% of those who are unconnected.

According to the Pew Research Center, a third of those that identify as Black or African American lack broadband and nearly 40% of Hispanic or Latinos are without.²

According to the NYC Internet Master Plan, 46% of New York City households living in poverty do not have broadband at home. A full 18% of all New York City residents – more than 1.5 million people – have neither home nor mobile connection.

<https://www.publicknowledge.org/event/digitalredlining>:

Digital Redlining and Connectivity Barriers in Marginalized Communities



**Change
We
Need**

01

Awareness

02

Advocacy

03

Policy Change

The **ADVANTAGE** of **COVID19**

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Our new normal....

38%

The Bronx

**Parking
Lots!**

18%

New York City



What MORE can be done?!?....

Strategies

Tackling the digital divide

Grass Roots Efforts

Faith Based Orgs

Local & Corporate

Federal: Policy vs. Promises



What our curiosity can yield...

01

See digital redlining and the digital divide as implicit bias

02

Call for awareness, advocacy and policy change

03

Step up, speak out and call for change

04

Anti-racism is about ACTION – what we do!

Thank you



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