



**BE MORE<sup>®</sup>**  
WITH ANU

---

## Implicit Bias & Digital Redlining

Health Equity Initiative: 1/22/2021

---

**Anu Gupta, MPhil, JD, Founder & CEO**  
**@bemorewithanu\_ @mindfulanu\_**

# Flow

**Welcome &  
Introduction to  
Implicit Bias**

**Implicit Bias &  
the Relationship  
between Digital &  
Geographical  
Redlining**

**Connections  
between Digital  
Redlining &  
SDOH**

**Possible  
Solutions &  
Next Steps**

---

# Introduction to Unconscious Bias

---

A woman with long blonde hair is sitting in a meditative pose, looking out a window. The entire image is covered with a semi-transparent teal overlay. The window shows a green plant outside.

Let's breathe together



## Unconscious vs. Conscious Bias

**Learned** habit of thoughts that **distort** how we perceive, reason, remember, and make decisions.

**Known** attitudes or beliefs, i.e. the ability to recollect **controllable** contents of one's mind.



---

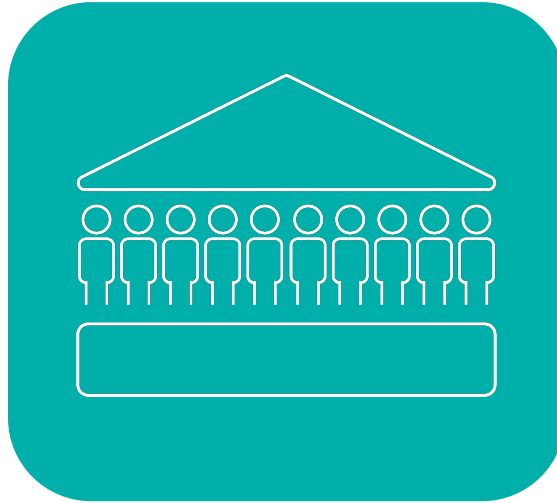
# Unconscious Bias & Redlining

---

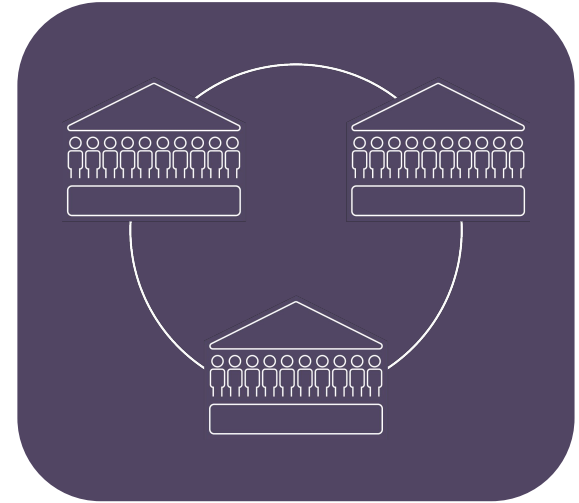
# Bias, Institutional Policymaking & Systemic Racism



**People**

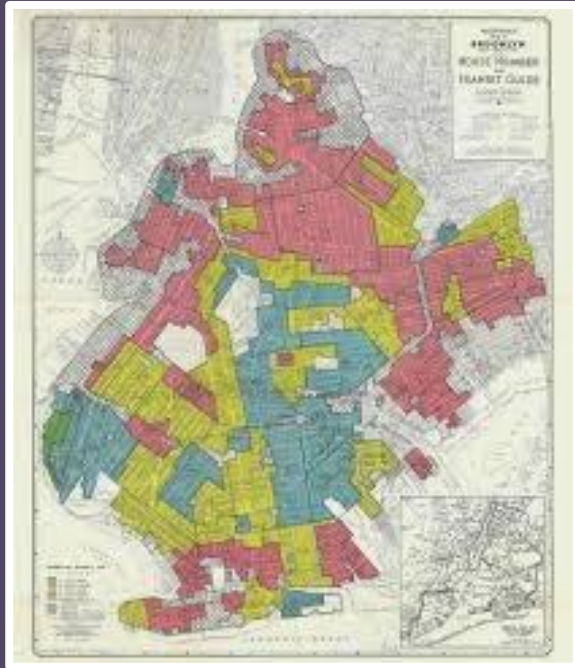


**Institutions**



**Systems**

# The Foundations of Geographic Redlining



- National Housing Act of 1934: Redlining over 230 American cities.
- GI Bill of 1944: Excluded Black & other Americans of color from mortgage and tuition assistance.
- **Key: lack of infrastructure due to absence of investment.**
- The rise of Black poverty, Urban Decay, and Ghettos.



# Geographic Redlining Enables Digital Redlining

“DIGITAL REDLINING IS TECH POLICIES, PRACTICES, PEDAGOGY, AND INVESTMENT DECISIONS THAT REINFORCE CLASS AND RACE BOUNDARIES.



CHRIS GILLIARD  
ON THE TEACHING IN HIGHER ED PODCAST #130

---

# Digital Redlining & SDOH

---

# Egregious Racial Disparities Across Life Areas

**Education**

**Health**

**Housing**

**Employment**

**Wealth &  
Income**

**Political  
Participation**

**Criminal  
Justice**

**Media  
Representation**

## Unconscious vs. Conscious Bias

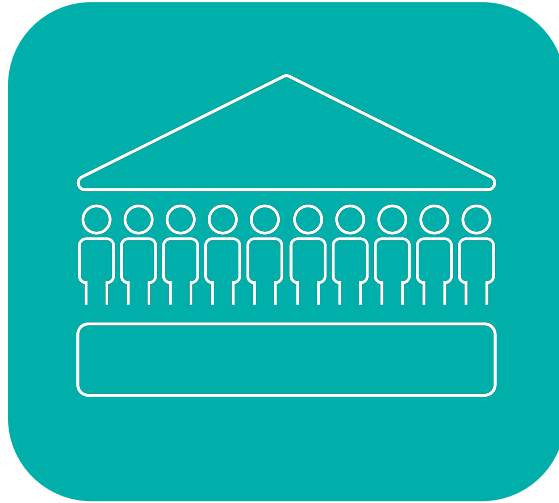
**Learned** habit of thoughts that **distort** how we perceive, reason, remember, and make decisions.

**Known** attitudes or beliefs, i.e. the ability to recollect **controllable** contents of one's mind.

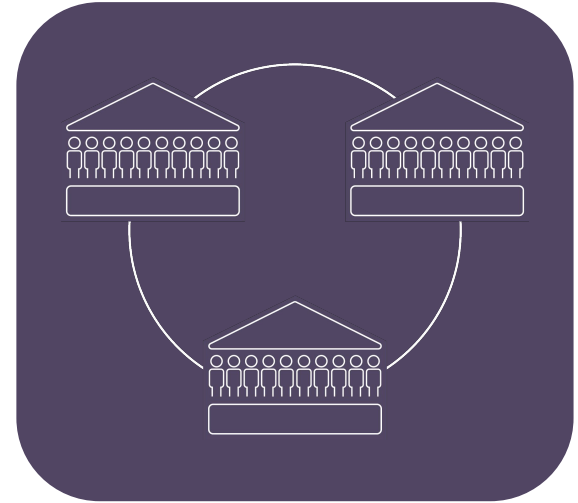
# Bias, Institutional Policymaking & Systemic Racism



**People**



**Institutions**



**Systems**

---

# What's Needed: Solutions

---





# What's needed to transform SDOH?

We can't think our way out of racial disparities.

We've been tweaking policies for 60 years to no avail.

**We've changed many laws, but have yet to change hearts  
& minds.**

# Anu's Solution



We can't think our way  
out of racial bias.

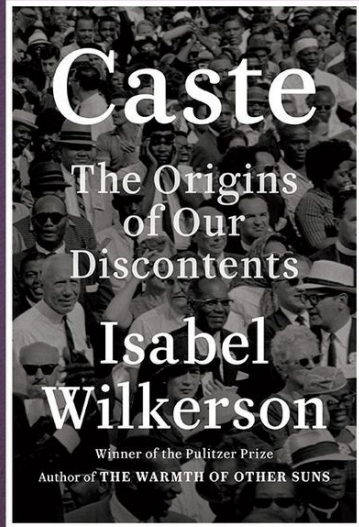
We've changed most laws,  
but have yet to change  
hearts & minds.

Knowledge

Mindfulness

Radical Empathy

# Isabel Wilkerson's Scholarship



Knowledge

Mindfulness

Radical Empathy

# Breaking Racial Bias: Changing Habits & Behavior in Community

Self-guided learning

Pre/post progress  
data

Weekly Discussions

Ongoing Community

Daily Mindfulness

[bit.ly/breakracialbias](https://bit.ly/breakracialbias)

# Breaking Racial Bias Flow

## Session 1

---

Systemic Racism  
Bias

Neuroplasticity &  
the PRISM Toolkit

**PRISM®:**  
Mindfulness &  
Stereotype  
Replacement

## Session 2

---

5 Root Causes of  
Racial Bias

How the PRISM  
Toolkit works

**PRISM®:**  
Individuation

## Session 3

---

Interpersonal Bias  
Internalized Bias

**PRISM®:**  
PRosocial Behaviors  
& Perspective-Taking

## Session 4

---

Institutional Bias  
Systemic Racism

Your Personalized  
Breaking Bias® Plan

Breaking Racial  
Bias Review





Our goal is to create a **beloved community**.

And this will require a **qualitative** shift  
in our hearts and a **quantitative** shift  
in our lives.

Dr. Martin Luther King, Jr.





BE MORE<sup>®</sup>  
WITH ANU

**Thank you**  
[bit.ly/breakracialbias](https://bit.ly/breakracialbias)  
[anu@bemorewithanu.com](mailto:anu@bemorewithanu.com)

Join our movement!



[bemorewithanu.com](https://bemorewithanu.com)

[@bemorewithanu](https://twitter.com/bemorewithanu)

[#BreakingBias](https://twitter.com/hashtag/BreakingBias)

[#BelongEverywhere](https://twitter.com/hashtag/BelongEverywhere)