



# The CaseMade

Reimagine How Justice Wins

## Building Momentum on the Racial Justice Runway

Having thoughtful, strategic conversations about race and racism is the only way for us to achieve a more just world. And they are deeply uncomfortable for lots of people. This framework gives you an incremental approach to navigating the critical conversations we must have both inside and outside our coalitions to get closer to justice.

Think about a situation in which you are trying to persuade people to get behind a big community change.



- Who are you in conversation with already?
- What can you discern about where they are on the racial justice runway?
- What might you do next to move them a little further down the runway?

### If you don't hear ...

### Then ...

Race being named in conversations about community challenges

**Step #1: Name the elephant in the room**  
Slowly introduce race into conversations about the decisions we are making for our future

An understanding of how our systems were designed to harm people

**Step #2: Recognize racial power imbalances**  
Start to build a shared understanding of the way historical and present-day racism affect access to power and opportunity

An understanding of the solutions that could begin to repair the harm

**Step #3: Support racial equity**  
Start to name and strengthen support for solutions that advance racial equity

A willingness to take responsibility for harms of the past and work toward racial healing

**Step #4: Achieve racial justice**  
Start to build support for redressing the harm of racialized policies and creating abundant opportunities for thriving

**Remember:** You'll inevitably run into people who won't welcome a conversation about race. That's ok. Most movements begin with early adopters who recognize the need for change and help bring others along. Use the runway to find your key champions — and **keep moving thoughtfully toward lift off.**

## REFLECTION

Think about a situation where you are trying to persuade people to get behind a big community change, like affordable housing, climate action, or health system changes.

- Who are you in conversation with already that you need on your side?
- What can you discern about where they are on the racial justice runway?
- What might you do next to move them a little further down the runway?

DrT's framework helped me see how I can improve my approach to making the case for race equity. I definitely skipped over the first half of the runway, and likely lost people who could join us in the fight. The Racial Justice Runway makes so much sense and I'm planning to share my learnings with staff.

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