



SPEAK OUT

KENT AGAINST RACISM

Message

'Speak Out' is a proposed campaign to address subtle, systemic racism in Kent, England. The campaign aims to inform people about the issue of covert racism and gain perspectives from individuals who experience it. The message directed to the audience is as follows:

Actions and words which might seem inconsequential to you, can serve to put down those of an ethnic minority and trivialise concerns about inequalities in the systemic context of racism.

Speak Out would like to hear from you about your experiences of and perspective on racism, to help others to better understand the issue.

Research into the issue of contemporary racism in the UK suggests that, among some of the population, there is a lack of awareness and understanding of racism that is not overt. 'Speak Out' aims to address this gap in knowledge.

Audience

'Speak Out' aims to reach general audiences in Kent, England, a demographically diverse audience. This should include people who have a gap in their knowledge of covert racism, as well as BAME individuals who would benefit from having a platform to share their experiences of racism.

Key Issues

Through quotes from real people and statistics on contemporary racism, some key concepts that the campaign aims to address include:

White silence: Not speaking out against racism, and thinking that nothing can be or needs to be done against racism by the individual.

Excusing institutional racism: particularly a troubling tendency of people to excuse racism on the part of police forces or other authorities.

Sentiment that subtly undermines concerns of racism along the lines of "but we have equal rights." Or bootstrap theory; "BAME people need to just work harder and take personal responsibility" when presented with statistical inequalities.

Sentiment that overtly undermines concerns of racism along the lines of "stop playing the race card."

Tokenism; ideas such as "I'm can't be a racist; I have a black friend."

Micro-aggressive language carrying assumptions; "you're so articulate" or "where are you really from."

Thinking only of intent from one's own perspective; "not to be racist, but..."

"All Lives Matter" and the demonization of Black Lives Matter.

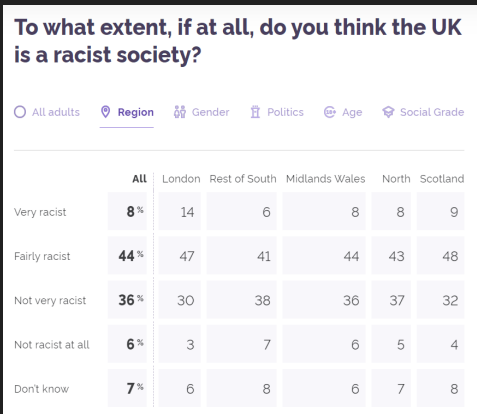


Figure 1

"calling a white person white trash is as bad as using racial slurs about different skin colours. Britain is hardly racist when they treat all ethnicity's the same and give free healthcare/benefits to all. In my eyes all races can be as bad as each other" [2]

"There are always racist people in any nation, but the UK as whole is not racist and nor are the laws." [3]

"When are journalists going to be told to stop playing on the racism card as surely the biased reporting doesn't help the problem?" [4]

"Has he not personally appointed people from various different ethnic origins into some of the highest positions of office in the country? Odd thing to do if he was racist." [5]

Figure 2

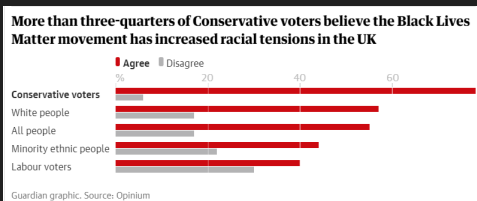


Figure 3

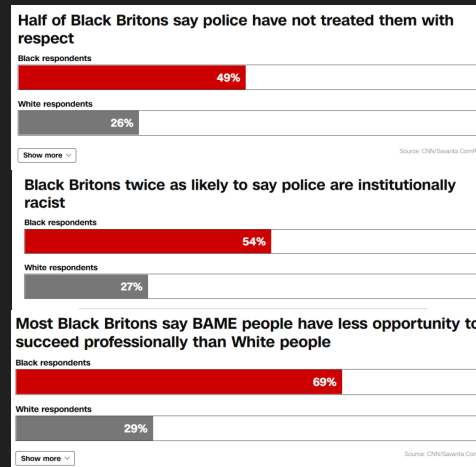


Figure 4

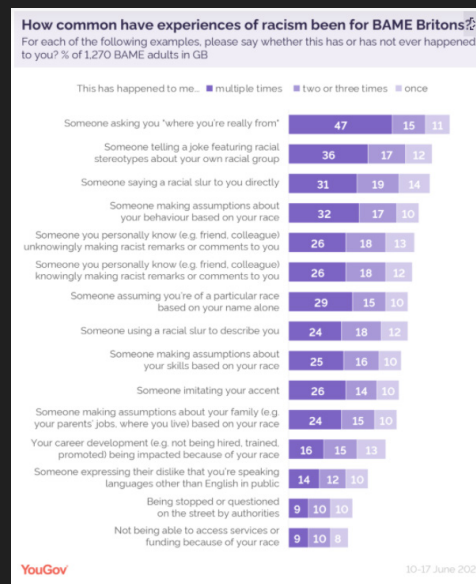


Figure 5

Research

Extensive research lead to the results of the proposed 'Speak Out' campaign. Some key pieces of information inspired the direction towards addressing covert racism.

Figure 1: This figure shows that across the UK there is a common perception that the UK is 'not very racist', which suggests that there is a gap in people's knowledge on the continued systemic presence of racism in society. A smaller number of respondents are also under the impression that racism is not at all present in UK society. This is the misconception that 'Speak Out' aims to address.

Figure 2: These are examples of quotes from real people taken from various different message boards, who display some level of ignorance about racism, and thereby contribute to casual racism. It is important to note that the people in question may not consider themselves racist or be likely to act in an overtly racist way. These are the kinds of people that may benefit from seeing the 'Speak Out' campaign.

Figure 3: This information shows that there is a difference in perspective on racism between people of an ethnic minority in the UK, and white people. This difference is stronger between political lines. The predominantly white and conservative region of the southeast of England may benefit from changing their perspective on racism with 'Speak Out'.

Figure 4: This also shows that there is a gap in perspective between black and white people on racism, and as well as their experiences with racism from the police. As BAME people are those who experience racism in the UK, it is these people who 'Speak Out' aims to gain perspective from to reach people with a gap in understanding on the issue.

Figure 5: This information shows many examples of BAME individuals experiencing racism in covert, and some more overt ways. This is evidence of the persistent issue of racism in UK society.

Image Sources:

Figure 1: https://yougov.co.uk/topics/politics/survey-results/daily/2020/06/04/0bbc7/1?utm_source=twitter&utm_medium=daily_questions&utm_campaign=question_1

Figure 2: <https://lukewhatleydesign594189037.wordpress.com/2021/01/28/creative-conscience-message-audience/>

Figure 3: <https://www.theguardian.com/world/2020/nov/27/black-lives-matter-has-increased-racial-tension-55-say-in-uk-poll>

Figure 4: <https://edition.cnn.com/interactive/2020/06/europe/britain-racism-cnn-poll-gbr-intl/>

Figure 5: <https://yougov.co.uk/topics/politics/articles-reports/2020/06/26/nine-ten-bame-britons-think-racism-exists-same-lev>

The Result

“The racism here
is subtle.
It’s ignorance.
People talking to you
might use words like
‘coloured’
and think it’s
completely normal.”

What would you say?
Find out more,
speak out
against racism.

**SPEAK
OUT**

KENT AGAINST RACISM

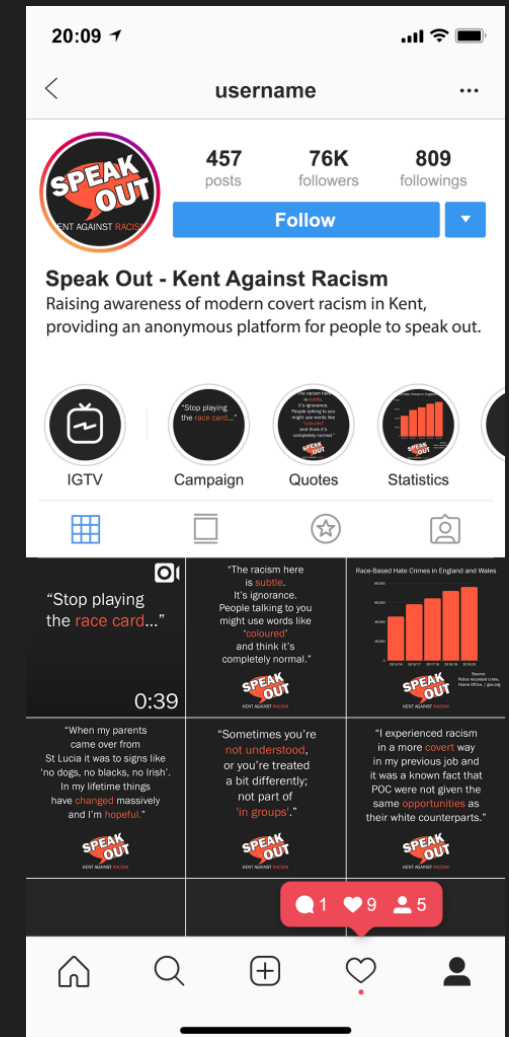


@SpeakOutKent

To the left is the flat design of the main poster which would aim to reach people in public areas in Kent, England. The quote, from a person of an ethnic minority background on their experiences with racism in Kent, fits the campaign’s aim of platforming people’s perspectives on racism, with the intention of informing others on the issue. The simple, clear design choice of a dark background with white text and an orange-red accent colour for emphasis, aims to make the campaign eye-catching to audiences who may be busy in a public space.

The QR code, which audiences should be familiar with, particularly upon the use of them in the COVID-19 pandemic, would take the user to a proposed instagram page (the image to the right). The instagram page would be encouraging a discussion and promoting BAME people’s perspectives on the issue.

The Instagram page is proposed but not currently active. Presently the QR code links to the campaign video hosted on YouTube which conveys the message of ‘Speak Out’.



"The racism here is **subtle**. It's ignorance. People talking to you might use words like '**coloured**' and think it's completely normal."



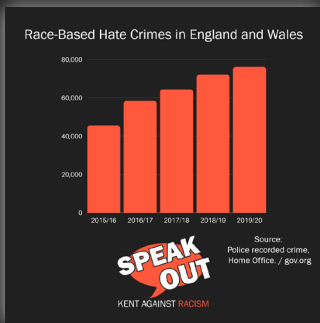
"When my parents came over from St Lucia it was to signs like 'no dogs, no blacks, no Irish'. In my lifetime things have **changed** massively and I'm **hopeful**."



"Sometimes you're **not understood**, or you're treated a bit differently; not part of '**in groups**'."



"I experienced racism in a more **covert** way in my previous job and it was a known fact that POC were not given the same **opportunities** as their white counterparts."

(Continued)

Social media images for the campaign Instagram can be seen to the left. The mock-up images below give an example of an audience member in Kent, England, encountering the 'Speak Out' posters in a public space and using their phones to view the Instagram page, finding out more about the message of the campaign and viewing the short promotional video.

