

Understanding and Unlearning Implicit Bias



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COVERING WISCONSIN
OCTOBER 11, 2017

Objectives

- Understand why we need to examine implicit bias
- Define what is implicit bias
- Learn strategies to unlearn our implicit biases

WHY SHOULD WE CONSIDER
IMPLICIT BIAS?

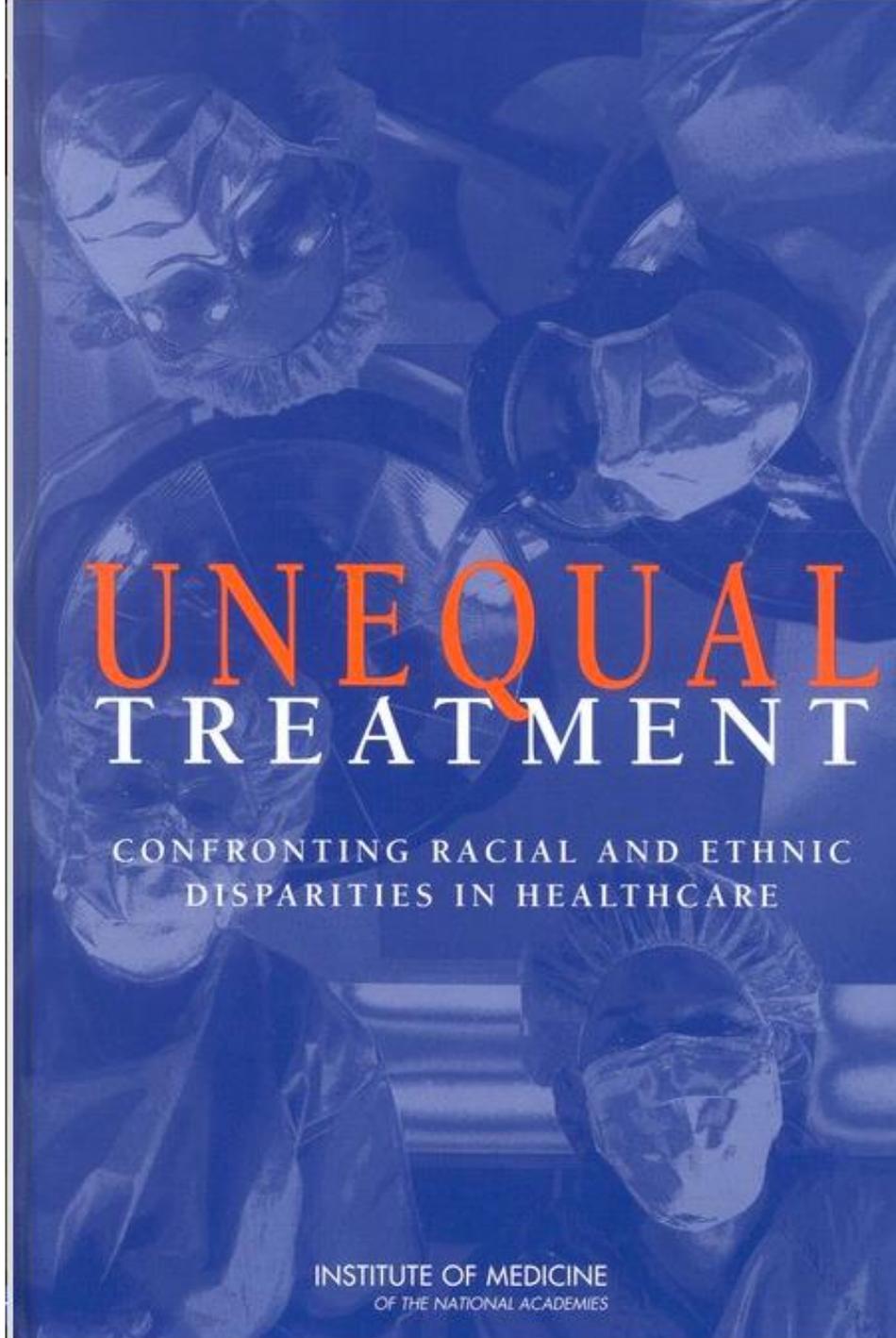


Health disparities plague the United States

Smedley, BD, Stith AY, Nelson AR (editors). Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care. Washington, DC: The National Academies Press, 2002.

Racial and ethnic minorities receive lower quality health care than non-minorities

...even when income, insurance status and medical conditions are similar.



For example...

- African Americans are 4 times as likely to develop end stage renal disease yet only 70% as likely to be referred for renal transplantation than non-Hispanic (NH) whites
- NH whites with fractures are 2 times more likely to receive pain meds in the ED than Hispanics
- Asian Americans have lower rates of colorectal and breast cancer screening than NH whites

Kandula NR, Wen M, Jacobs EA, Lauderdale DS. Low rates of colorectal, cervical, and breast cancer screening in Asian Americans compared with non-Hispanic whites: Cultural influences or access to care? *Cancer*.2006;107;184.

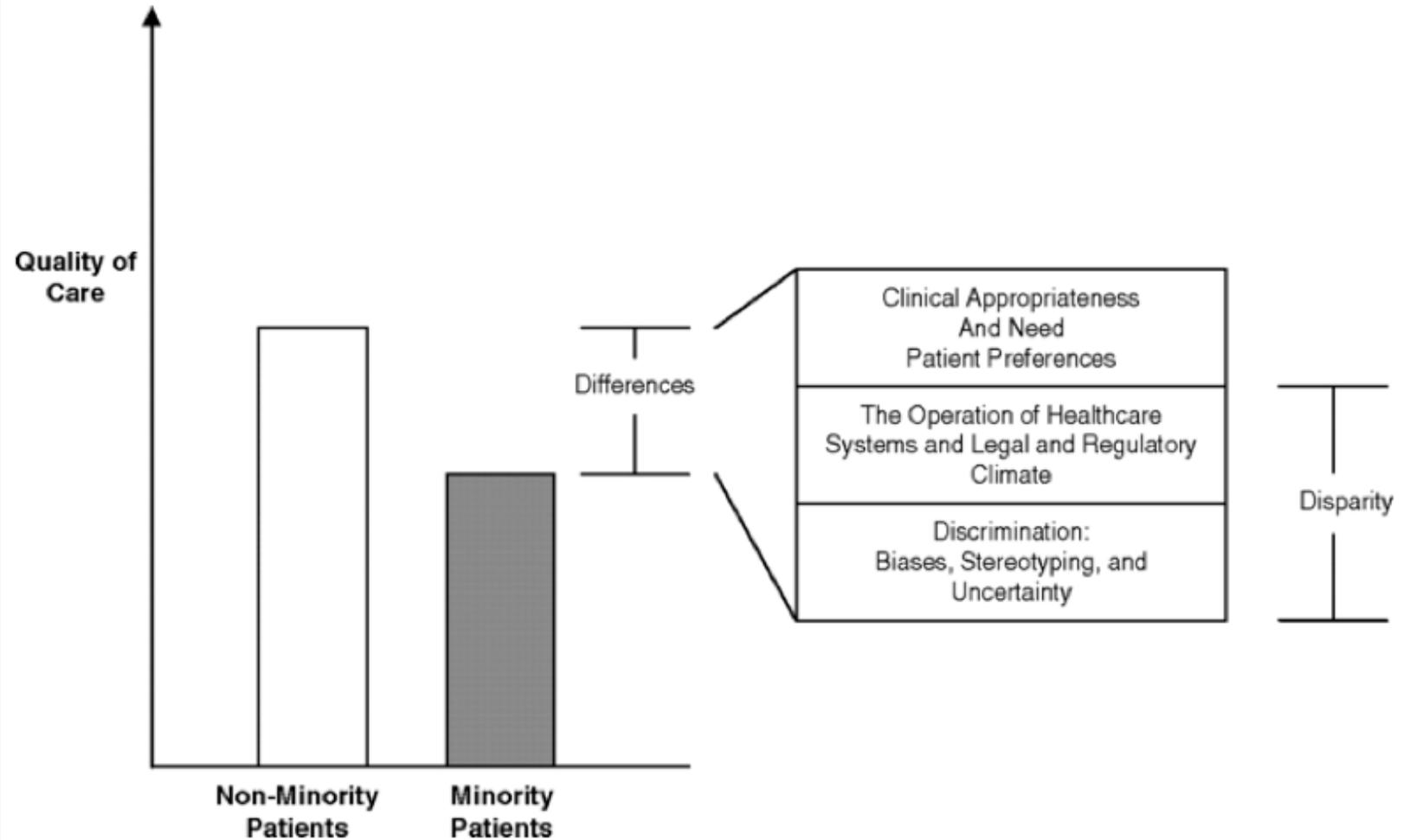
Todd KH, Samaroo N, Hoffman JR. Ethnicity as a risk factor for inadequate emergency department analgesia. *JAMA*.1993;269;1537.

Pletcher MJ, Kertesz SG, Kohn MA, Gonzales R. Trends in opioid prescribing by race/ethnicity for patients seeking care in US emergency departments.*JAMA*.2008;343:1537.

Morrison RS, Wallenstein S et al. "We don't carry that"--Failure of pharmacies in predominantly nonwhite neighborhoods to stock opioid analgesics.*N Engl J Med*.342(14):1023-1026.

Refusal rates are small and don't fully account for disparities

Hannan EL, van Ryn M, Burke J, et al. Access to coronary artery bypass surgery by race/ethnicity and gender among patients who are appropriate for surgery. *Med Care*. 1999 Jan;37(1):68-77.



Our changing demographics make this issue imperative

The total U.S. populations will become minority white by 2044

AUGUST 18, 2014



Dept. of Ed. projects public schools will be 'majority-minority' this fall

BY JENS MANUEL KROGSTAD AND RICHARD FRY | 9 COMMENTS

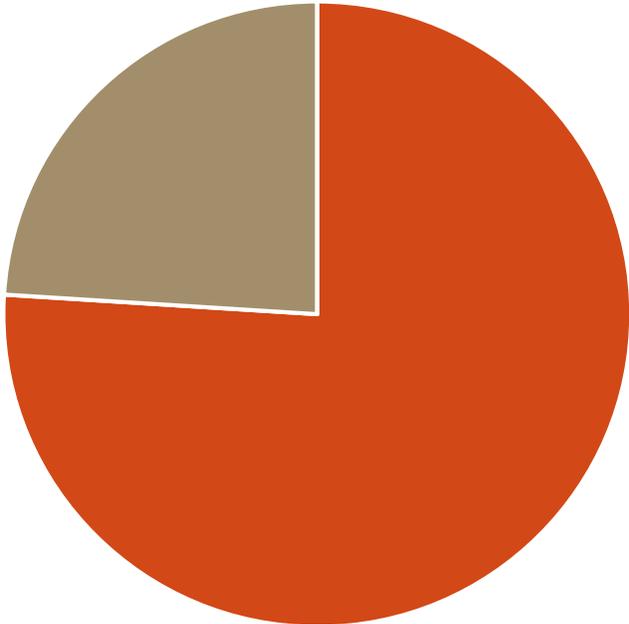


Teacher Haiti Johnson helps her first grade students with learning about the rhomboid shape during class. Credit: Getty Images

A milestone is expected to be reached this fall when minorities outnumber whites among the nation's public school students for the first time, [U.S. Department of Education projections](#) show. This is due largely to fast growth in the number of Hispanic and Asian school-age children born in the U.S., according to a Pew Research Center analysis of Census Bureau data.

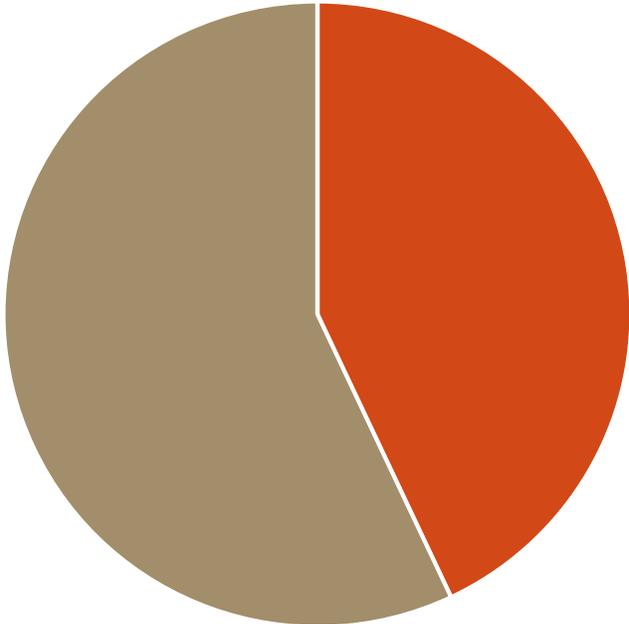
Madisonians think they live in a white, liberal town ...but look at enrollment of Madison Metropolitan school district

1994-95



■ % White ■ % non-White

2016-17



■ % White ■ % non-White

Wisconsin public school districts: % white non-Hispanic

CITY	2005-6	2015-16
Ashland	77	71
Eau Claire	86	78
Madison Metropolitan	56	43
Milwaukee	16	13
Wausau	72	68
Wisconsin Dells	84	70
Wisconsin (statewide)	78	71

Annie E. Casey Foundation

April 2014

Race for Results Index

Ranking Child Well-being in Wisconsin, by Race

Wisconsin's ranking for the indicators that make up the index, compared to children of the same race in other states

	Wisconsin's overall rank on index	High school graduation	Delayed childbearing	School or work	Low poverty areas	Normal birthweight	Two-parent families	Math proficiency	Assoc + degree	Above 200% of poverty	Family education	Preschool enrollment	Reading proficiency
WHITE Non-Hispanic	10 of 50 states	1 of 50	9 of 50	9 of 50	10 of 50	11 of 50	12 of 50	15 of 50	17 of 50	17 of 50	19 of 50	28 of 50	30 of 50
BLACK	46 of 46 states	30 of 50	49 of 49	50 of 50	44 of 50	33 of 44	50 of 50	35 of 38	45 of 45	48 of 50	44 of 50	16 of 50	39 of 42
LATINO	17 of 47 states	11 of 50	23 of 49	13 of 50	25 of 50	15 of 47	31 of 50	29 of 45	31 of 47	29 of 50	26 of 50	17 of 50	39 of 47
ASIAN	37 of 43 states	24 of 50	38 of 40	40 of 50	30 of 42	19 of 44	34 of 50	29 of 33	41 of 49	49 of 50	42 of 50	34 of 50	28 of 37
NATIVE AMERICAN	12 of 25 states	11 of 50	36 of 41	39 of 48	N/A	5 of 31	35 of 48	N/A	24 of 28	31 of 45	17 of 50	9 of 41	N/A

How Wisconsin ranks among the states

- Top quarter
- 2nd quarter
- 3rd quarter
- Lowest quarter

Indicator descriptions

Average freshman high school graduation rate, 2009-10
 Females age 15-19 who delay childbearing until adulthood, 2010
 Young adults ages 19 to 25 who are in school or working, 2010-12
 Children who live in low poverty areas (<20%), 2007-2011
 Babies born at normal birthweight, 2011
 Children who live in 2-parent families, 2010-12

8th graders scoring at least proficient in math, 2013
 Adults age 25 to 29 who have completed at least an associate's degree, 2010-12
 Children living above 200% of poverty, 2010-12
 Children who live with someone who has at least a high school degree, 2010-12
 3 to 5 year olds enrolled in preschool or kindergarten, 2010-12
 4th graders scoring at least proficient in reading, 2013

N/A means information is not available for Wisconsin, due to small population size



REAL ESTATE INC.

Retail website developer buys
Oak Creek office building for
expansion



NEWS

Several businesses destroyed,
damaged during overnight
unrest

MOST POPULAR

INDUSTRY NEWS > CAREER & WORKPLACE

Wisconsin named worst state for black Americans

Aug 5, 2016, 10:59am CDT Updated Aug 5, 2016, 5:28pm CDT

1. Wisconsin

- > **Pct. residents black:** 6.2% (24th lowest)
- > **Black homeownership rate:** 25.8% (10th lowest)
- > **Black incarceration rate:** 4,042 per 100,000 (3rd highest)
- > **Black unemployment rate:** 11.1% (9th highest)

5 worst states for black Americans

1. Wisconsin
2. Minnesota
3. Virginia
4. Florida
5. Illinois

	Ratio of white opportunity index to black
1. Wisconsin	3.14
2. Michigan	2.73
3. Illinois	2.51
4. Ohio	2.46
5. Louisiana	2.43

Data by Paula Tran Inzeo

"For African-American children, the situation is dire. In general, states in the Rust Belt and the Mississippi Delta are places where opportunity for black children is poorest. African-American kids face the greatest barriers to success in Michigan, Mississippi and Wisconsin."

Annie E. Casey Foundation

Wisconsin has the 4th worst infant mortality rate disparity between blacks and whites in the nation

CDC 2011

Dane County's black-white infant mortality gap continues

Recommend 49

Tweet 3

+1 2

Share 10

Print Email ☆

April 13, 2014 4:00 pm • By David Wahlberg | Wisconsin State Journal

(10) Comments



Dane County's black-white infant mortality gap, which disappeared a decade ago, is back. Several factors appears to be involved, a new report says.

Black babies in Dane County continue to die at rates much higher than white babies, a gap partly explained by unsafe sleep environments, preterm births and chronic conditions such as obesity and high blood pressure, a new report says.

Public health officials will launch a safe sleep campaign in May, but they say addressing socioeconomic factors will require a broader effort.

"It's going to take a long-term commitment by a collective in

Trends In The Black-White Life Expectancy Gap Among US States, 1990-2009

Health Aff August 2014 33:81375-1382

The journal *Health Affairs* published a report about life expectancy and the gap between black and white Americans.

Wisconsin was the only state to see the gap widen [for women] between 1990-2009.

AUGUST 2014 VOL. 33 NO. 8

Published by Project HOPE

SPENDING TRENDS

Recession Drove Health Spending Slowdown — David Dranove et al.

NARRATIVE MATTERS

How Acute Care Training Fails Chronic Disease Patients — Dena E. Rifkin

WEB FIRST

Registered Nurses Are Delaying Retirement — David I. Auerbach et al.

AT THE INTERSECTION OF HEALTH, HEALTH CARE, AND POLICY

Health Affairs

Variety Issue

- Hospitals
- Children
- Disparities

Fivefold In Obstetrics Complications Among

Laurent G. Glaser et al.

Bundled Payment Fails To Gain A Foothold In California

M. Susan Ridgely et al.

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Mental Health

Need For Evidence-Based Practice — David Mechanic
ACA Coverage Increased Treatment Of Young Adults — Brendan Saloner & Benjamin Lê Cook

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Children

Impact Of Pre-Enrollment — Salam Abdou et al.
Comparing Payment Coverage For — Stacey McCall et al.

Prescription

Part D Affordability — Huseyin N. et al.
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U.S. life expectancy gap between blacks and whites shrinks, but not in Wisconsin

Recommend 67 Tweet 0 +1 0 Share 1 Print Email

August 09, 2014 8:30 am • By Jessica VanEgeren | The Cap Times

(36) Comments



Lisa Pustor-Caine, founder of the

Wisconsin is again leading the nation in the gap between white and black residents on an important quality-of-life indicator.

A study published Monday in the journal *Health Affairs* found the life expectancy gap between black and white Americans was improving everywhere in the country, except Wisconsin.

An interesting note on Dane County

- Teenage births rates for African Americans (AA) in Dane County are slightly lower than the rates for AA teens in Wisconsin and nationwide.
- The percentage of AA mothers in Dane County who have earned at least a high school diploma is slightly higher than the elsewhere in the state and nationwide.
- **Usually lower teen birth rates and higher maternal education levels are often seen as factors that help deter high rates of child poverty but this is not the case in Dane County.**

The alarming truth is that our numbers, taken as a whole, suggest that the distance between whites and blacks (in terms of well-being, status and outcomes) is as wide or wider in Dane County than in any jurisdiction (urban or rural, North or South) for which we have seen comparable statistics...

...The one inescapable and pivotal finding that arises from all the numbers we have collected is **the extraordinary degree to which poverty and “disadvantage” in Dane County have become correlated with color -- or, to put it in even more stark terms, the extent to which economic deprivation has become profoundly racialized.**

Wisconsin Council on Children and Families
Race to Equity

Conscious racism and color prejudice may not have been the primary cause of this extreme racialization of disadvantage, but allowing such a close link between color and disadvantage to persist can only serve to nurture stereotypes, foster profiling, and produce differential expectations for achievement within the community at large, while at the same time undermining motivation, aspiration, self-esteem, confidence, and hope among African American children and their families.

Wisconsin Council on Children and Families
Race to Equity

Racism

“Although myriad sources contribute to these inequities, some evidence suggests that bias, prejudice, and stereotyping on the part of healthcare providers may contribute to the differences in care...often despite providers’ best intentions.”

Smedley BD, Stith AY, Nelson AR. Unequal Treatment: Confronting racial and ethnic disparities in health care. Washington, DC: The National Academies Press, 2003.



What is implicit or
unconscious bias?

Types of bias

EXPLICIT BIAS

- Expressed directly
- Aware of bias
- Operates consciously
- Example: “I like whites more than Latinos”

IMPLICIT BIAS

- Expressed indirectly
- Unaware of bias
- Operates sub-consciously
- Example: One sits further away from a Latino than a white individual.

What is implicit or unconscious bias?

- Form of rapid cognition that finds patterns based on small bits of information. It is a primitive and adaptive reflex that helps us detect danger.
- Refers to social stereotypes that are positive or negative about certain groups of people that we form outside our own consciousness based on attitudes and stereotypes we hold that

ATTITUDES

Evaluative feelings that are positive or negative

- tend to develop early in life
- tend to strengthen over time

STEREOTYPES

Traits we associate with a category

The Stroop Test

Please state the *color of the text*

Blue

Red

Green

Black

Green

Red

Blue

Black

Black

Blue

Green

Red

Green

Green

Black

Blue

And now, in Greek

If you do not speak Greek – how much easier it is now? But *why*?
Remember: *state the colour of the text*

Μβλε Κοκκινο Πρασινο Μαυρο

Πρασινο Κοκκινο Μβλε Μαυρο

Μαυρο Μβλε Πρασινο Κοκκινο

Πρασινο Πρασινο Μβλε Μβλε

MOST PEOPLE ARE NOT AWARE OF THEIR OWN IMPLICIT RACIAL BIAS

Hidden

- Implicit racial bias resides in our “unconscious mind,” the part of the brain that many researchers believe is beyond our direct control

Less
Egalitarian

- Unconscious attitudes are less egalitarian than what we explicitly think about race

Self-
reinforcing

- Our refusal to talk about and confront issues of race reinforces implicit racial bias

“There is nothing more painful to me at this stage of my life, than to walk down the street and hear footsteps and start thinking about robbery – then look around and see somebody white and feel relieved.”

Reverend Jesse Jackson
Quoted in *Chicago Sun Times*
November 29, 1993

How well do people pick up on implicit bias?

Pt-Doc Interaction Study

(Penner, Dovidio, 2010)



Black patients had less positive reactions to medical interactions with physicians [who are] relatively low in explicit but relatively high in implicit bias.

Penner LA, Dovidio JF, West TV et al. Aversive racism and medical interactions with Black patients: A field study. *J Experimental Social Psychology*.2009;46(2):436-440.

Unlearning our implicit biases



The answer is that we are not helpless in the face of our first impressions. They may bubble up from the unconscious - from behind a locked door inside of our brain - but just because something is outside of awareness doesn't mean it's outside of control.

— *Malcolm Gladwell* —

AZ QUOTES

Steps to de-biasing



Introspection

Mindfulness

Perspective-taking

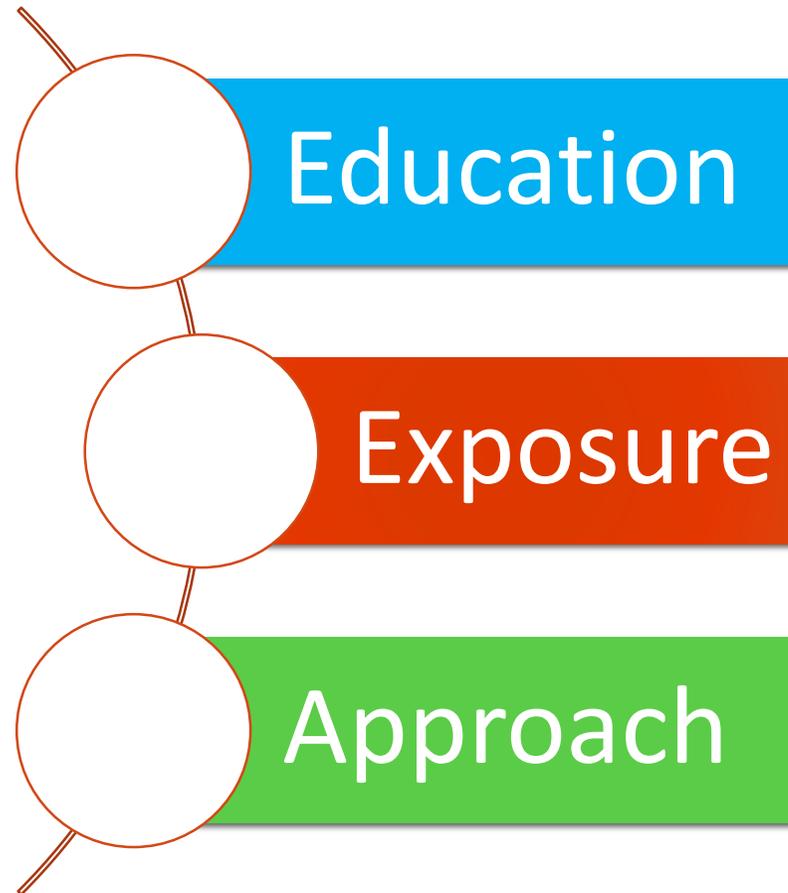
Learn to slow down

Individuate

Check your messaging

Institutionalize fairness

Take two



INTROSPECTION

Mindfulness

Perspective-taking

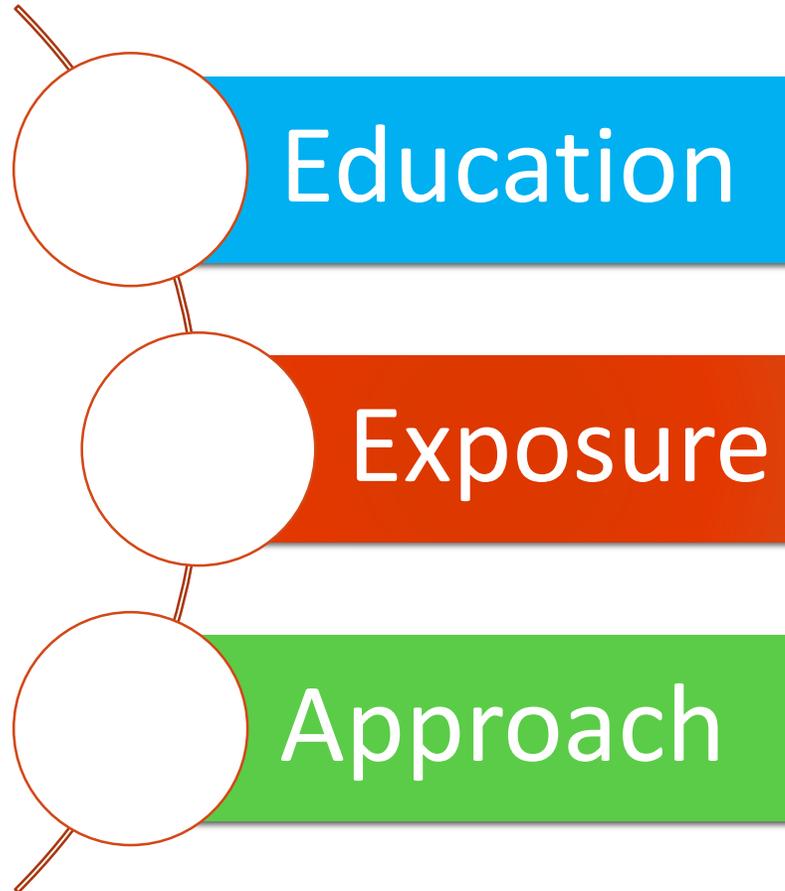
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Take two



“We don’t see things as they are, we see things as we are.”

Anaïs Nin



Explore our implicit bias



Project Implicit®

European American	African American
or	or
Good	Bad



<https://implicit.harvard.edu/implicit/>

Implicit association test

- Biases and associations exist in most people (over 75%) – 15 years of research, more than 10 million people have taken an IAT
- Maps to existing social hierarchies and stereotypes (Nosek, 2009)
 - Favors men, whites, youth, heterosexuals, and physically able
 - Males = Science; Females = Liberal Arts

Introspection

MINDFULNESS

Perspective-taking

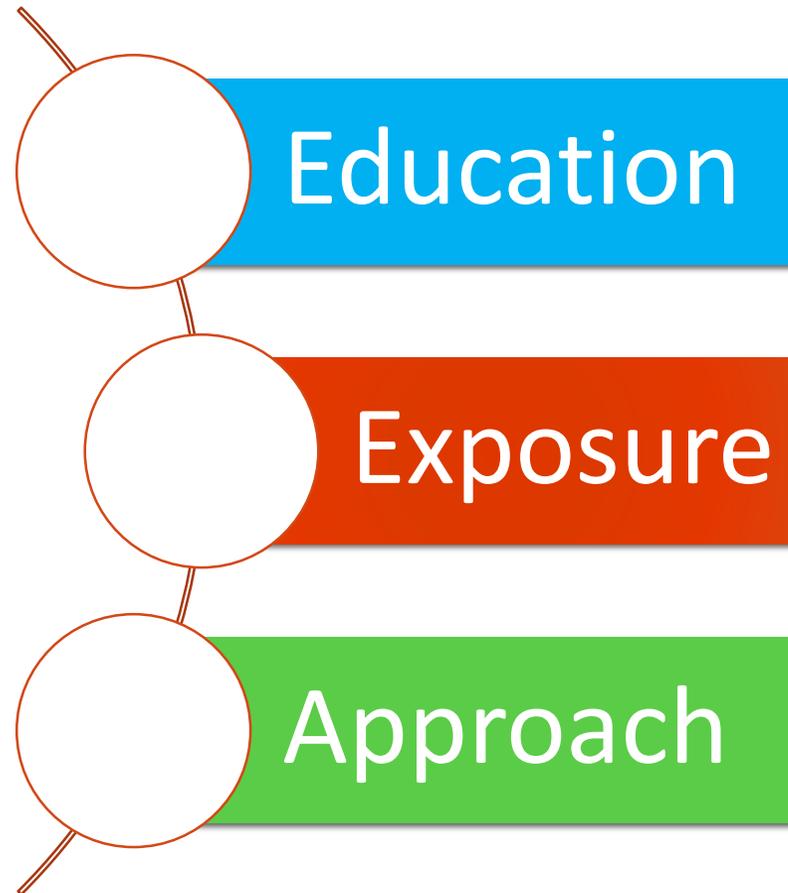
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Individuate

Check your messaging

Institutionalize fairness

Take two



Example

A 10 minute meditative audiotape that focused the individual and made them more aware of their sensations and thoughts in a nonjudgmental way caused them to show less implicit bias against Blacks and old people.

Luke A and Gibson B. Mindfulness meditation reduces implicit age and race bias: the role of reduced automaticity of responding. *Social Psychological and Personality Science*. 2014. DOI: [10.1177/1948550614559651](https://doi.org/10.1177/1948550614559651)

Introspection

Mindfulness

PERSPECTIVE-TAKING

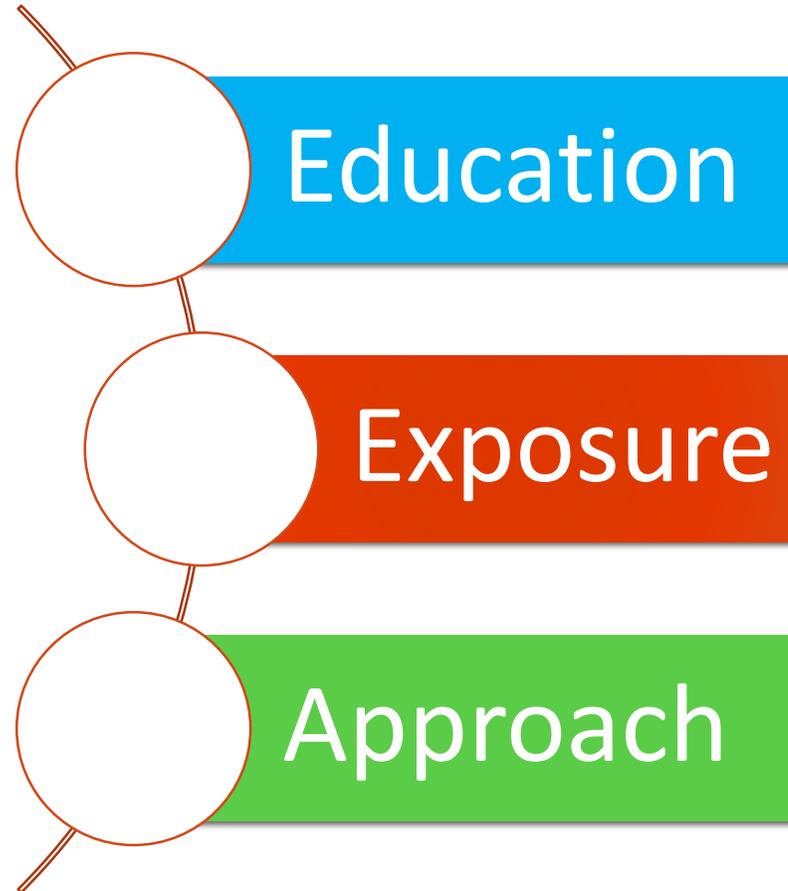
Learn to slow down

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Check your messaging

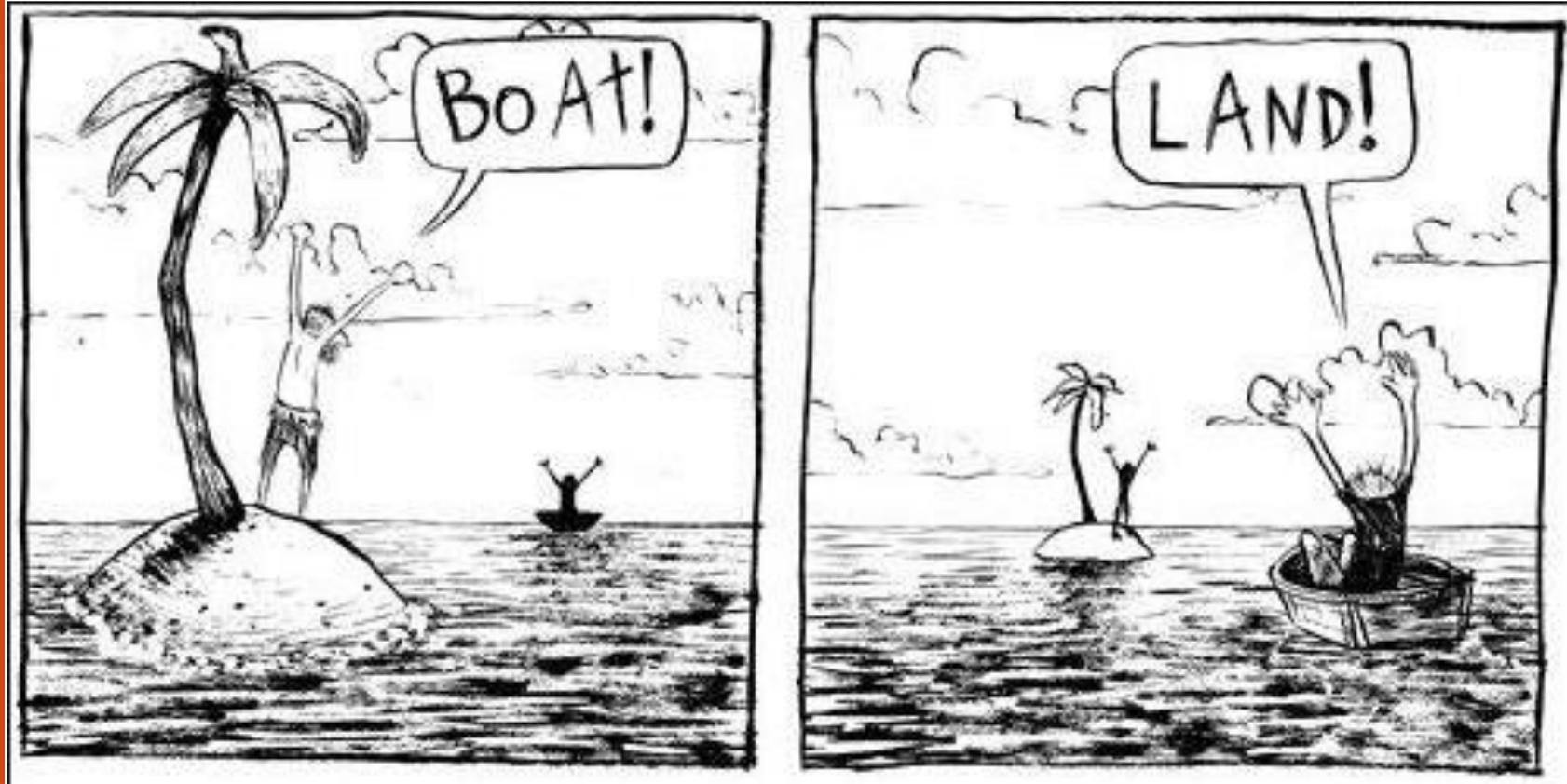
Institutionalize fairness

Take two

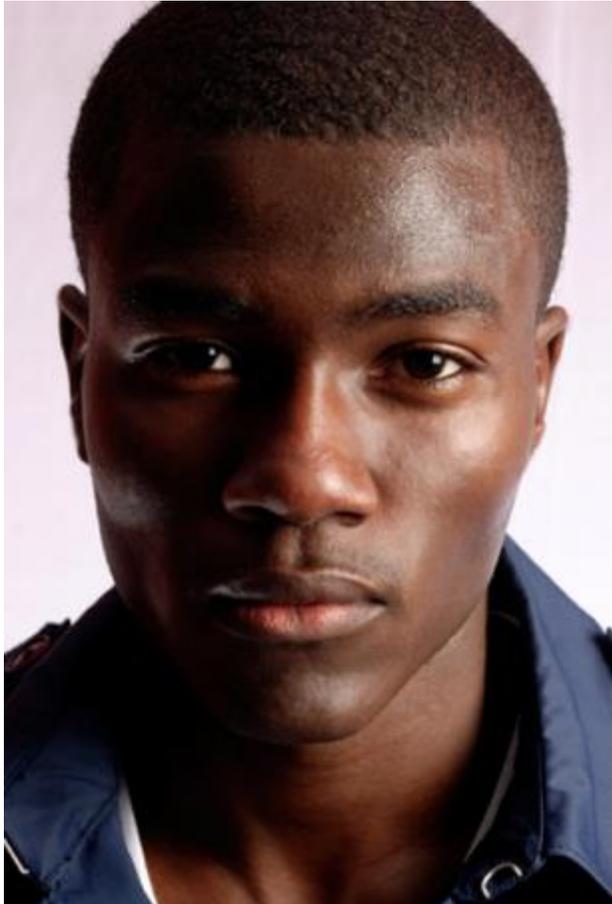


Perspective-taking

Look at things from the other's point of view



Imagine...



- Your doctor assumes that you are noncompliant.
- You're assumed to be seeking narcotics for your pain.
- You experience microaggressions every day.

Introspection

Mindfulness

Perspective-taking

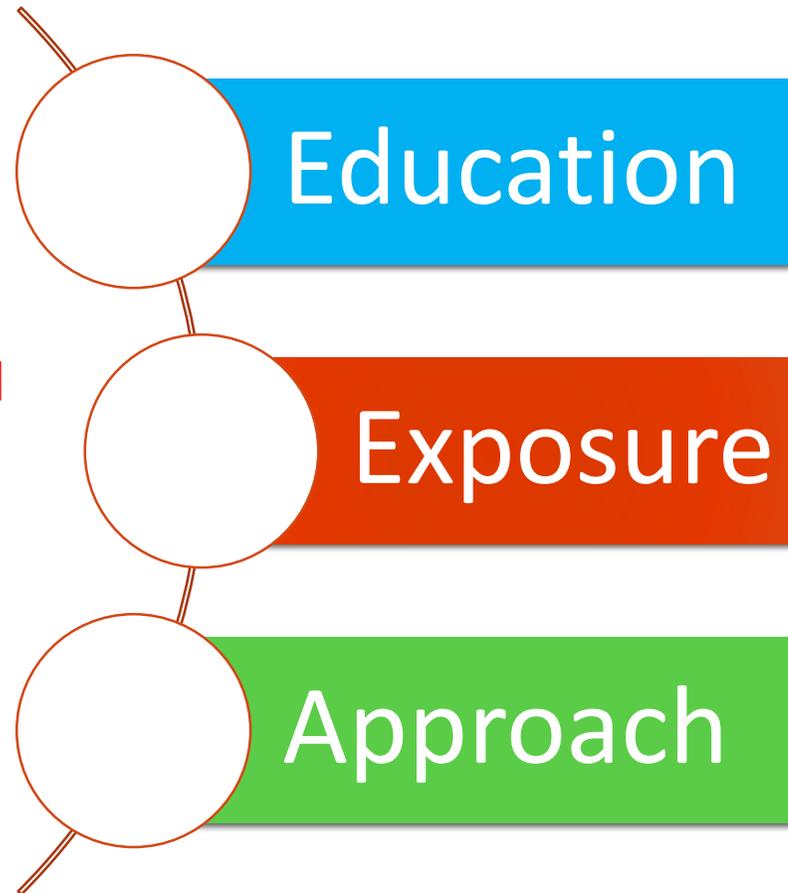
LEARN TO SLOW DOWN

Individuate

Check your messaging

Institutionalize fairness

Take two



WHO, ME? BIASED?



2:05

Snacks and Punishment

Slow down

<https://www.nytimes.com/video/us/100000004818677/snacks-and-punishment.html?playlistId=100000004821064>

Go to the Who Me?
Biased New York Times
video series

Introspection

Mindfulness

Perspective-taking

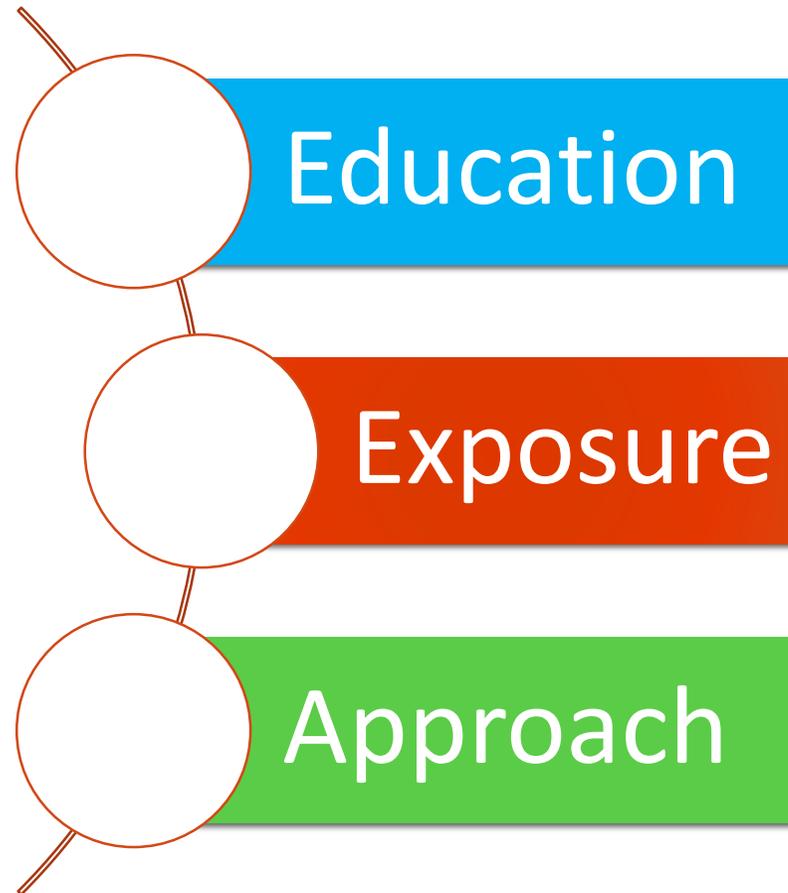
Learn to slow down

INDIVIDUATE

Check your messaging

Institutionalize fairness

Take two





Individuate



- Obtain specific information
- Imagine counter-stereotype exemplars
- Practice situational attributions rather than dispositional (character attributions)
- Increase opportunities for contact



Introspection

Mindfulness

Perspective-taking

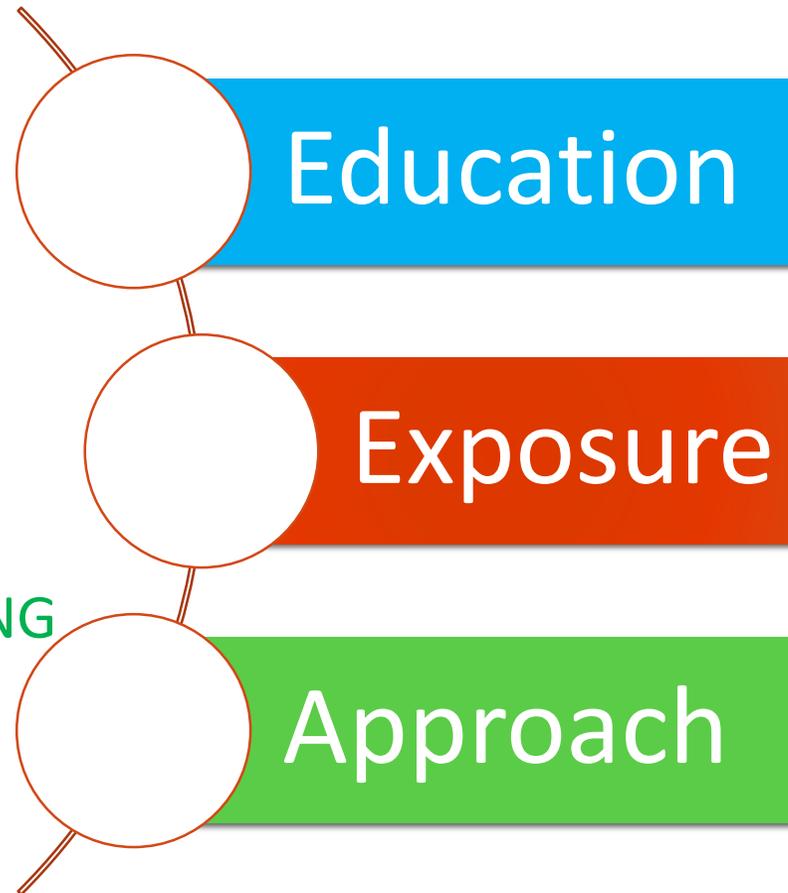
Learn to slow down

Individuate

CHECK YOUR MESSAGING

Institutionalize fairness

Take two



Promote **MULTICULTURAL** NOT colorblind messaging.

Colorblind statements increase both explicit and implicit racial bias compared to multicultural statements.

Richeson JA and Nussbaum RJ. Multiculturalism versus color-blindness on racial bias. *J Exp Soc Psychol.* 2004;40:417-423.

Remind yourself and others that

“the vast majority of people try to overcome their stereotypic preconceptions.”

This message reduced weight, age and gender bias compared to a message that stated “we all have biases.”

Duguid M and Thomas-Hunt M. Condoning stereotyping? How awareness of stereotyping prevalence impacts expression of stereotypes. *J Appl Psychol.* 2015;100 (2), 343-359.

State that clinic staff, clinicians and patients are

“working as a team.”

This led to greater trust in clinicians and better adherence compared to usual care.

Penner LA et al. Racial healthcare disparities: A social psychological analysis. *Eur Rev Soc Psychol.* 2103;24(1)70-122.

Remind yourself that

“Empathy is malleable.”

People are more empathic when they believe they can develop their empathy than when they believe it is fixed.

Schumann K, Zaki J, Dweck CS. Addressing the empathy deficit: Beliefs about the malleability of empathy predict effortful responses when empathy is challenging. *J Pers Soc Psychol.* 2014;107(3):475-93.

Introspection

Mindfulness

Perspective-taking

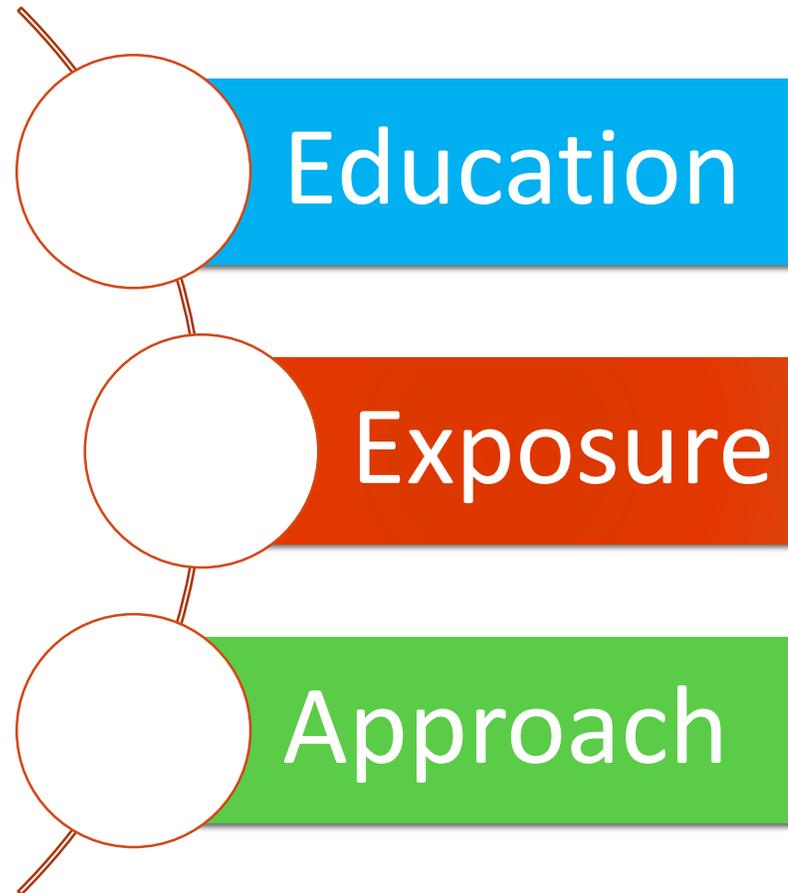
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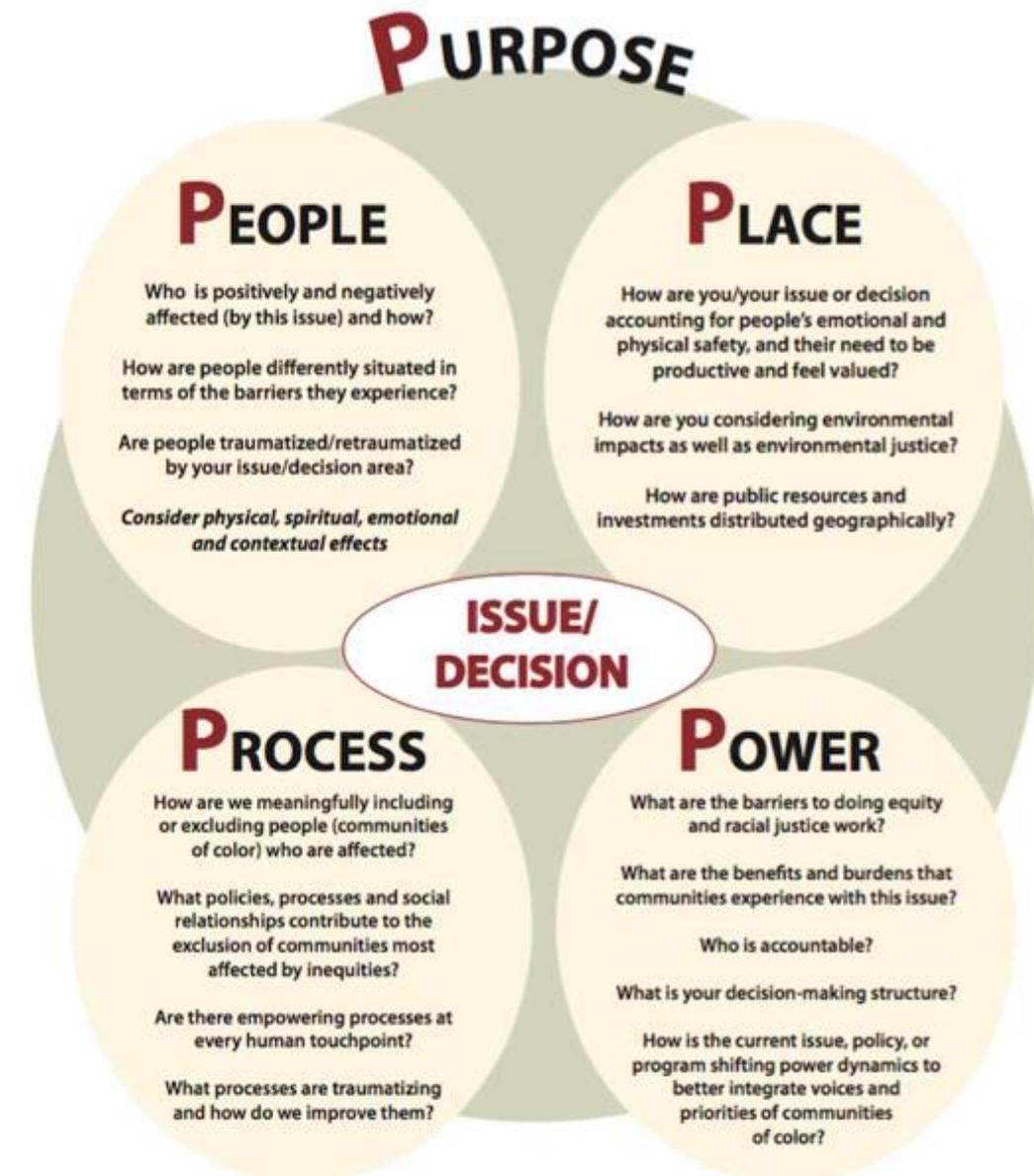
INSTITUTIONALIZE FAIRNESS

Take two



Institutionalize fairness

- Use checklists
- Promote procedural/organizational change
- Move toward social accountability



Equity and Empowerment Lens

Consider stereotype threat

Stereotype threat refers to being at risk of confirming, as self-characteristic, a negative stereotype about one's group.

Steele CM, Aronson J. Stereotype threat and the intellectual test performance of African Americans. *J Pers Soc Psychol* 1995;69(5):797-811.

Reduce stereotype threat

- Acknowledge the complex systemic and systematic challenges that patients of color experience – acknowledge that race matters
- Make diversity visible and recruit and retain racial and ethnic minority staff and managers
- Survey your environment and how this may provoke stereotype threat

Introspection

Mindfulness

Perspective-taking

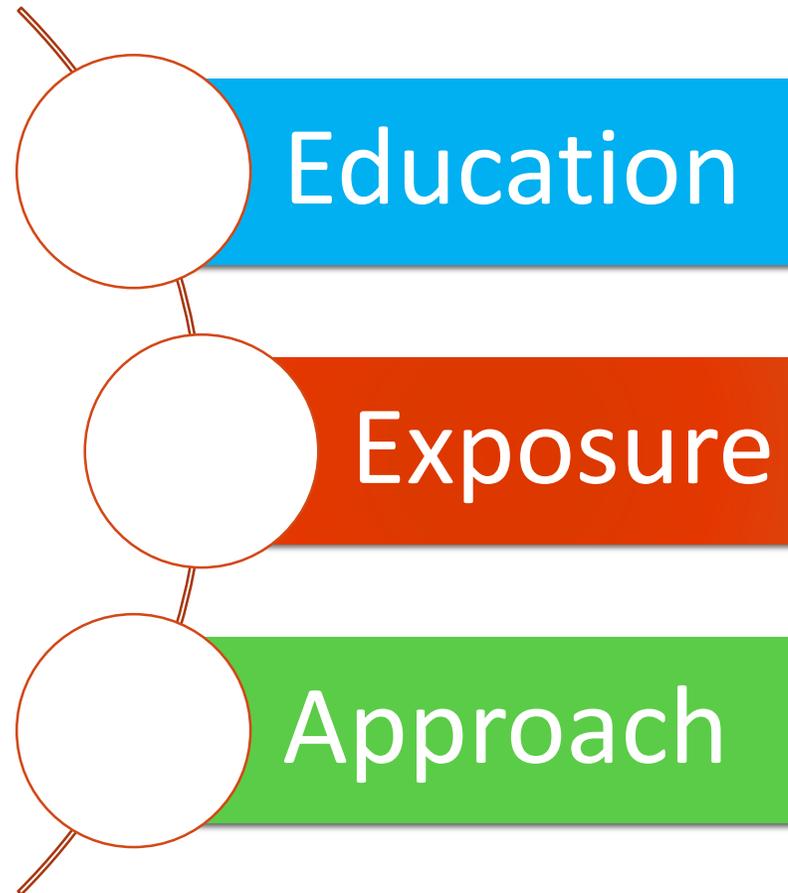
Learn to slow down

Individuate

Check your messaging

Institutionalize fairness

TAKE TWO



TOWARD CULTURAL HUMILITY

Beyond cultural
competency



Introspection

Mindfulness

Perspective-taking

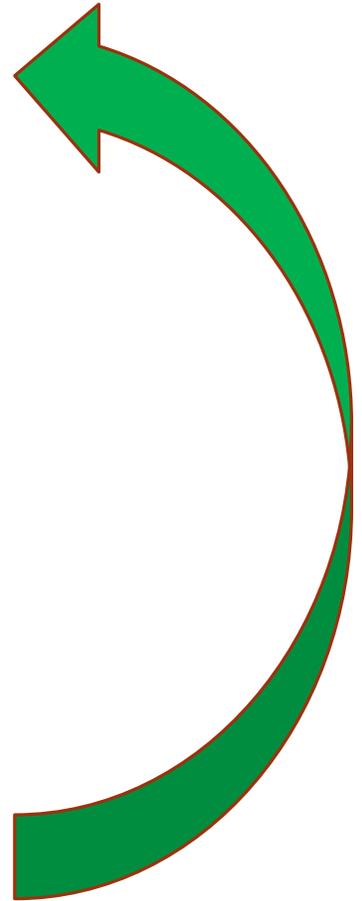
Learn to slow down

Individuate

Check your messaging

Institutionalize fairness

TAKE TWO



Questions?

