

# Structural Solutions to Obesity: Addressing Implicit Bias and Stereotype Threat

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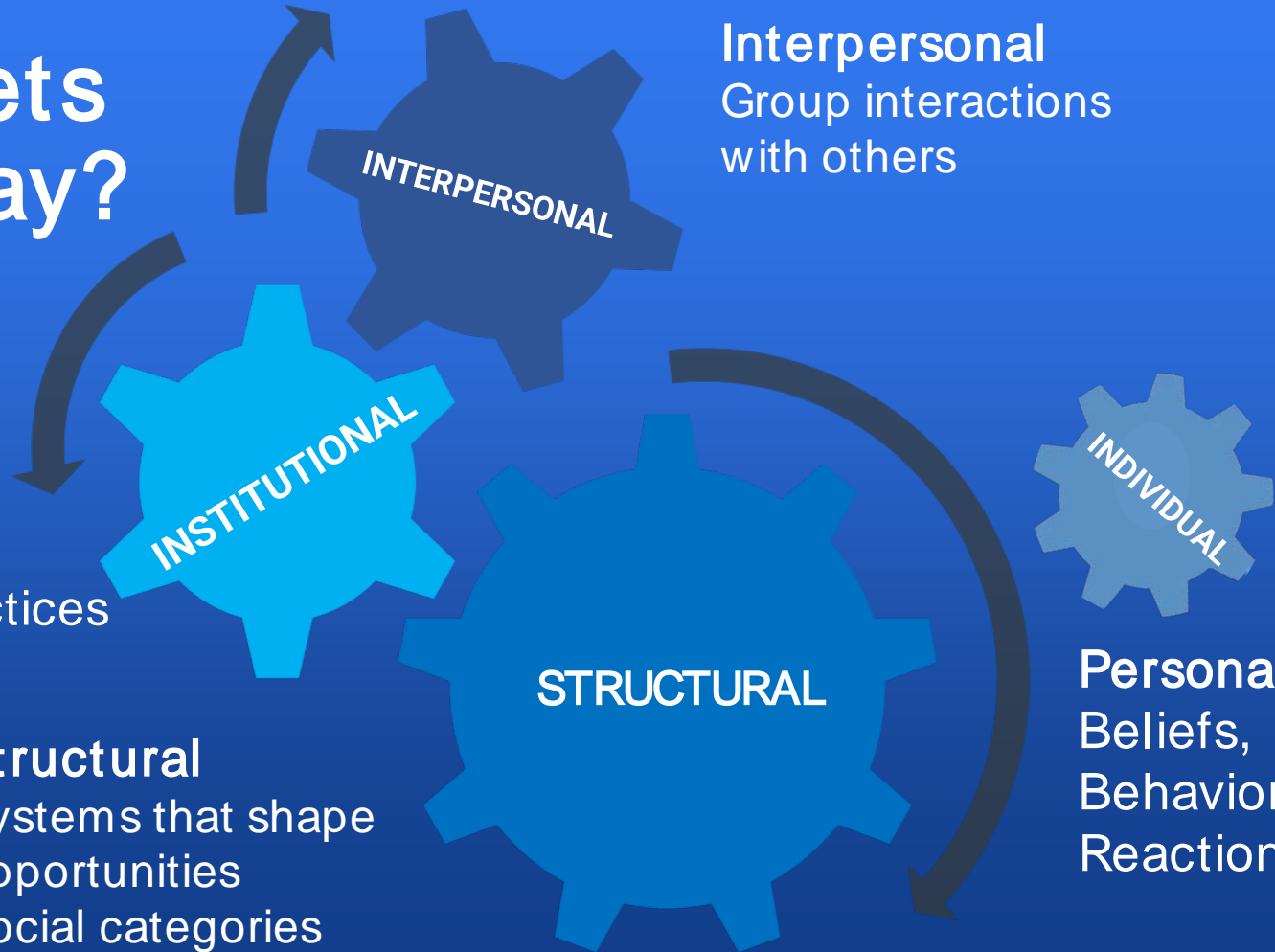
# What gets in the way?

**Institutional &  
Systemic  
Policies and Practices**

**Structural**  
Systems that shape  
opportunities  
Social categories

**Interpersonal**  
Group interactions  
with others

**Personal**  
Beliefs,  
Behaviors,  
Reactions

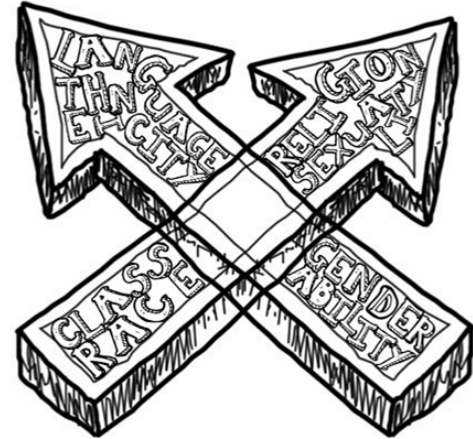


# Intersectionality

“...a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other. We tend to talk about race inequality as separate from inequality based on gender, class, sexuality or immigrant status. What’s often missing is how some people are subject to all of these, and the experience is not just the sum of its parts.”

-Kimberlé Crenshaw

## intersectionality



**noun** in-ter-sec-tion-al-i-ty \ ,in-tər-,sek-shə-'nā-lə-tē \  
the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in the experiences of marginalized individuals or groups

Coined in 1989 by Kimberlé Crenshaw

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# Civil Rights Solutions

- While weight is not a protected class under federal civil rights statutes – under the Americans with Disabilities Act, people may find protection for adverse employment actions, housing discrimination, or other contexts in which they experience discrimination.
- State and local laws are emerging that protect people from discrimination based upon weight: Michigan, San Francisco, and Washington D.C. are examples.

# What gets in the way?



Identity Anxiety

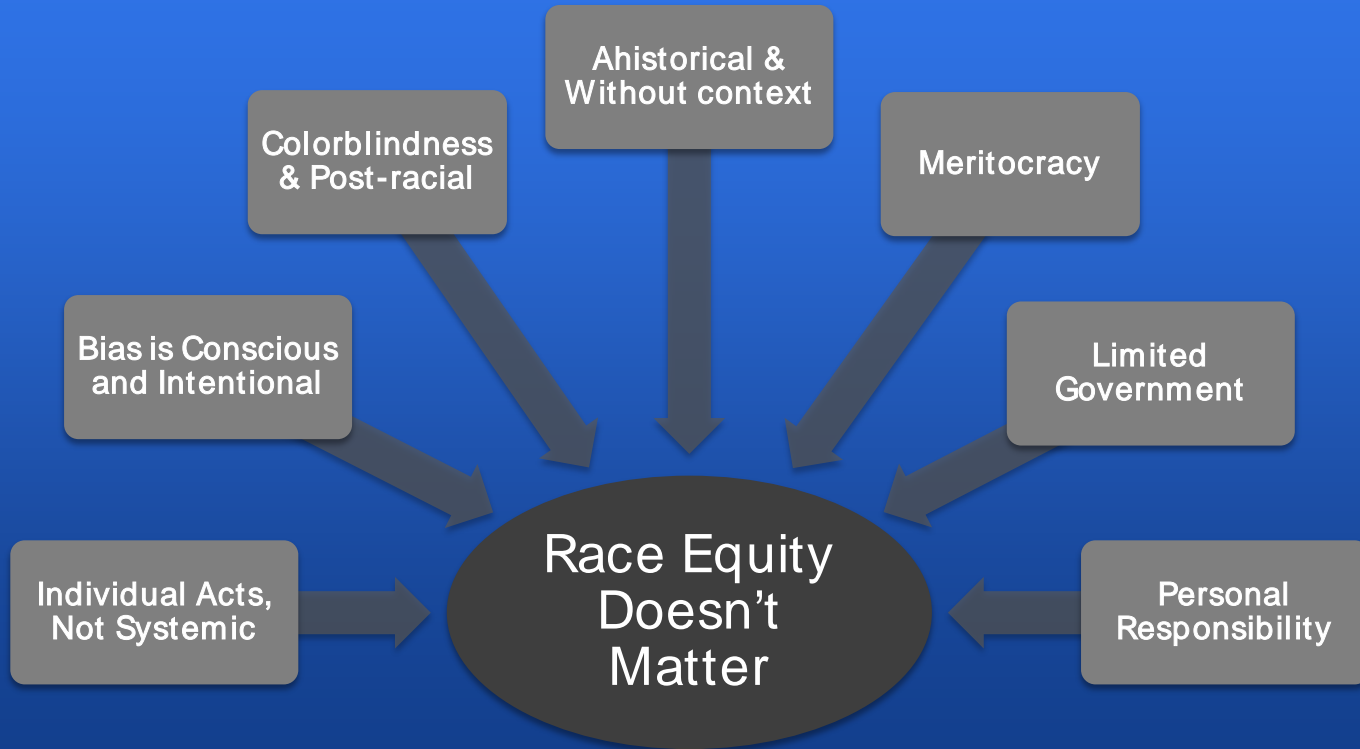


Implicit Bias



Stereotype Threat

# Strong Narrative Schemas



# Research Evidence

- *Although many people have been hard-hit, the job-finding picture for black Americans is particularly bleak.*
- Already more than a third of black children are living in poverty. Without a dramatic new intervention by the federal government, the poverty rate for African-American children could eventually approach a heart-stopping 50 percent, according to analysts at the Economic Policy Institute.
- Support for job creation policy decreased from 61% to 43%
- 16% of white participants stopped reading

*Hetey, R. C., & Eberhardt, J. L. (2014). Racial disparities in incarceration increase acceptance of punitive policies. Psychological science, 25(10), 1949-1954.*

# Research Evidence



- Emphasizing racial disparities in prisons increases concern about crime and acceptance of punitive policies

*Hetey, R. C., & Eberhardt, J. L. (2014). Racial disparities in incarceration increase acceptance of punitive policies. Psychological science, 25(10), 1949- 1954.*



# Disparities & Stereotype Threat

- Health information that focuses on racial health disparities may activate stereotype threat
- Participants watched a PSA about racial disparities in CVD:
  - Black participants showed lower task persistence
  - All participants reported lowered motivation to complete the task



“Blacks are 1.5 times more likely to have high blood pressure than whites.”

*Jones, P. R., Taylor, D. M., Allen, K. L. V., Dampeer-Moore, J., Perrin, A., Mullings, R. A., & Chapman, T. O. (2016). “I’m Not Telling”: The Effects of Racial Disparities Communications on Task Persistence Among Blacks. Journal of Health Communication, 21(2), 257–265.*

# Latinos have higher chance of dying from cancer than whites, regardless of resources

Published June 08, 2016 / EFE



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Hispanics and African Americans between the ages of 15 and 29 have greater chances of dying of cancer than their white counterparts, according to a study prepared by the University of Colorado Cancer Center.

HEART

# A-Fib Is More Dangerous for Blacks Than Whites

By NICHOLAS BAKALAR JUNE 22, 2016 5:39 PM 12



Atrial fibrillation, or A-fib, an irregular heartbeat associated with various types of cardiovascular problems, is more dangerous, and more often fatal, in black people than in whites, a new study has found.

# Lead with Evidence & Solutions

- Solutions prime hope, possibility, aspiration, and support for shift in behavior
- Study of efforts to increase turnout among voters of color:
  - Materials that emphasized the racial disparities in turnout (white people vote at higher rates) *depressed* turnout of voters of color
  - Materials that emphasize ‘your neighbors vote, so should you!’ increased turnout

# The Move

- ✓ Limit disparities
- ✓ Lead with evidence & solutions
- ✓ Counter misinformation
  - ✓ Emphasize facts, NOT the myth
  - ✓ More information is NOT better
  - ✓ Offer alternative explanations



# Positive Framing of Interventions

## THE BLOG

### Combating Latino Health Disparities Through Nutrition Education & Cooking

🕒 04/29/2016 08:11 am 08:11:44



👍 Like 81



Linda Novick O'Keefe

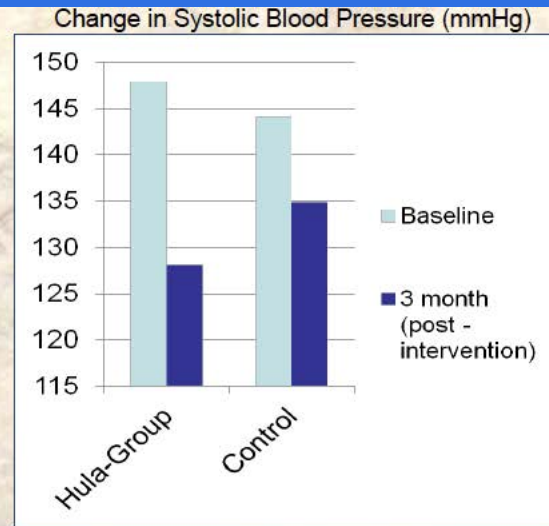


Founding Chief Executive Officer, Common Threads

[Social determinants of health](#) (SDOH), as identified by the CDC, are conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes. Access to healthy foods, education, safe neighborhoods, and quality relationships are just a few of the identified conditions that have the power to improve individual and population health as well as advance health equity. Too often minority communities experience conditions and cultural norms that complicate health.

# Success of Culturally Responsive Interventions

- Found a greater reduction in SBP for intervention group ( $p=.04$ )
  - Hula group -20 mmHg
  - Control -9 mmHg
- 72% of intervention group dropped  $\geq 10$  mmHg vs. 39% of control ( $p = .022$ )
- Improvements in social functioning and bodily pain associated with improvements in SBP
- Lowering of perceived racism in intervention group.



Kaholokula, J.K., Look, M., Mabellos, T., Zhang, G., de Silva, M., Yoshimura, S., Solatoris, C., Wills, T., Seto, T.B., & Sinclair, K.A. (2017). Cultural dance program improves hypertension management for Native Hawaiians and Pacific Islanders: A pilot randomized trial. *Journal of Racial and Ethnic Health Disparities*, 4(1), 35-46. [Epub 2015 December 22]

# Addressing weight bias

## Inter-group contact

- Contact is linked to anti-fat attitudes.
- Positive contact predicts less anti-fat discrimination.
- Negative contact predicts increased anti-fat discrimination more strongly.