

DON'T NORMALISE RACISM

10 POINTS OF GOOD ANTI-RACISM PRACTICE

1 RECOGNISE RACISM WHEN IT HAPPENS

Challenge the idea that racism is "just a joke" or "banter". Trust your experiences and those of others.



2 SPEAK UP SAFELY

Challenge racist comments or behaviour where it is safe to do so.

Use respectful but clear language to explain why something is unacceptable.



SPEAK UP.
MAKE A
DIFFERENCE.

3 REPORT INCIDENTS

Follow workplace, school, college, or community reporting procedures. Keep a record of what happened, when, and who was involved.



4 SUPPORT THOSE AFFECTED

Listen without judgement. Believe people when they share experiences of racism.



5 EDUCATE YOURSELF

Learn about racism, privilege, bias, and the impact of discrimination.

Seek information from diverse and credible sources.



6 CHALLENGE STEREOTYPES

Question assumptions and generalisations about racial and ethnic groups.

Promote accurate and positive representation.



7 BE AN ACTIVE ALLY

Use your voice to support fairness and inclusion.

Stand alongside colleagues, friends, students, and community members experiencing racism.



8 PROMOTE INCLUSIVE ENVIRONMENTS

Encourage diverse perspectives in decision-making, education, and community activities.

Ensure everyone feels respected and valued.



9 KNOW YOUR RIGHTS

Understand protections under the Equality Act 2010 and relevant organisational policies.

Seek advice if discrimination occurs.



10 COMMIT TO CONTINUOUS ACTION

Anti-racism is not a one-off activity.

Reflect on your own behaviours, learn from feedback, and keep working towards equality.



Racism should **never** be accepted, ignored, excused, or **normalised**.

Creating inclusive communities requires all of us to **recognise**, **challenge**, and **prevent** racism whenever it occurs.

BE KIND.
BE CURIOUS.
BE AN ALLY.

