

A close-up photograph of a fern frond, showing the intricate, feathery structure of the leaves. The frond is a mix of green and brown, suggesting it might be drying or in a natural setting. The lighting is soft, highlighting the texture of the leaves.

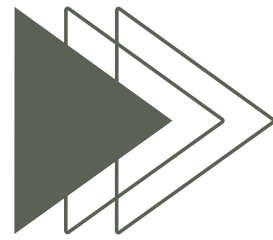
READING THE STRUCTURALLY RACIST ROOM

Alexis Cameron

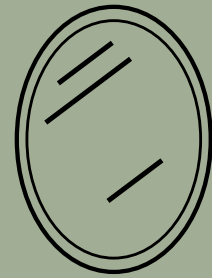
Ngāti Porou, Ngāti Hāmoa

Director, Pivotal Insights Ltd

Priming
Associations
Assumptions



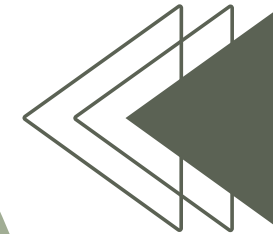
MIRROR



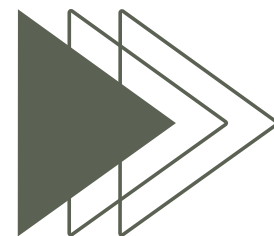
WINDOW



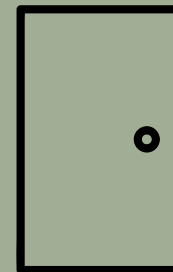
History
Policies
Practices



Inequitable
Outcomes &
Racial Disparities



DOOR



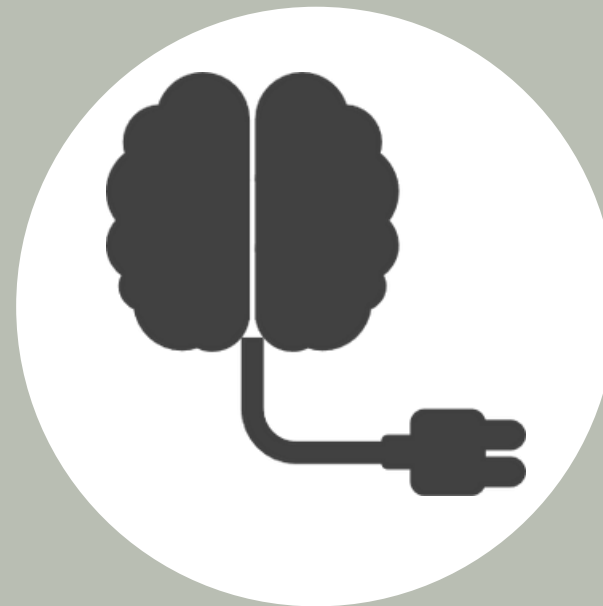
Source: National Equity Project (2019)

The neuroscience



SENSORY INFORMATION

What reaches our
conscious brain?



MENTAL SHORTCUTS

How do we create mental
shortcuts?



HARDWIRING

What does this look like?
Where do we make
decisions?

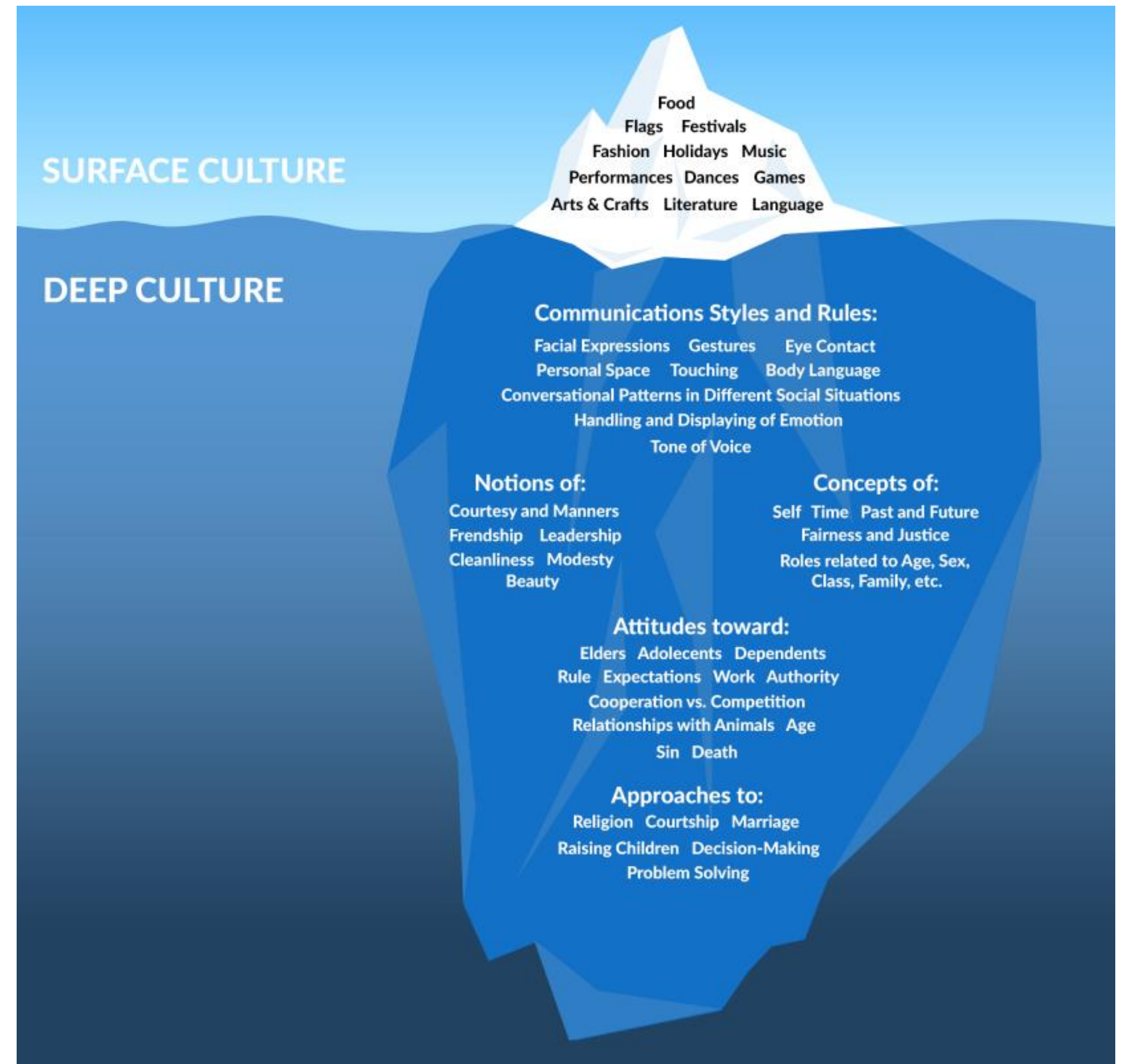
Mirror work



CULTURAL ICEBERG

Cultural Iceberg

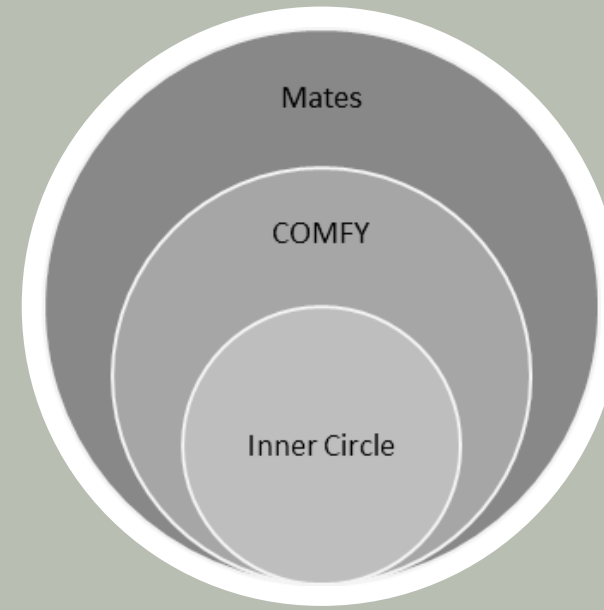
Source: Lynch (2017)



Mirror work



CULTURAL ICEBERG



CIRCLES OF TRUST

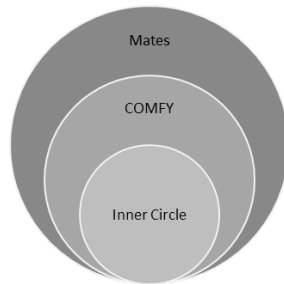


MEDIA (PRIMING)

Mental shortcuts + whānau Māori



If you don't know whānau Māori or Māori culture on a deeper level... (your lived experience)



... and your inner circle lacks Māori representation.. (the opinions of those who matter the most to you)



What is it that we learn about whānau Māori through the media?

Racism

Differential access to the goods, services, and opportunities of society determined by race. Codified as custom, practice & policy

Prejudice and discrimination according to race

Acceptance by members of the stigmatised races of negative messages about their own abilities and intrinsic worth.



Institutional Racism



- CODIFIED
- DEEPLY ROOTED
- EMBEDDED
- FOSTERS DISCRIMINATION & PRIVILEGE



Sources: Came (2012); Jones (2000)

**Upholding te Tiriti o
Waitangi should
eliminate institutional
racism against Māori
and contribute to the
achievement of health
equity.**

(Came et al, 2019)



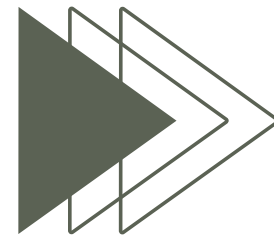
Inequitable outcomes & racial disparities

Critical analysis of data / statistics examples:

- Māori make up 52% of people in prison despite being only 15% of the NZ population
- The life expectancy gap between Māori and non-Māori is approximately seven years

Sources: [Justice.govt.nz](https://www.justice.govt.nz); [Stats.govt.nz](https://www.stats.govt.nz)

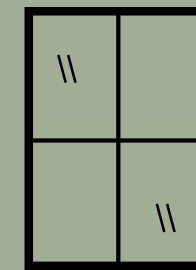
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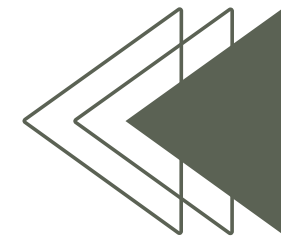
CRITICAL SELF
AWARENESS



INTERROGATION
OF POWER

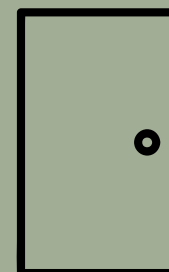


History
Policies
Practices

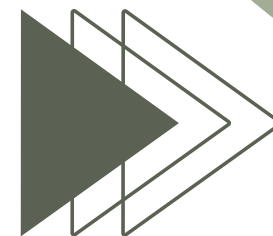


Cultural
Safety

CRITICAL
CONSCIOUSNESS



Inequitable
Outcomes &
Racial Disparities



Source: Curtis et al (2019)

Cultural safety



SPECIFICATIONS

CRITICAL SELF-AWARENESS



ROADS

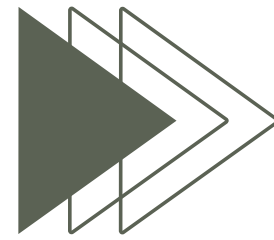
INTERROGATION OF POWER
SOCIO-POLITICAL
AWARENESS



PEDESTRIANS

CRITICAL CONSCIOUSNESS

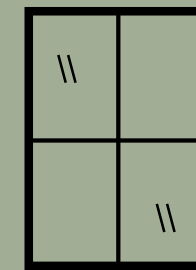
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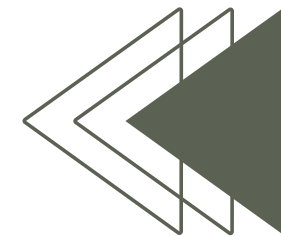
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AWARENESS



INTERROGATION
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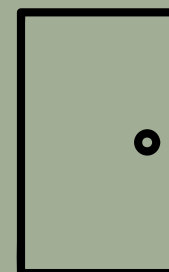


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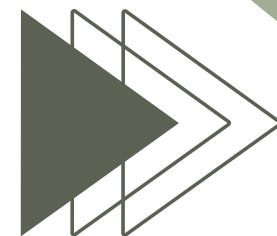


Cultural
Safety

CRITICAL
CONSCIOUSNESS



Inequitable
Outcomes &
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Source: Curtis et al (2019)

References

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<https://static1.squarespace.com/static/5e32157bff63c7446f3f1529/t/5f173bc8da7d1115210824c0/1595358153358/National-Equity-Project-Implicit-Bias.pdf>

Ngā mihi | Thank you



Alexis Cameron (NZRP)
Ngāti Porou, Ngāti Hāmoa

Contact –

- Mobile: 021 245 5536
- Email: alexis@pivotalinsights.nz
- LinkedIn: [linkedin.com/in/alexis-cs-cameron](https://www.linkedin.com/in/alexis-cs-cameron)