

HOW COLORBLINDNESS CAUSES RACIAL HARM



Our WHITENESS remains invisible to us

Most white people haven't had to look deeply at their whiteness or as themselves as racial.

If we don't see color, we also don't see our whiteness, the experience of our privilege, or the ways it harms people of culture.



We remain blind to STRUCTURAL RACISM

Structural racism obscures its depths— Compared to other historical moments, things “don't appear so bad” to the white gaze.

Colorblind policies do the work of Jim Crow as white communities remain ignorant of racial impact.



RACE does matter

Some white people believe that seeing color is racist; colorblindness is seen as a non-racist strategy that works to de-emphasize race.

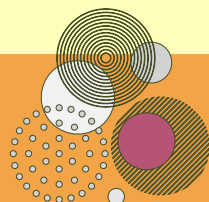
Everyone receives racist messages that circulate in society and surround us in overt, subtle, and invisible ways.



Racial APATHY and FEAR are encouraged

Many white people stop short of exploring race because of racial discomfort and a sense of guilt with little to no knowledge of how to process.

Colorblindness act as defense and comfort when white fear emerges during a racial conversation.



MINIMIZES race & racial identities

Colorblind actions reject and deny values, experiences, and norms held by people of culture. The reality of racism is ignored or denied—and held in place.

By treating race as irrelevant, colorblindness erases the meaningful cultural identities and lived experiences.



Strongly associated with MODERN RACISM

Modern racism claims Black Americans don't succeed because they don't work hard enough, and ask for too much while already getting special treatment.

A colorblind view insists racism is over, but ignoring race actually maintains existing inequalities that benefit those already in power.

Anti-Racist Solutions to Learned Colorblindness

*Observe Your Environment *Develop Purposeful & Intentional Relationships *Challenge Your Assumptions

Get to a place of comfort with discomfort. Be brave. Be bold. Leave nothing on the table