



BUILDING AN INCLUSIVE PHARMACY

Responding to Racism in
a Pharmacy Setting

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THIS SESSION: WHAT WE WILL COVER

- **About INAR**
- **Understanding racism** in an Irish context
- **Racism at work in Ireland** - what is it, its forms, how common it is.
- **Building an inclusive pharmacy: action planning**
 - Where/how to respond racism in a work context.
 - What can YOU do? How to overcome hidden biases?
 - What can your pharmacy do? How we all can create a more inclusive workplace.

ABOUT INAR: WWW.INAR.IE

INAR a national network of 121 organisations working collectively to highlight and address racism in Ireland.





**Break the
silence on
racism**

Racism:
see it
and it
end it.
www.iREPORT.ie

Charity Hair Studio

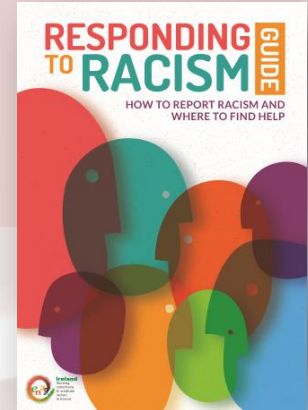
WHAT IS RACISM?

The background of the slide is a solid light red color. Overlaid on this are several large, semi-transparent shapes in various shades of red and pink. These shapes include circles, ovals, and irregular organic forms that overlap each other, creating a layered, abstract effect. The text 'WHAT IS RACISM?' is centered in the middle of the slide in a white, bold, sans-serif font.

ILLUSTRATIVE **CASE STUDY**

Amina is a young woman, who recently graduated in pharmacy with top marks. She is identifiably Muslim because she wears a veil.

She is looking forward to start her professional career in her field.



WHAT IS **RACISM**?

INAR understands racism as:

Any action, practice, law, speech or incident which has **the effect** (whether intentional or not) of undermining anyone's enjoyment of their human rights, based on their **actual or perceived** ethnic or national origin or background, where that background is that of a **marginalised or historically subordinated group**.

Racism carries connotations of **violence** because the dehumanisation of ethnic groups has been historically enforced through violence.

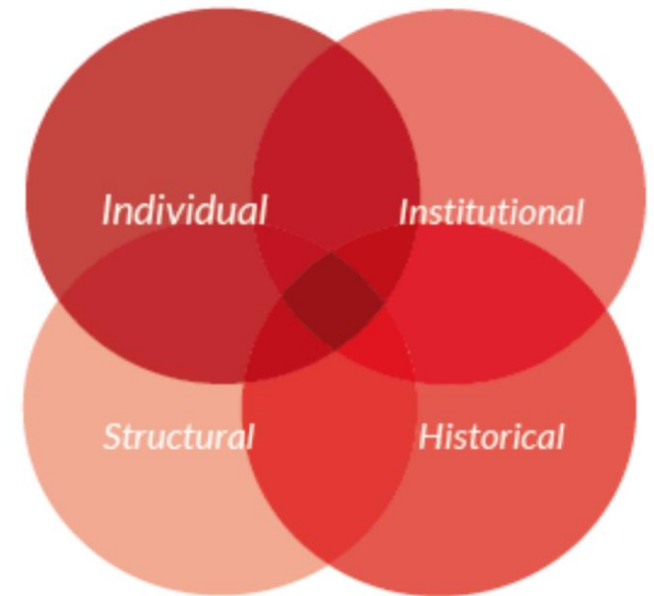


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4 DIMENSIONS OF RACISM

Racism operates through 4 overlapping dimensions:

- ❑ **Historical**
- ❑ **Structural (societal)**
- ❑ **Institutional**
- ❑ **Individual (interpersonal)**



Structural and institutional racism create the conditions that make forms of **individual racism** seem normal and acceptable, making discrimination and violence more likely.



INDIVIDUAL RACISM

MANIFESTATIONS:

- ☐ Racist crime
- ☐ **Racist discrimination (incl. at work)**
- ☐ Racist hate speech
- ☐ Microaggressions
- ☐ Labelling and stereotyping



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RACISM AT WORK IN IRELAND

RECOGNISE WHAT HAPPENED

DISCRIMINATION:



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treating someone less well than another person **at work** or while **accessing goods and services** because of who you are.

9 grounds listed in Equal Status Acts (3 refer to racism):

- 'Race' (skin colour, ethnicity, nationality)
- Religion (or none)
- Membership of Traveller Community

REPORT TO:

Workplace Relations Commission
under **Equality Legislation**

HATE CRIME:

A **violent act** motivated by a bias or prejudice against someone's identity or background, **treated as crime** in **criminal law**. (i.e. murder, assault, damage to property, harassment etc).



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REPORT TO:

Garda under Criminal Law
(Hate Crime Law – currently being drafted)

RACIST DISCRIMINATION AT WORK & **THE LAW**


DISCRIMINATION AT WORK: Employment Equality Acts, 1998–2015

You can make a claim under these Acts if you are an employee, or a job seeker, and you feel you are discriminated against on any of the nine prohibited grounds.

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EMPLOYER'S RESPONSIBILITY is to provide you with a work environment free from discrimination.

VICARIOUS LIABILITY: An employer/a provider of goods or services (private or public) is responsible for making sure that anyone who has a right to be on their premises is **not harassed** and they must take steps to **prevent it** from happening.

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WHAT DOES THE **PSI CODE OF CONDUCT** SAY?

Joanne Kissane

Director & National Coordinator of APPEL

A large, light blue rectangular graphic with rounded corners and a subtle drop shadow. It features a faint background image of a trophy on the left and the large, light blue letters 'PSI' on the right. The text 'PSI Code of Conduct' is centered in a bold, dark grey font.

PSI Code of Conduct

DISCRIMINATION AT WORK

It can manifest in all aspects of work (on an individual and institutional level) including:

- Job advertising
- **Recruitment and promotion**
- Equal pay
- **Working conditions**
- Vocational training or work experience
- Collective agreements
- Dismissal
- Harassment
- Victimisation



From other staff/ customers/ visitors/suppliers

RACISM AT WORK IN IRELAND: IS IT COMMON?

- **Racist incidents in the workplace:** Ireland ranked as one of **the worst Europe-wide** with a rate of **33%**, compared to an EU average of 22%. *(FRA, 2018)*
- **Black non-Irish people** are **5x more likely** than white Irish people to **experience discrimination** when seeking employment *(ESRI, 2018)*, while **Travellers** are **10x more likely** to be discriminated. *(IHREC & ESRI, 2017)*
- **41%** of people were **not willing to employ a Traveller.** *(Maynooth University, 2010).*

RACISM IS **UNDERREPORTED** IN IRELAND

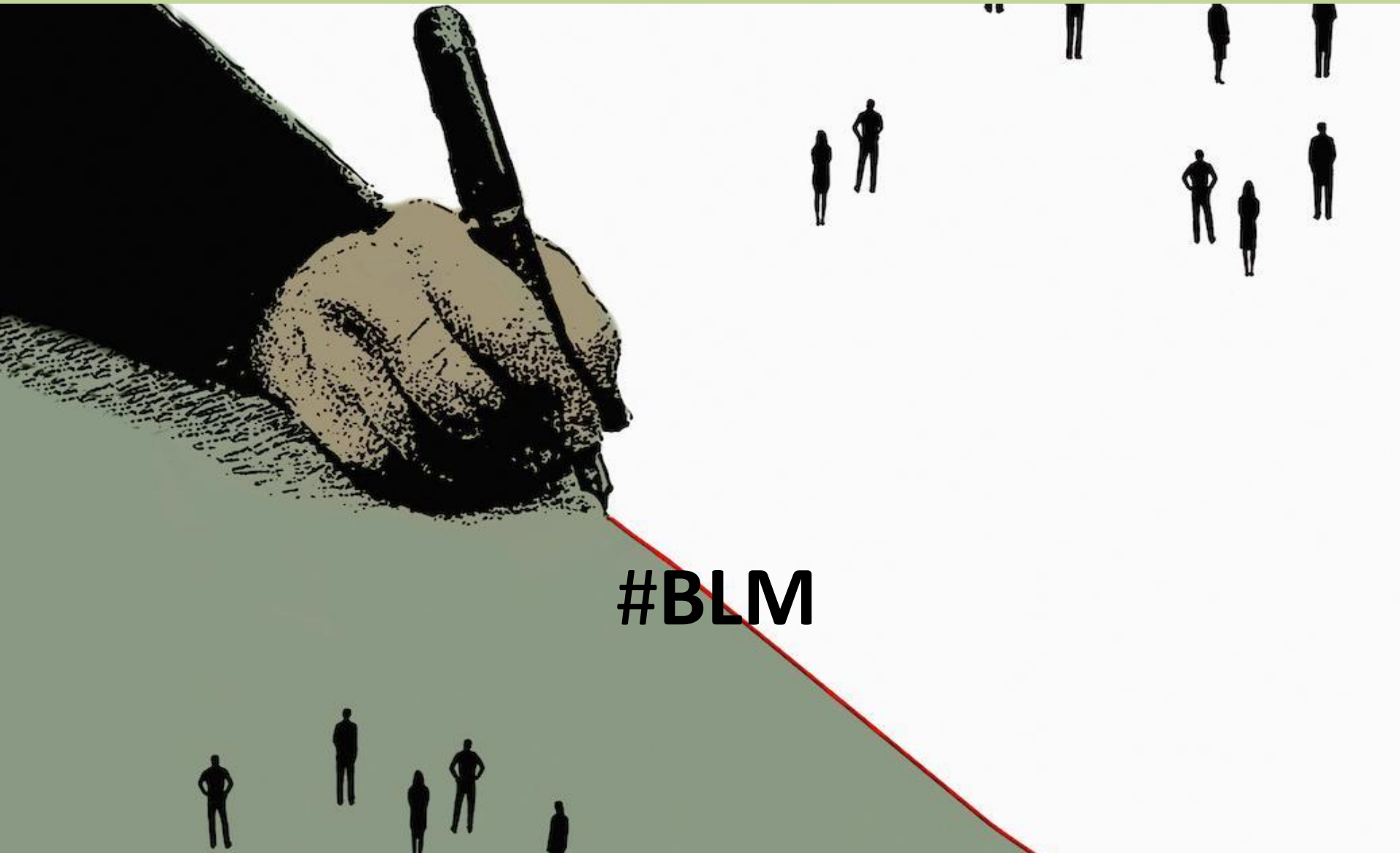
- Only **1 in 6 people** report to Gardaí or other official bodies
- **2/3** of racist crimes victims did not report to the police
- **64%** of discrimination cases not reported anywhere



The background is a solid light green color. Overlaid on this are several large, semi-transparent, olive-green circles of varying sizes. Within these circles, there are faint, darker green silhouettes of human heads and profiles, some facing left and some facing right. The overall effect is a layered, abstract composition.

EFFECTS OF RACISM

People under-reporting racist incidents, and institutions under-recording them produces a **HUGE GAP** - between how minorities experience society and how society thinks minorities experience it.



INDIVIDUAL EFFECTS OF RACISM



EMOTIONAL

- **Damaging effect on mental health:** distress, PTSD, insomnia, depression, fear.
- It humiliates, dehumanises and goes to the heart of identity & dignity.
- Changes in **behaviour and routine.**



PHYSICAL

- **Physical injuries** and their effects which may lead to **ill physical and mental health**
- Loss of or damage to **property.**



SOCIAL

- **Isolation and low trust** in others.
- **Hyper-awareness** of difference.
- Effect on **social life.**
- **Fear** of new places or joining new groups.
- Disconnection from community



FINANCIAL

- Fixing **property loss, damage or repair.**
- **Avoiding public transport &** paying extra for alternatives.
- Change of **employment or housing.**
- **Illegal denial of social security.**



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SOCIETAL EFFECTS OF RACISM

- Racism can impact on a **victim, their family and community**, especially when the response of the leaders, neighbours and authorities is poor.
- Members of the same minority groups can react **as if the same has happened to them**.
- Communities can become **isolated and torn apart**.

RIPPLE EFFECT OF RACISM



LACK OF REACTION can **worsen** a victim's psychological response, make them feel that racism is accepted and supported by society. It can encourage **normalising racist behaviour**.

INTERVENING helps with **challenging and changing the cultural norms** that make racism acceptable. It make those affected feel excluded and **reduce the impact** of racism.

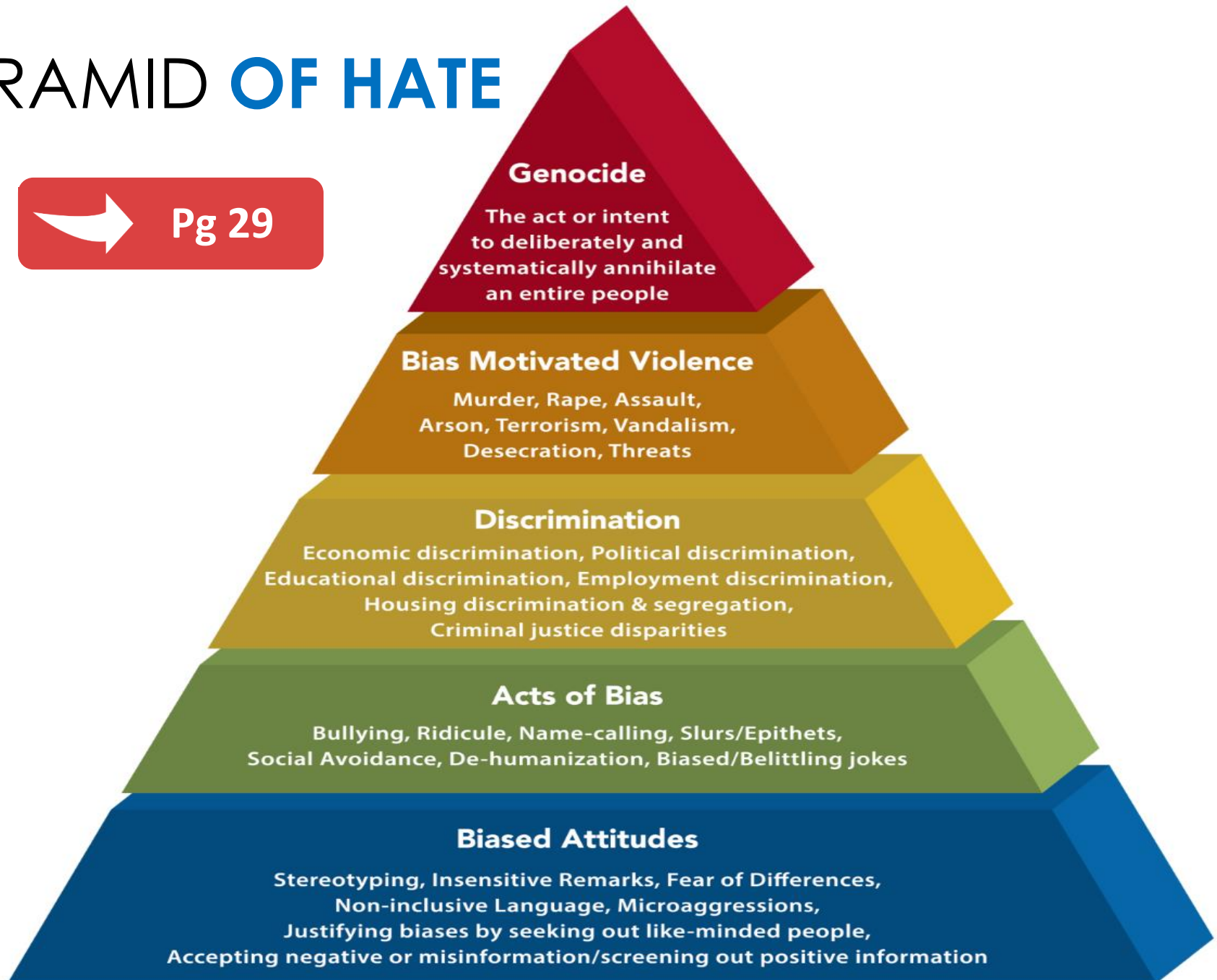
THE ROLE OF BYSTANDERS & ALLIES



PYRAMID OF HATE



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The background is a warm, orange-toned abstract composition. It features several large, overlapping circles in various shades of brown and tan. Scattered throughout are numerous small, out-of-focus light spots, creating a bokeh effect. The overall aesthetic is soft and modern.

TAKE ACTION

REPORT RACISM: USEFUL TIPS

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1

IDENTIFY THE FORM OF RACISM

- **What happened:** a crime, discrimination, hate speech?
- This will determine **where to report.**

2

COLLECT DETAILS & EVIDENCE

- Know the **details** (who/ what/ when/ where/ how)
- Seek **evidence and witnesses.**
- **Keep records** of the incident, your complaint & all comms
- Communicate **in writing.**

3

REPORT IT

REPORT ALL CASES TO IREPORT.IE



- Try to resolve the problem **internally** first.
- **Identify the external body** to report & their complaint procedure.
- Was it racism? **Say it.**
- Not happy? **Appeal.**

4

SEEK SUPPORT & ADVICE

- **Get advice** before taking any serious steps.
- **Seek support** (emotional/ legal/victim/ other support) when required.

INTRODUCING iREPORT.IE:

RACIST INCIDENT REPORTING SYSTEM



- A **confidential, independent** reporting system to document racist incidents nationwide.
- **Who can report:** people who experienced racism, witnesses, bystanders ...
- **What can be reported:** any racist incident
- Makes it as **easy for people to self-report.**
- **Photographs, videos, screen grabs and other files** can be uploaded.



iREPORT.IE: HOW DOES IT WORK?

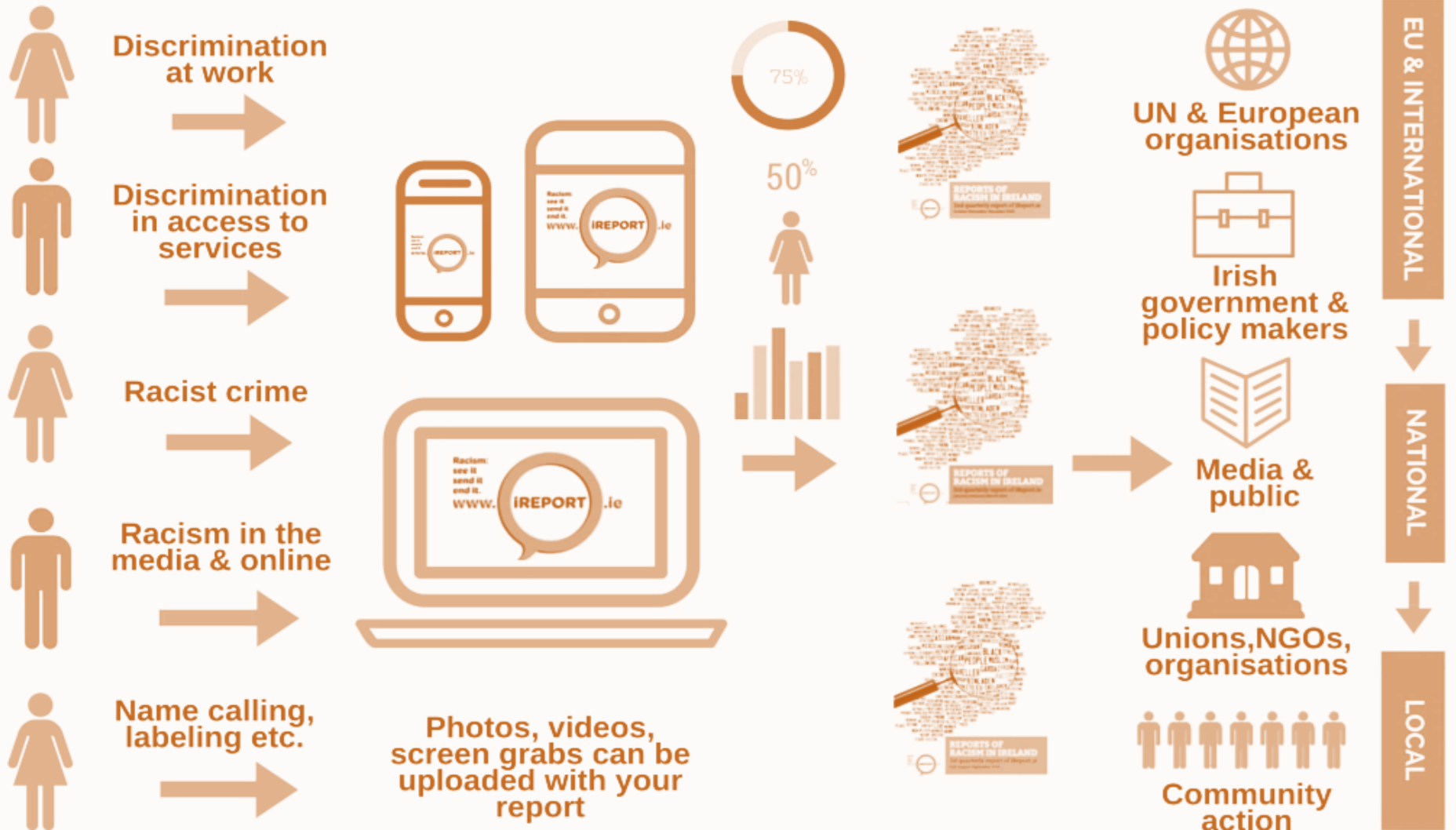
THOSE AFFECTED & WITNESSES CAN REPORT ALL FORMS OF RACISM

REPORT ONLINE
WWW.IREPORT.IE

DATA ON
RACISM IN
IRELAND

REPORTS
EVERY 6
MONTHS

INFORMATION,
INFLUENCING,
LOBBYING FOR CHANGE



WHAT CAN YOU DO: START FROM YOURSELF

- **Confront your biases and prejudices.**
- **Learn** about anti-racism and diversity to broaden your horizons.
- **Recognise that you have a power** to influence others. Use it at work and in your private life.
- **Challenge racism when you see it - react.** Confront inappropriate behaviour and language, not the person. Lack of reaction can be interpreted as acceptance and encourage normalising racism.
- **Report** racist incidents.



How to be an ally:

'10 things you can do about racism in Ireland':

<https://bit.ly/allyantiracism>

Examine your own UNCONSCIOUS BIAS

Negative beliefs against members of a different groups may cause us to **discriminate** against members of that group.

- **Acknowledge your unconscious bias** – we all have it and absorb these from social, cultural, media contexts.
- **Examine and challenge** your unconscious prejudices, attitudes and stereotypes. Learn to **distinguish facts from opinions**.
- **Broaden your horizons and explore new ways of thinking:** learn about/ reach out to people from other cultures and religions to help deconstruct and overcome our stereotypes. It can positively affect our actions and behaviour towards people from minorities.

Examine your own UNCONSCIOUS BIAS

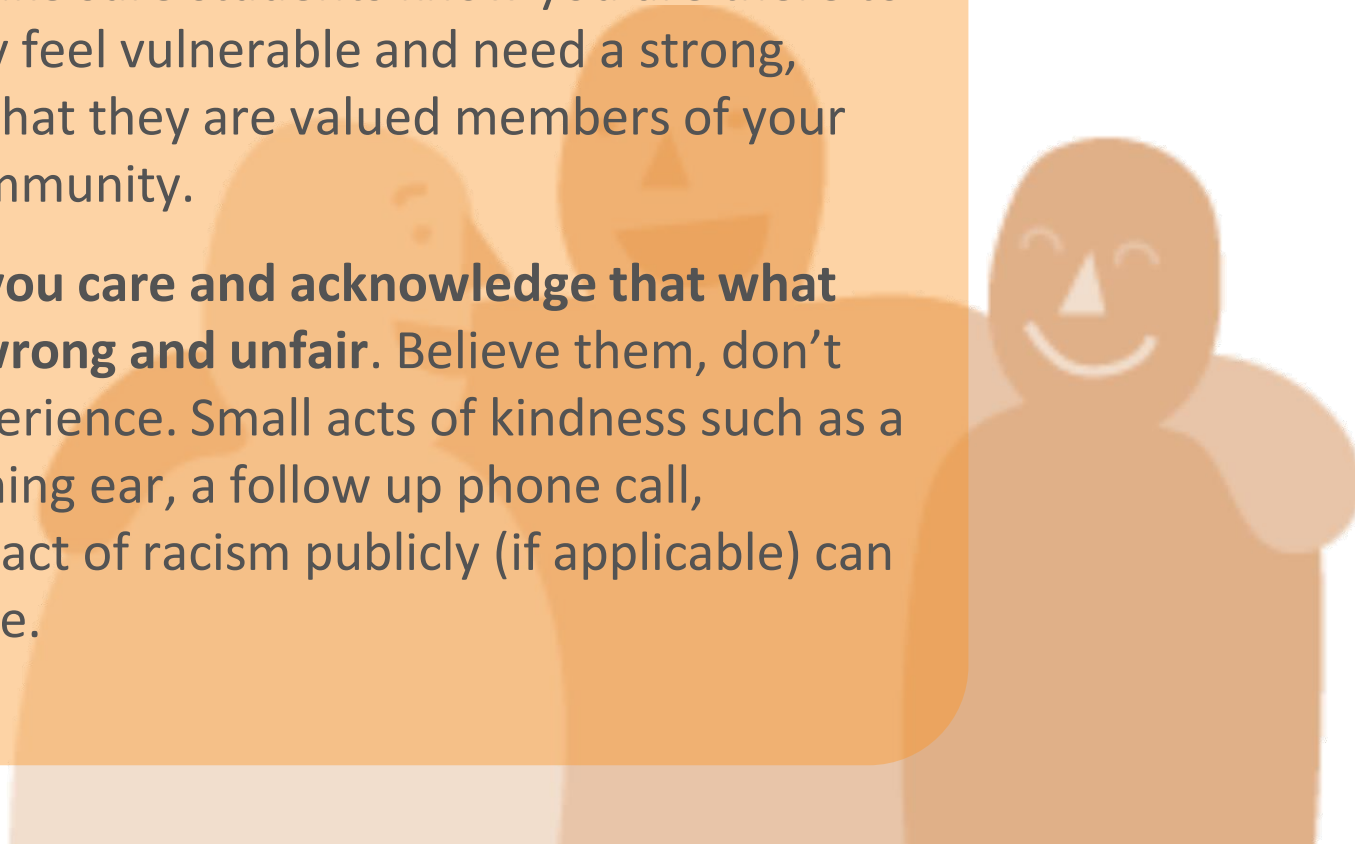
- How do you **perceive other people** with different skin colour, from other ethnic groups (incl. Travellers), religions, cultures?
- Do you hold a negative bias towards any **particular group**?
- **Why** do you think about these people the way you do?
- What **subconscious, generalised presumptions** might you be making?
- How might your beliefs affect the **decisions** you make and the way you **behave** towards others?
- How can you **change** the way you think and act?

WHAT CAN **YOUR BUSINESS** DO?

- Ensure that you have **inclusive and non-discriminatory recruitment procedures**.
- Make sure that the **staff knows anti-bullying/anti-racism procedures and policies**, where to find them, who to contact. If you don't have such, **introduce them**.
- Apply **zero tolerance for racism approach** whether from visitors, customers, suppliers or other employees. All staff should be made aware and supported on how to deal with any abuse they come across.
- Communicate your **diversity messages** consistently and visibly in your pharmacy and all its communications (posters, social media, website etc).

HOW TO SUPPORT AFFECTED STUDENTS?

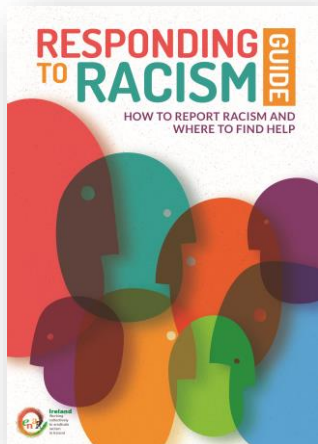
- **Provide a clear route of reporting** so the staff and students know the anti-racism/ anti-bullying procedures and policies, where to find them, who to contact. Review if needed or develop them if you don't have any.
- **Be available** - make sure students know you are there to assist, when they feel vulnerable and need a strong, timely message that they are valued members of your business and community.
- **Let them know you care and acknowledge that what happened was wrong and unfair.** Believe them, don't belittle their experience. Small acts of kindness such as a providing a listening ear, a follow up phone call, condemning the act of racism publicly (if applicable) can make a difference.



HOW TO SUPPORT AFFECTED STUDENTS?

- **Surround with comfort, respect and safety.** Offer a safe space to talk about their experience.
- **Help with reporting** to the iReport.ie, the college, or authorities. Advise on steps and options. Follow their wishes. Collect data.
- **Inform about organisations assisting those affected by racism** (NGOs, legal/ emotional/ victim support etc), build links w/ them.

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Responding to racism Guide: How to Report Racism and Where to Find Help:
<http://bit.ly/RespondingToRacism>



ILLUSTRATIVE CASE STUDY

Amina has been working at the counter in your pharmacy for a month now and you are very happy with her performance and professionalism. One day your long-standing customer Joe approaches her and after Amina asks how she can help him, Joe requests 'someone who can actually speak English'. Amina seems speechless, clearly confused and upset. You witnessed the incident.

What do you do?



Q&A

THANK YOU!



Racism:
see it
send it
end it.



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FOLLOW US ON:

Facebook.com/INARireland

Twitter: @INARireland

Don't ignore racism – report it! See it. Send it. End it.