

How is Race Communicated by a Reproductive Healthcare Organization? Visual/Textual Content Analysis and Insights from a Black Woman DEI Administrator



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Purpose

Since the 2020 Black Lives Matter demonstrations, many healthcare organizations have increased their investments in Diversity, Equity, and Inclusion (DEI) initiatives to address on-going and historical race based inequities.

But what racial ideologies are these initiatives reflecting, and do they actually improve the everyday experiences of POC who are patients, healthcare professionals, or in the community surrounding a clinic?

The outcome of my work will help shine a light on racialized experiences in healthcare to the sociological field of organizational racial ideologies. This project also furthers my understanding of nonprofit and DEI initiatives intended to address racial inequities.

Methods

To analyze RHO's external communications on race, I did a content analysis on a Midwestern reproductive healthcare organization (RHO) for images and text regarding race in 9 months of Facebook and multiple years from their website. I evaluated racial representation and racial ideologies.

I also interviewed a DEI administrative professional in RHO who is a Black woman to understand internal communications on race. I coded the interview transcript for racial ideologies.

Examples

"Within the first week of training, we cover issues like how oppression works, we look at implicit bias, we look at health inequity and how different communities interact within the healthcare system. And so those things directly impact outcomes"

—Toni Hadiyah Fullman

Equity



Equity



Diversity

Our bodies, our futures. RHO continues the fight for access to more equitable healthcare for all. ❤️

Colorblind

Equity

Abortion is essential health care. Roe played an important role in reproductive health and rights — but for millions of people, it was no help at all. The communities most harmed by abortion bans and restrictions already faced barriers to healthcare due to systemic racism and discrimination.

Diversity isn't enough — an organization's full buy-in of racial equity logic is needed to promote healing and build patient trust from reproductive healthcare's anti-Black past.

Analysis + Outcomes

RHO has a strong focus on equity but an inconsistent expression. Without equity embraced across all departments and driving decisions, it will be difficult to build trust in communities historically harmed by health care.

From my content analysis, I find that

- Facebook indicates mostly equitable text and equal representation between white and POC in visuals
- RHO's website had very little mention of race at all, with mixed racial ideologies
- Toni Hadiyah Fullman has a strong understanding of equity and indicated RHO has a mid-level implementation of equity

Recommendations:

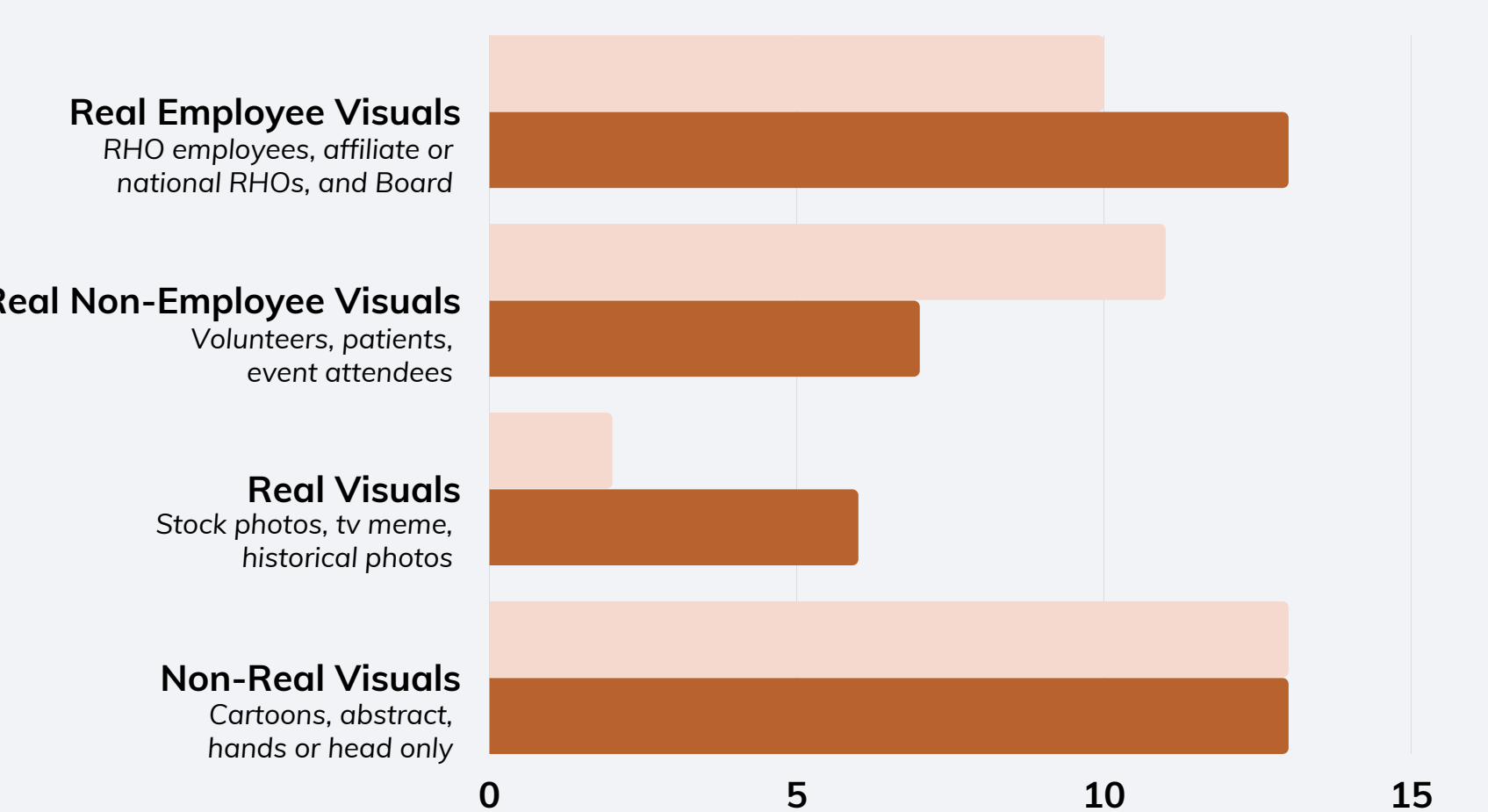
- Release an **Equity Progress Report** annually to externalize good policies and practices, build trust through consistency and openness, and be accountable to community for progress on goals
- Regularly survey community partners, employees, and patients for issues they want RHO to lend its voice and resources to, and what topics for professionals to be trained on, especially as they interact with patients in clinic
- Expand doula service into medical side, for there to be companions trained in racial equity for STI, GAC, etc care — connect RJ orgs to staffing doula shifts

"Making sure that we didn't just *say* DEI, but that we could measure impact and say that by doing this work, we are moving the needle when it comes to creating not only a racial equity organization, but a *community* that is impacted by racial equity. And I would love to see us move more in that direction"

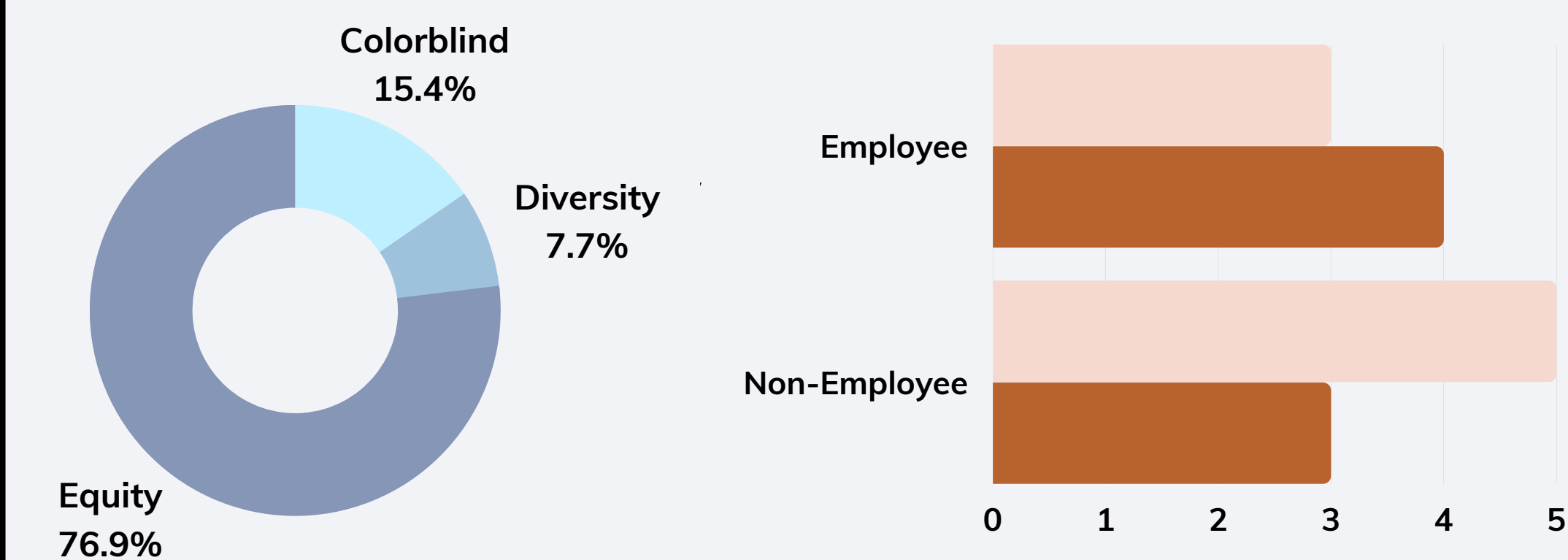
—Toni Hadiyah Fullman

Results Graphs

Content Analysis of the 45 Posts Including Visuals with Race of 75 on RHO Facebook from 7/1/22 - 3/31/23, by White and POC Visuals

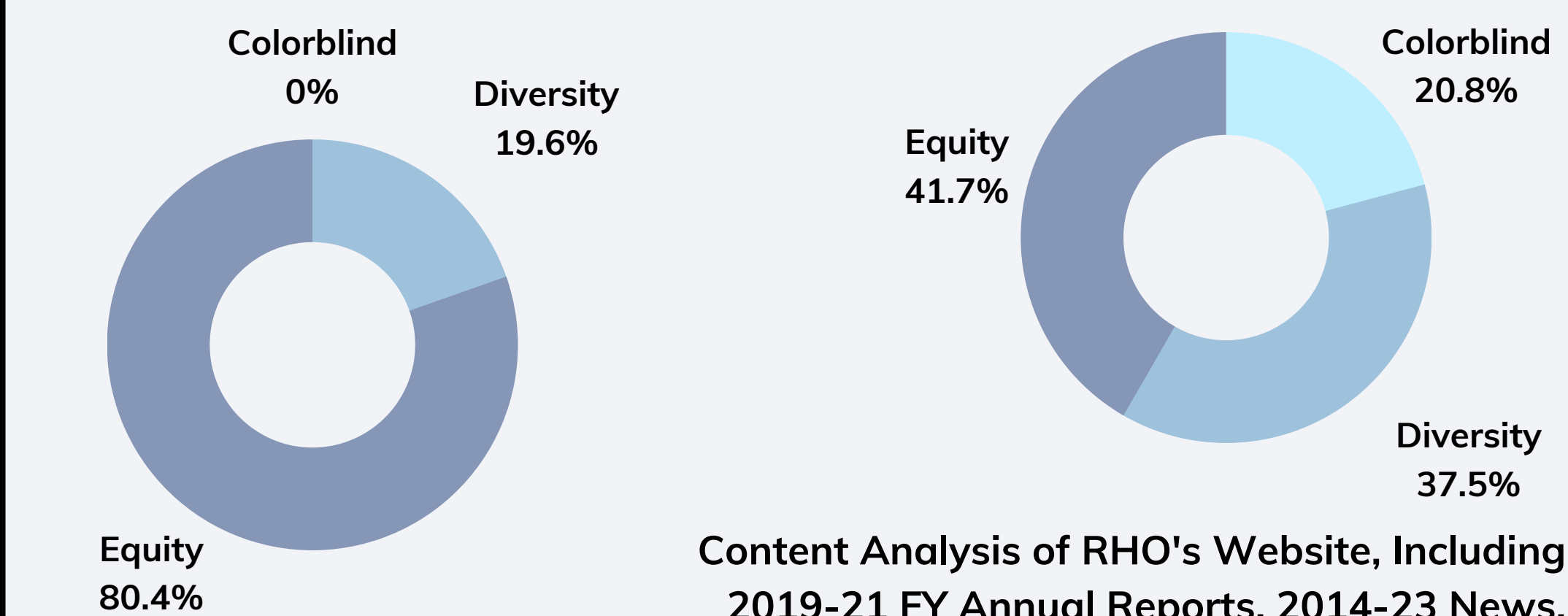


Content Analysis of the 17 Posts Including Text about Race of 75 on RHO Facebook from 7/1/22 - 3/31/23, by Racial Ideology



Content Analysis of the 10 Posts Including Real Words of 75 on RHO Facebook from 7/1/22 - 3/31/23, by White and POC Speakers

Content Analysis of the Interview with RHO's DEI Professional Toni Hadiyah Fullman, by Racial Ideology



Content Analysis of RHO's Website, Including 2019-21 FY Annual Reports, 2014-23 News, and 2021-22 Blogs by Racial Ideology

Racial Frameworks

Equity Ideology Tenets

- 👤 address structures
- 👤 upholding systemic oppression
- 👤 intersectional, human focus
- 👤 redistribution of power
- 👤 disrupt white supremacy culture norms

Diversity Ideology Tenets

- 👤 diversity as acceptance
- 👤 diversity as commodity
- 👤 diversity as intent
- 👤 diversity as liability

Colorblind Ideology Tenets

- 👤 abstract liberalism
- 👤 naturalization
- 👤 cultural racism
- 👤 minimization of racism

Racial Ignorance Tenets

- 👤 epistemology of ignorance
- 👤 ignorance = ends-based technology
- 👤 corporate white agency
- 👤 centrality of praxis
- 👤 interest convergence