



Action Research and Lessons for Framing and Messaging: Closing the Racial Wealth Gap in the US

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Land Divided

Cape Town, RSA

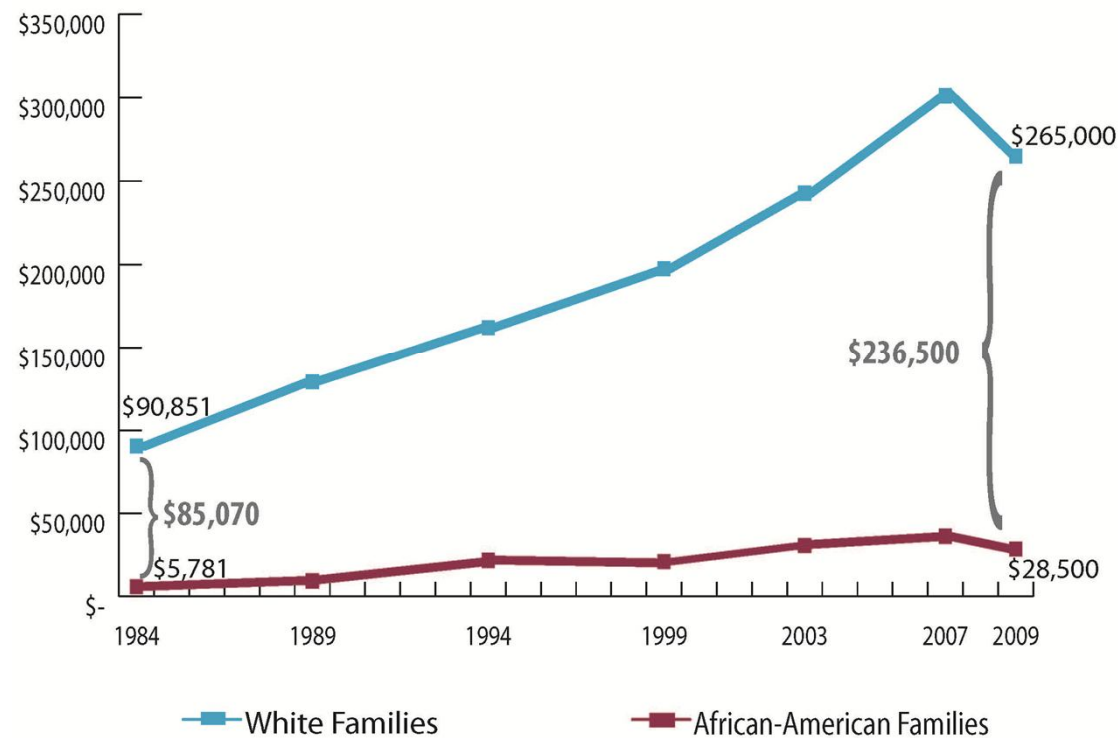
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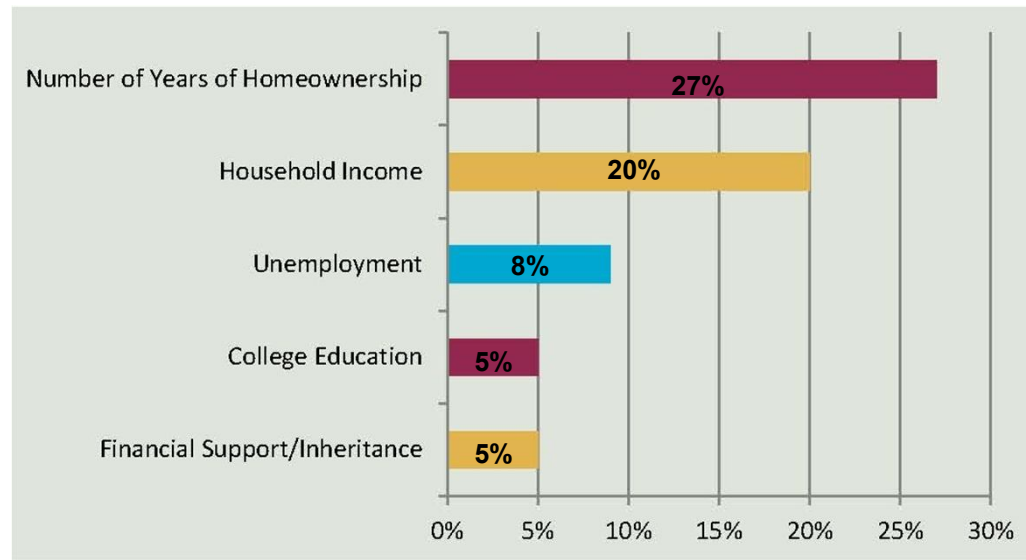


The Widening Racial Wealth Gap, 1984 – 2009 (\$1=R9.2)



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Key Drivers of the Increasing Racial Wealth Gap



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Unequal Wealth Growth

	White Wealth Growth*	Black Wealth Growth
Each \$1 in Income Increase Yields	\$5.19	.69
Each \$1 of Inheritance Yields	.91	.20
Each \$1 in Family Financial Support Yields	.35	.51
Years of Homeownership	No Significant Impact	Significant Impact
Marriage	Significant Impact	No Significant Impact

*Regression estimates at the median change in wealth over the 25-year study period conducted separately for white and black households

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Closing the Racial Wealth Gap

- National Closing the Racial Wealth Gap Initiative—
- GrassTops
- GrassRoots and Constituency Building
 - COFI/PowerPack

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GrassRoots

- COFI/PowerPack

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Strategic Framing

- Progressive Policy Advocacy Organizations as Partners
- Strategic Media Communications

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Challenging Dominant Narrative

- Let No Fact Go Without Interpretation
- Lead with Values, Emotional Connection
- Disparity Challenges those Values
- Evidence
- Narrative, Narrative, Narrative
- Values and Human Story

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The Washington Post



USA TODAY
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the Tavis SMILEY show THE WALL STREET JOURNAL

The Seattle Times

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RESEARCH AND
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FEBRUARY 2013

The Roots of the Widening Racial Wealth Gap: Explaining the Black-White Economic Divide

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- Thanks!
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