

The Power of Parents: Promoting Positive Racial Identity in Black Children



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Healthier Urban Families
Outreach Program



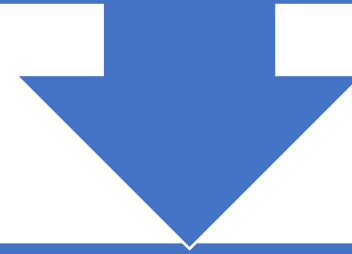
You Help to Shape Child's Sense of:



- Value
- Importance
- Self Esteem
- Strength

Examine Your Own Feelings about Race

Think about what you've heard about
race within your family, community,
and society



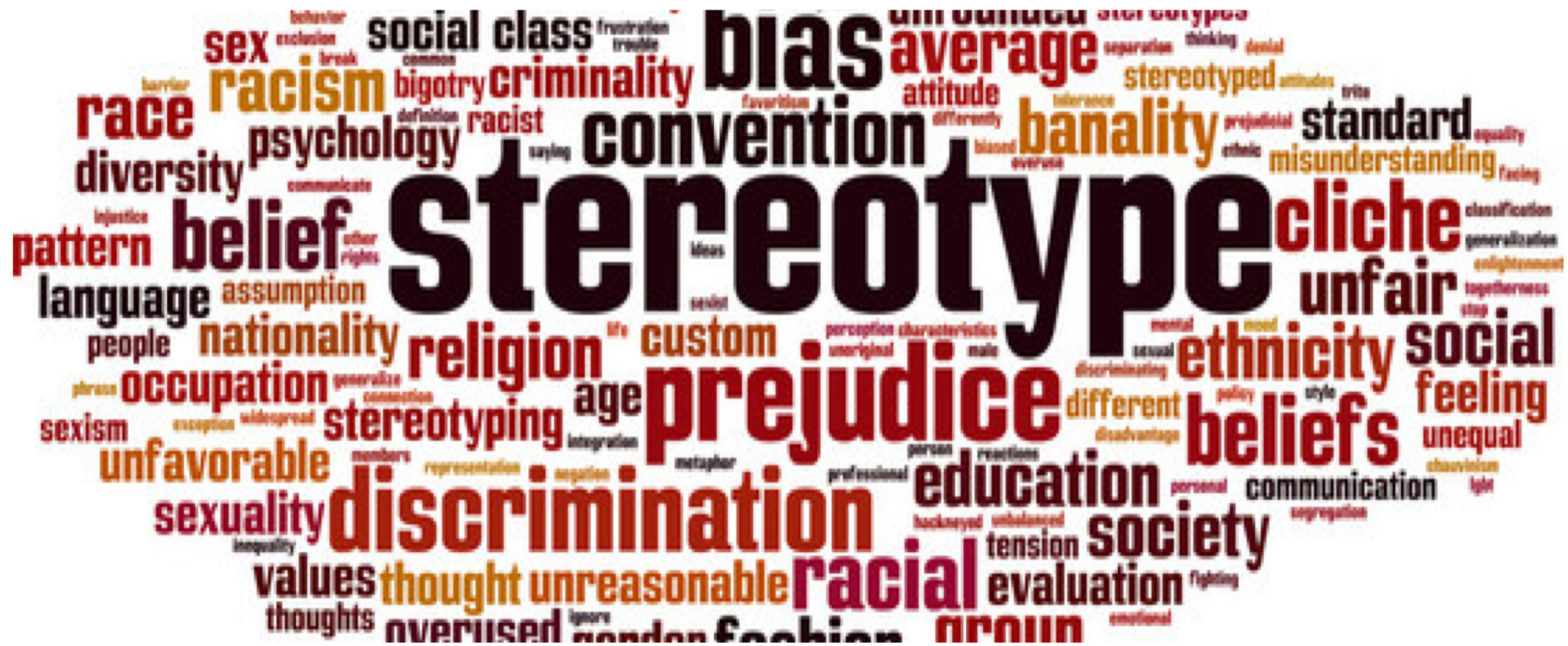
Have you heard negative comments about

Skin tone

Hair texture

Facial
features

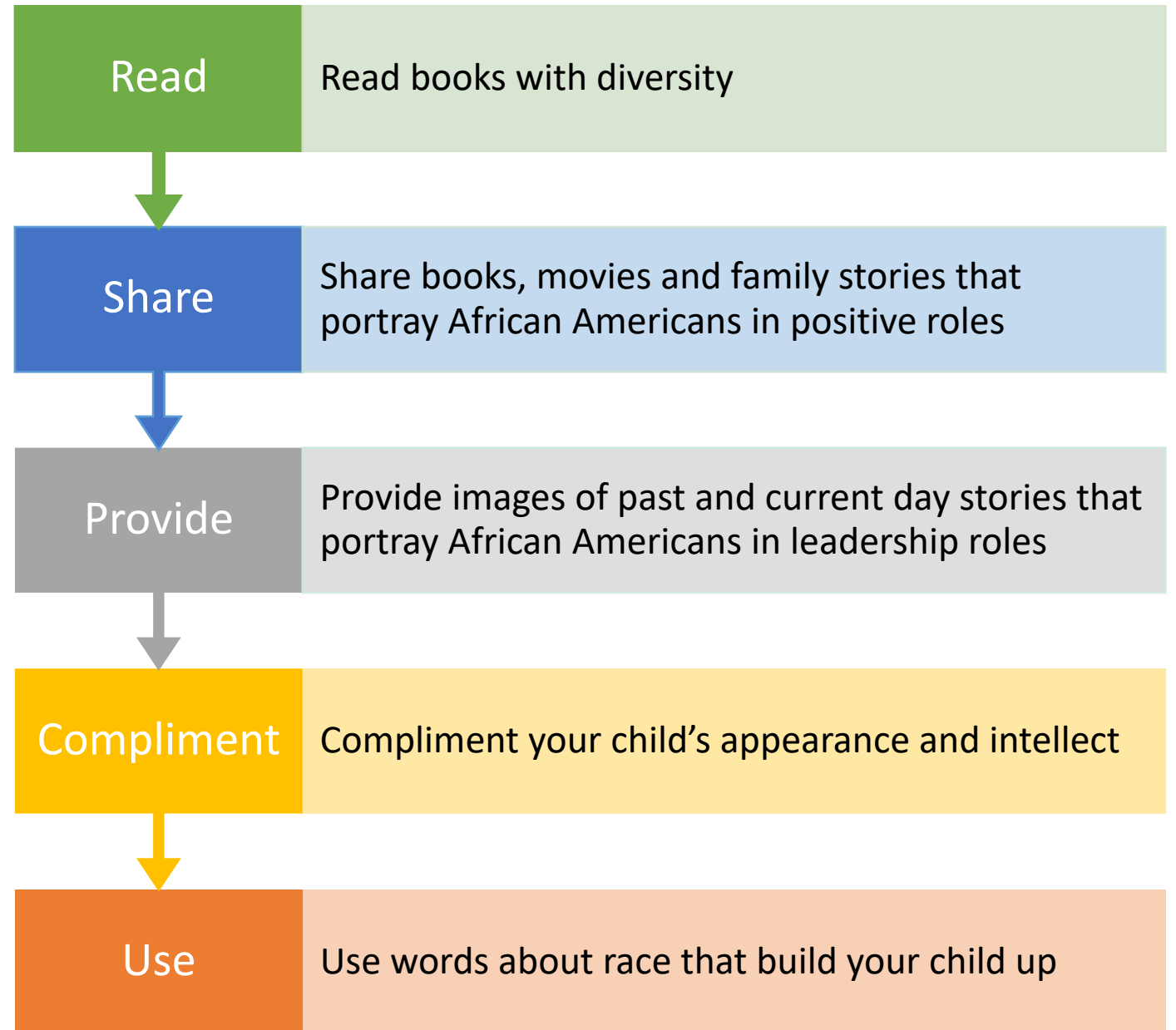
Intellect



Past Experiences Impact How We Parent

Think about stereotypes that you may have
come to believe, accept and now
inadvertently share with your own children.

What are You Saying? Start Young



When Talking to Your Child About Race

Celebrate your Culture

- Talk about and share photos of things that you do as a Black family

Talk about your Resilience

- Share stories about overcoming obstacles as an individual, family and race

Show Pride in Your History and Contributions

- Let Black history go beyond the month of February

How is your Child Seeing Race Portrayed?



WHAT ARE YOU
SAYING?



WHAT IS SCHOOL
SHARING?



WHAT IS MEDIA
SHOWING?

Your Child's School Environment



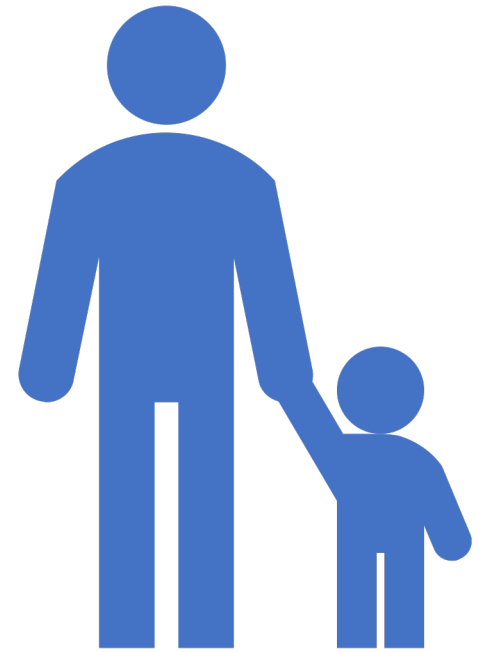
Impact of Media

Be aware of what your child is watching

Have discussions with your child
about what they are seeing

Ask your child who they would
like to be like and why

Talk to your child about what they
value in what they watch



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If You Have Questions or Comments Contact



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