

Unveiling Unconscious Biases:

An Implicit Bias Training for Healthcare Professionals





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Learning Objectives

- ▶ Define and describe the concept of implicit bias.
- ▶ List and describe the historical basis of, and the factors that contribute to, individual and organizational implicit bias.
- ▶ Cite the present consequences of implicit biases.
- ▶ Recognize and describe one's own implicit bias.
- ▶ Cite current research on implicit bias, in the access to and delivery of health care services.
- ▶ Name and describe ways to serve a diverse population.
- ▶ Cite diversity and inclusion initiatives.
- ▶ Identify and utilize strategies to promote cultural sensitivity.
- ▶ Describe and utilize strategies to remedy the negative impact of implicit bias.



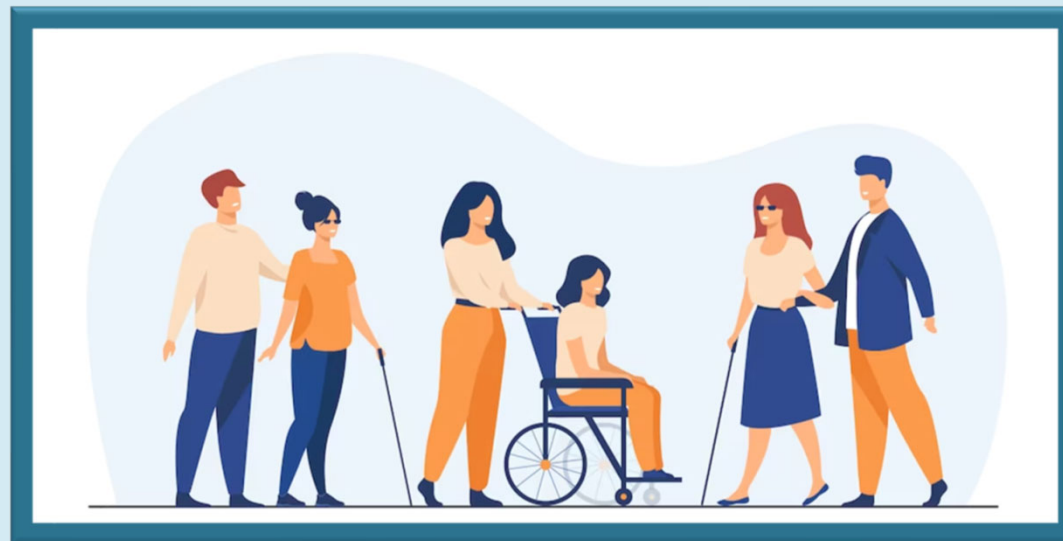
A scenic landscape at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and illuminating the clouds. The sky is filled with scattered, soft clouds. In the foreground, there is a grassy hillside. The middle ground is dominated by a dense forest of green trees. In the background, there are several layers of mountains, with the nearest ones appearing in shades of blue and purple due to atmospheric perspective. The overall mood is peaceful and contemplative.

**Until you make the unconscious
conscious, it will direct your life
and you will call it fate.**

- Carl Jung -

Implicit Bias

“...an attitude or internalized stereotype that affects an individual’s perception, action, or decision making in an unconscious manner and often contributes to unequal treatment of people based on race, ethnicity, nationality, gender, gender identity, sexual orientation, religion, socioeconomic status, age, disability, or other characteristic.”



Awareness is the greatest
agent for change.

Eckhart Tolle

 quotefancy

Implicit Bias Pre-Test (Required)

FOLLOW THIS LINK:

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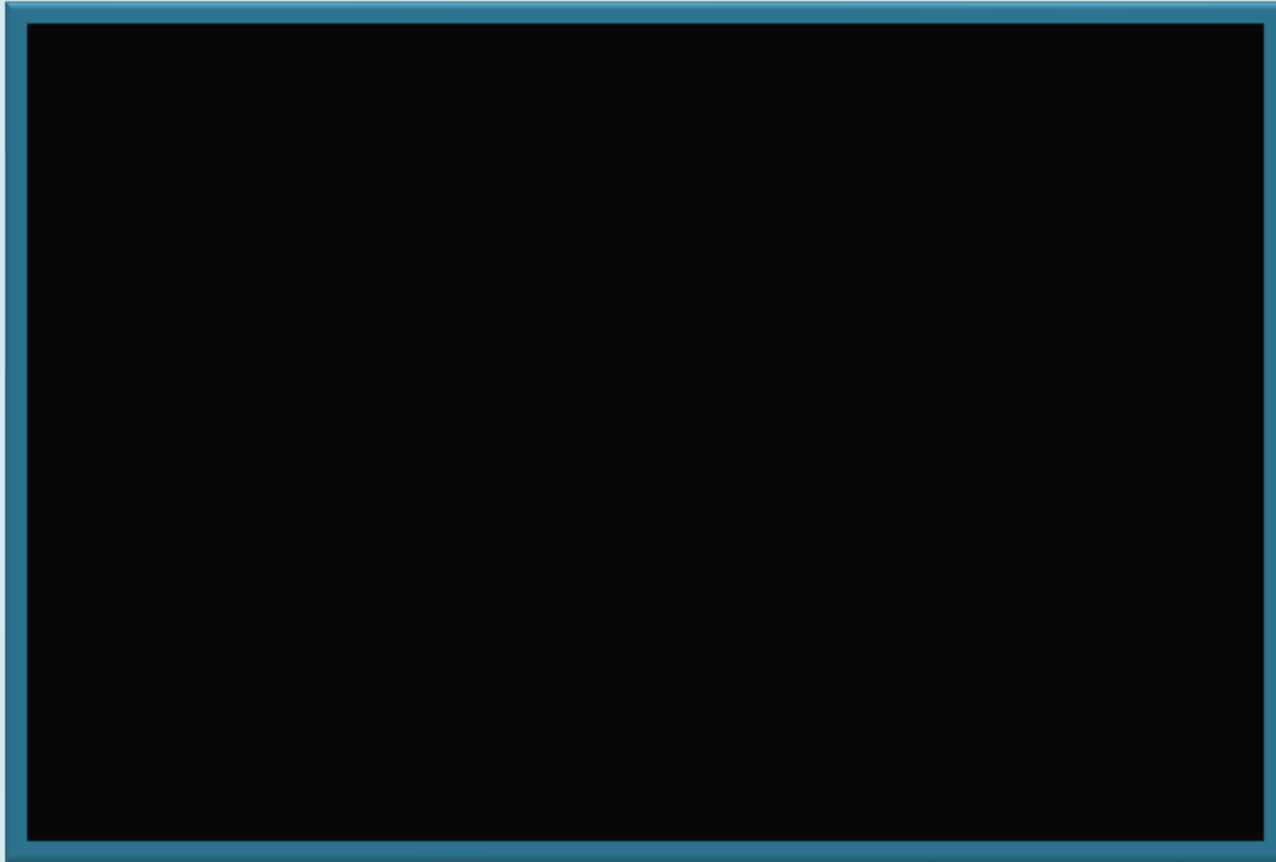
Implicit Bias...

What does it Look Like?



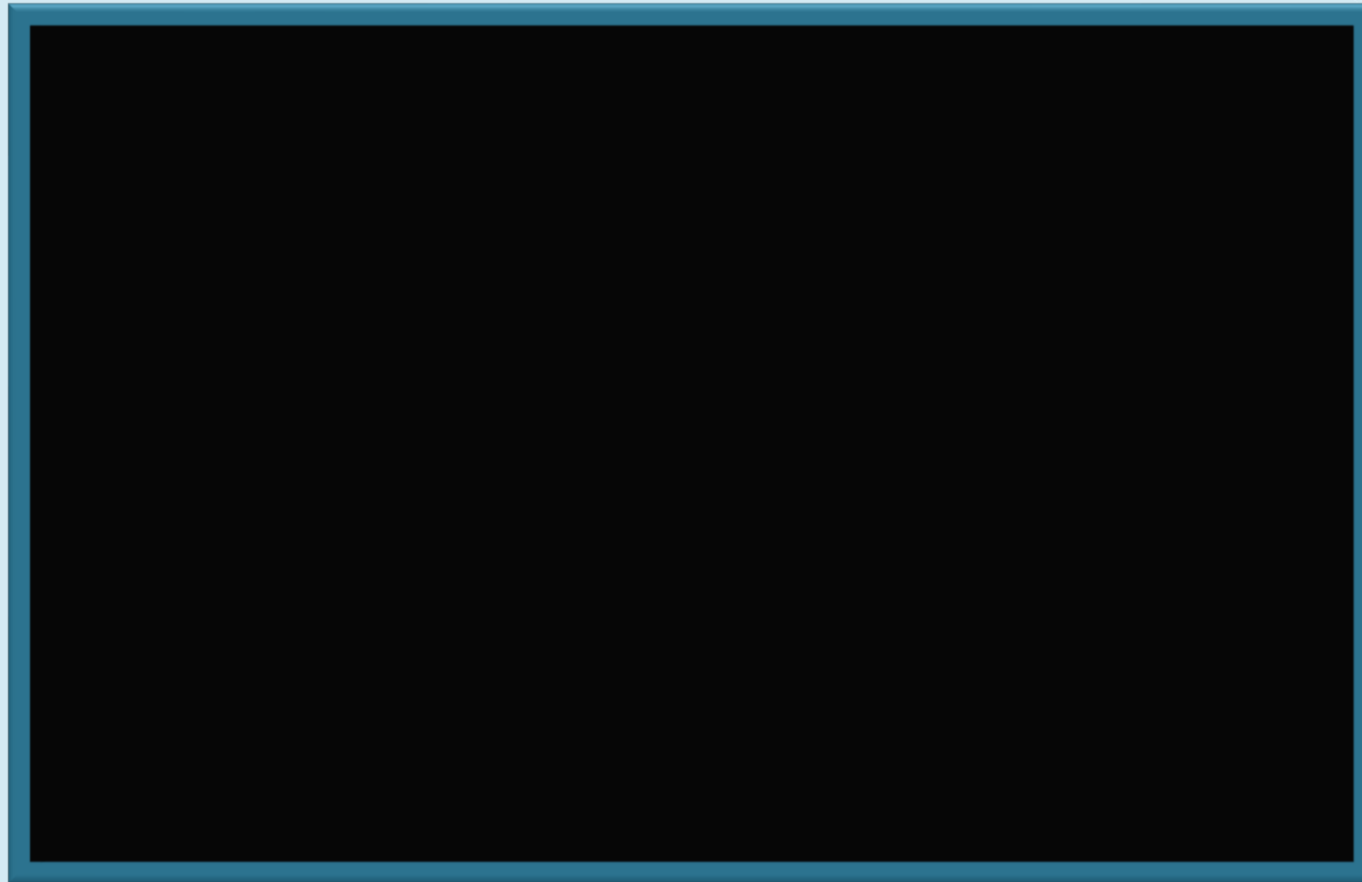


What Would You Do?

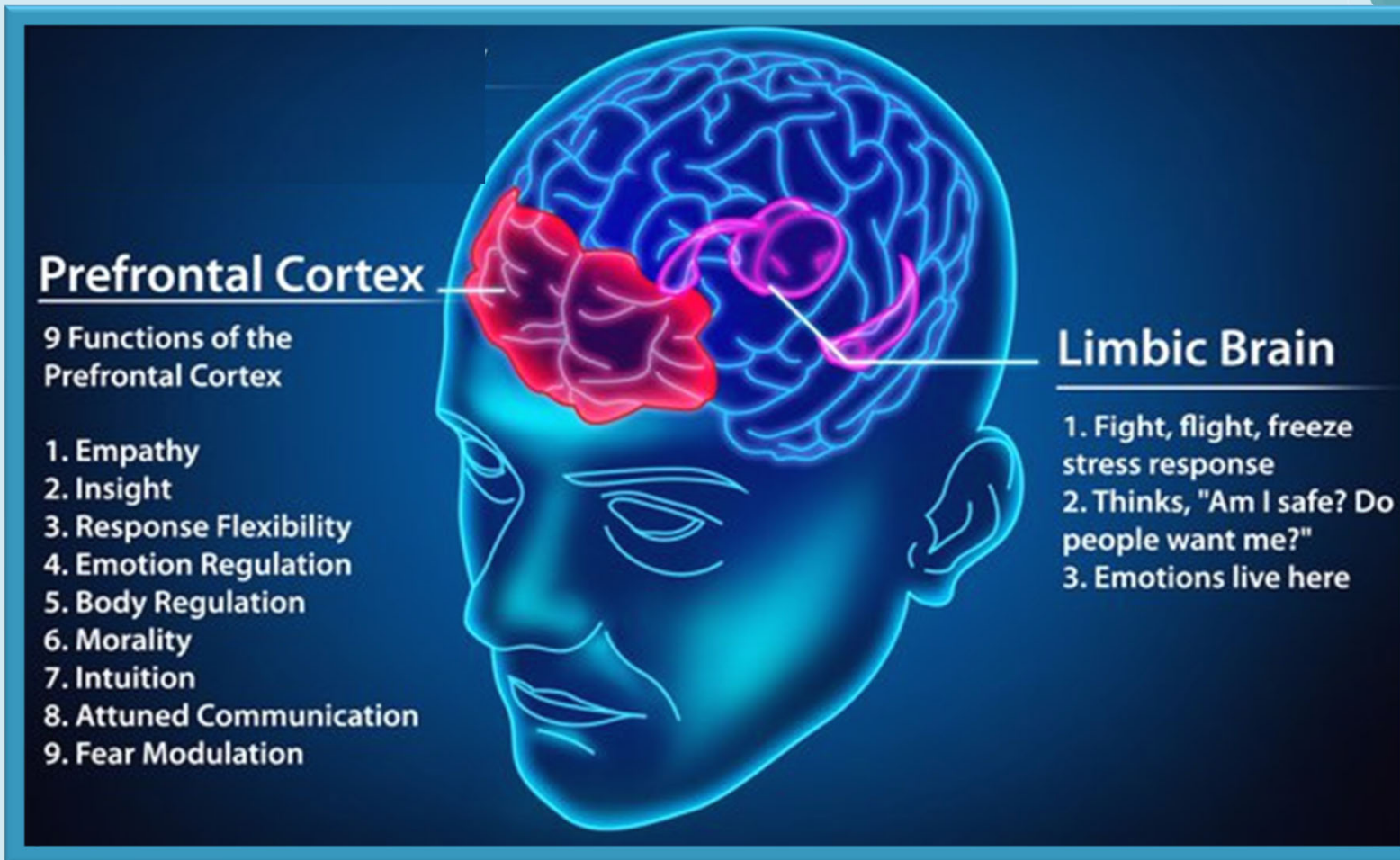


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What Color is the Writing?



Implicit Bias & The Brain



Prefrontal Cortex

9 Functions of the Prefrontal Cortex

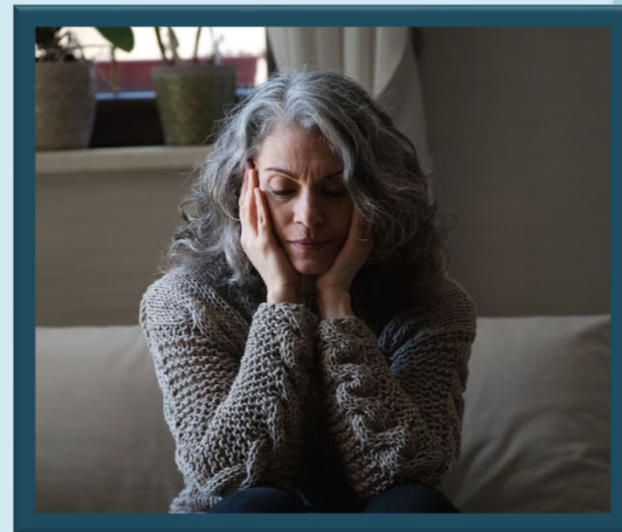
1. Empathy
2. Insight
3. Response Flexibility
4. Emotion Regulation
5. Body Regulation
6. Morality
7. Intuition
8. Attuned Communication
9. Fear Modulation

Limbic Brain

1. Fight, flight, freeze stress response
2. Thinks, "Am I safe? Do people want me?"
3. Emotions live here

Implicit Bias in Action?

- ▶ Emotional Overload
- ▶ Stress
- ▶ Anger
- ▶ Frustration
- ▶ Ambiguity
- ▶ Cognitive Overload
- ▶ Complex Decisions
- ▶ Fear
- ▶ Threat
- ▶ Emotionally &/or Cognitively Depleted
- ▶ Tired
- ▶ Low Blood Sugar (“Hangry”)



20 Types of Cognitive Bias

1. Anchoring bias.

People are **over-reliant** on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.



2. Availability heuristic.

People **overestimate the importance** of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.



3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of **groupthink** and is reason why meetings are often unproductive.



4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.



5. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that **choice has flaws**. Like how you think your dog is awesome – even if it bites people every once in a while.



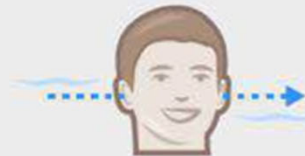
6. Clustering illusion.

This is the tendency to **see patterns in random events**. It is key to various gambling fallacies, like the idea that red is more or less likely to turn up on a roulette table after a string of reds.



7. Confirmation bias.

We tend to listen only to information that confirms our **preconceptions** – one of the many reasons it's so hard to have an intelligent conversation about climate change.



8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged. People were **slow to accept** that the Earth was round because they maintained their earlier understanding that the planet was flat.



*According to Organizational Psychologist, Adam Grant

*Business Insider: Cognitive Biases that affect decisions, 2015

20 Types of Cognitive Bias, cont...

9. Information bias.

The tendency to **seek information when it does not affect action**. More information is not always better. With less information, people can often make more accurate predictions.



10. Ostrich effect.

The decision to **ignore dangerous or negative information** by "burying" one's head in the sand, like an ostrich. Research suggests that investors check the value of their holdings significantly less often during bad markets.



11. Outcome bias.

Judging a decision based on the **outcome** — rather than how exactly the decision was made in the moment. Just because you won a lot in Vegas doesn't mean gambling your money was a smart decision.



12. Overconfidence.

Some of us are **too confident about our abilities**, and this causes us to take greater risks in our daily lives. Experts are more prone to this bias than laypeople, since they are more convinced that they are right.



13. Placebo effect.

When **simply believing** that something will have a certain effect on you causes it to have that effect. In medicine, people given fake pills often experience the same physiological effects as people given the real thing.



14. Pro-innovation bias.

When a proponent of an innovation tends to **overvalue its usefulness** and undervalue its limitations. Sound familiar, Silicon Valley?



15. Recency.

The tendency to weigh the **latest information** more heavily than older data. Investors often think the market will always look the way it looks today and make unwise decisions.



16. Salience.

Our tendency to focus on the **most easily recognizable features** of a person or concept. When you think about dying, you might worry about being mauled by a lion, as opposed to what is statistically more likely, like dying in a car accident.



*According to Organizational Psychologist, Adam Grant

*Business Insider: Cognitive Biases that affect decisions, 2015

20 Types of Cognitive Bias, cont...

17. Selective perception.

Allowing our expectations to **influence how we perceive** the world. An experiment involving a football game between students from two universities showed that one team saw the opposing team commit more infractions.



18. Stereotyping.

Expecting a group or person to have certain qualities without having real information about the person. It allows us to quickly identify strangers as friends or enemies, but people tend to **overuse and abuse** it.



19. Survivorship bias.

An error that comes from focusing only on surviving examples, causing us to **misjudge a situation**. For instance, we might think that being an entrepreneur is easy because we haven't heard of all those who failed.



20. Zero-risk bias.

Sociologists have found that **we love certainty** – even if it's counterproductive. Eliminating risk entirely means there is no chance of harm being caused.



*According to Organizational Psychologist, Adam Grant

*Business Insider: Cognitive Biases that affect decisions, 2015



<https://www.insideedition.com/the-killing-of-daunte-wright-officer-kim-potter-will-be-charged-in-fatal-shooting-of-minneapolis-20>

Implicit Bias: Contributing Factors

- ▶ The Media
- ▶ Education
- ▶ Norms
- ▶ Traditions
- ▶ Unwritten Rules
- ▶ Policies
- ▶ Feelings
- ▶ Family Influences
- ▶ Social Influences
- ▶ Cultural Influences
- ▶ Values
- ▶ Perceptions
- ▶ Beliefs
- ▶ Life Experiences
- ▶ Structures



The Impacts of Implicit Bias



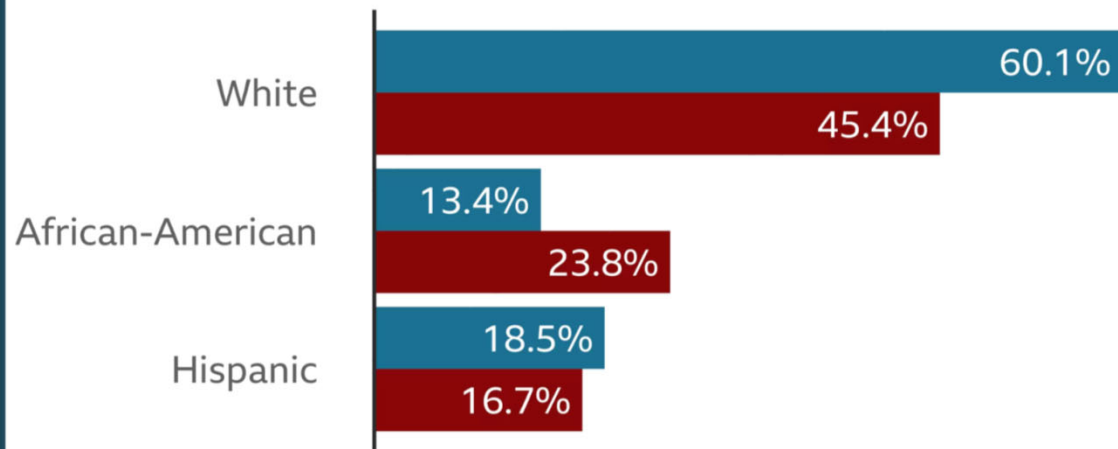
- ▶ DEADLY Consequences
- ▶ Failing to respond to real threats or weaknesses
- ▶ Seeing threats or weaknesses when none are really there
- ▶ Overlooking a person for recruitment, promotion, reward, or development
- ▶ Passing up a professional opportunity that would have brought real benefits
- ▶ Entering into professional relationships that turn out to be very disadvantageous

Implicit Bias Research Data

Fatal police shootings and population size by ethnic group

Total shootings reported between Jan 2015 and Mar 2021

■ Population ■ Killed in police shootings



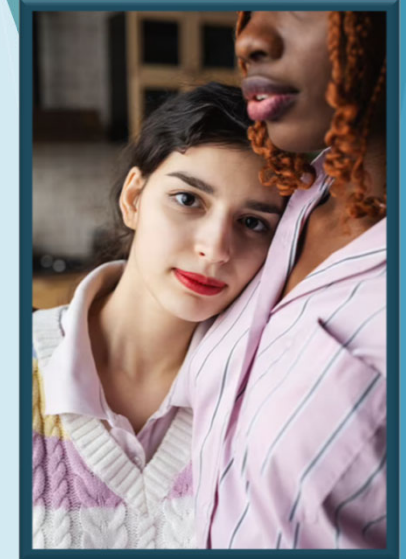
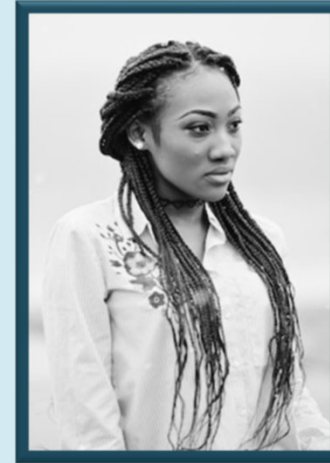
Note: Remaining fatal shootings among other minorities or unknown ethnicities

Source: US Census Bureau, Washington Post police shootings database



Some of Places We Commonly See Implicit Bias...

- ▶ Sexuality (Gay – Straight)
- ▶ Gender-Career
- ▶ Religions
- ▶ Arab-Muslim
- ▶ Presidents
- ▶ Race (Black – White)
- ▶ Weight (Fat – Thin)
- ▶ Age (Young-Old)
- ▶ Native - White American
- ▶ Light Skin - Dark Skin
- ▶ Gender-Science



- ▶ Hispanic America – European American
- ▶ Asian - European American
- ▶ Weapons - Harmless Objects
- ▶ Disability (Physically Disabled – Physically Abled)
- ▶ Transgender People - Cisgender People

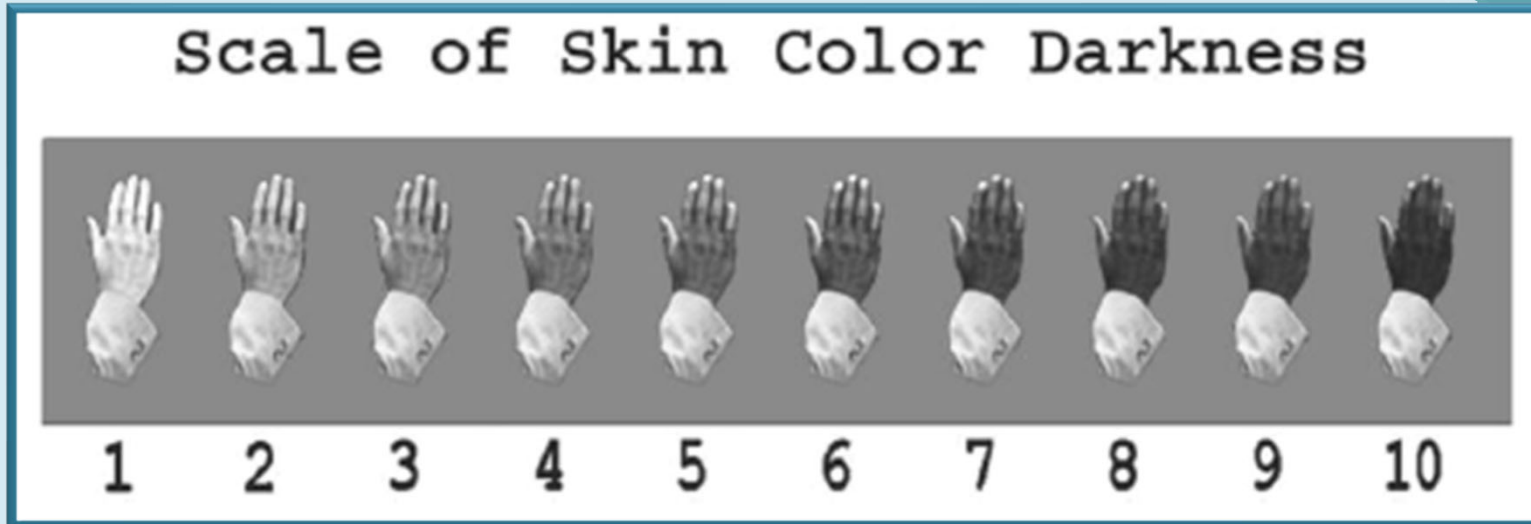
Negative Implicit Attitudes

- ▶ Researchers who employ the IAT have found that the majority of tested Americans harbor negative implicit attitudes and stereotypes toward blacks, dark-skinned people...
- ▶ They consistently implicitly associate 'black' with negative attitudes such as *bad and unpleasant*, and with negative stereotypes such as *aggressive and lazy**



*Smith & Levinson; The Impact of Implicit Racial Bias on the Exercise of Prosecutorial Discretion, 2011

The Impact of Skin Tone



- ▶ Immigrants with lightest complexions earned about 8 to 15 percent more than those with the darkest skin tone
- ▶ “Being one shade lighter has about the same effect as having an additional year of education...”

Implicit Bias & Language in Cartoon Characters

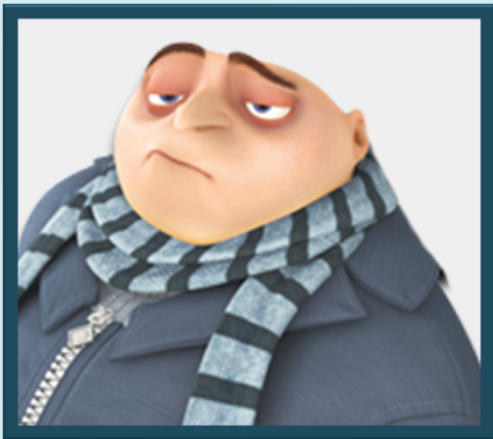
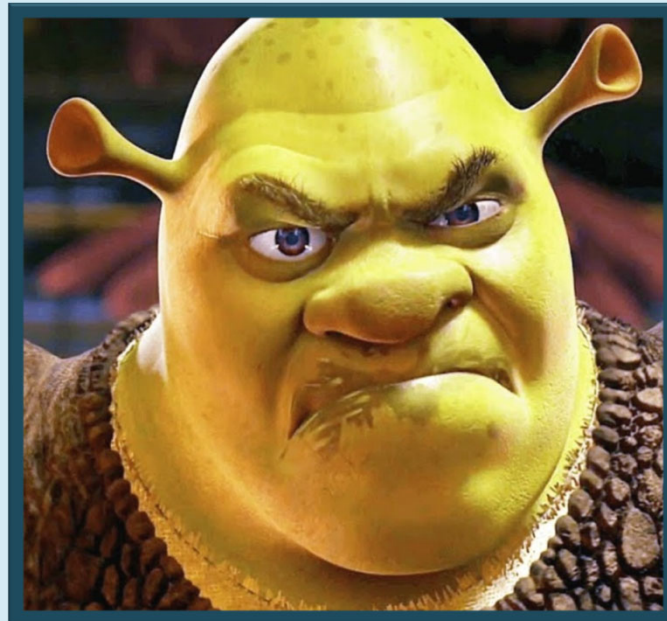
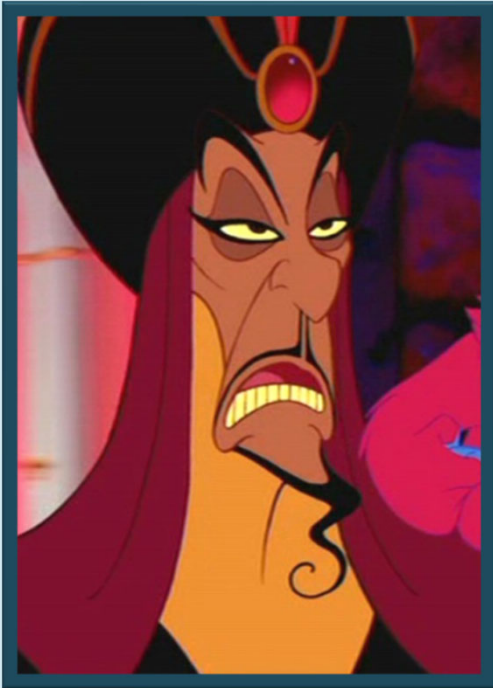


TV is a KEY SOURCE of information for kids on:

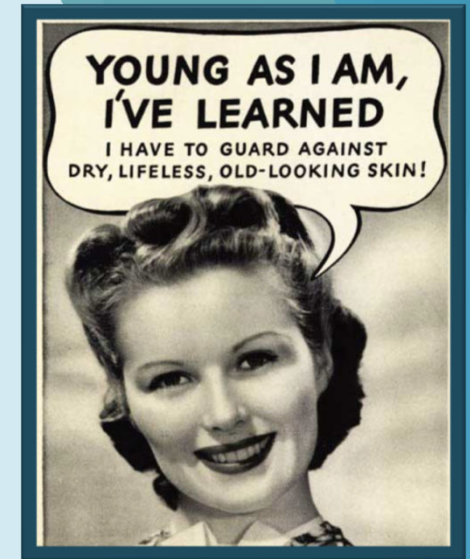
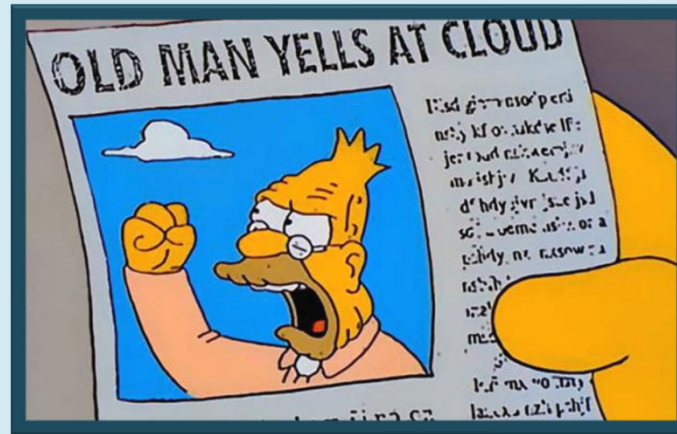
- ▶ Understanding other ethnic groups
- ▶ Understanding their own ethnic & racial identities
- ▶ We make judgements on intelligence, educational levels, appearance & more based on language
- ▶ Studies examined animated TV characters
 - ▶ Villains were given foreign accents
 - ▶ American accents favored
 - ▶ German, Eastern European, and Russian accents for animated villains



Negative Skin Stereotypes in Children's Movies



Age Bias in the Media



(As seen in Seventeen magazine October 1948 page 156)

Nobody loves a Fat girl?



What is there to **CHEER** about... when she walks off with the whole **TEAM**... and not even one small **SUBSTITUTE** looks my way?



The way to a **SLIM** figure.

... is to learn how to eat with **BEAUTY** as your goal. Get the **RY-KRISP** plan... see how overweights otherwise in normal health can trim off **POUNDS**, yet enjoy grand-tasting meals. Just say **NO** to fattening "extras," and have **RY-KRISP** as bread. Delicious **RY-KRISP** helps give you sparkle with regulating minerals and vitamin **B₁** of whole-grain rye. Has a grand flavor that makes all foods taste extra-good.



Free!

"Through the Looking Glass," special reducing diet for teen-age girls, approved by nutritionists. Write **RY-KRISP**, 201 Checkerboard Square, St. Louis 2, Mo.

FAT IS FOLLY

when it can be reduced easily, conveniently and best of all, **Safely**, by the use of

La Parle OBESITY SOAP



This **Obesity Soap** (used like an ordinary soap) positively reduces fat

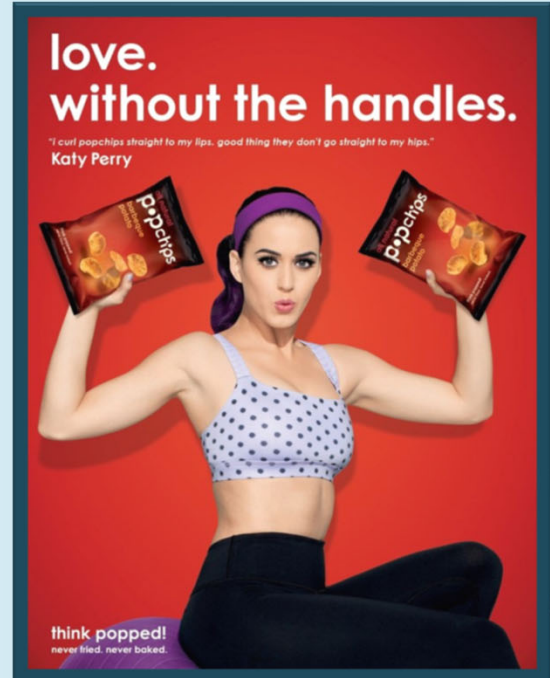
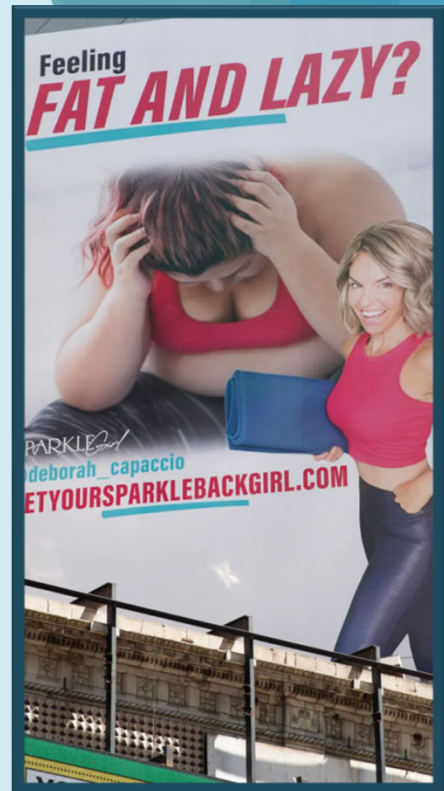
"Any protein cereal helps keep you the same size ... as long as it's **Post Grape-Nuts**"

The Advertising Archives

This is no shape for a girl.

That's why Warner's makes the **Concentrate** gin-ns and the **Little Fibber** bra.

The concentrate gin-ns... the Little Fibber bra... Warner's... gin-ns... Little Fibber bra... Warner's... gin-ns... Little Fibber bra...



show her
it's a man's world



Van Heusen

man's world

ties

For men only! . . . brand new
man-talking, power-packed patterns that



You mean a woman can open it?

Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the captop is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fusing and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa
Aluminum

The Chef
does everything
but cook
—that's what
wives are for!



I'm giving my wife a

Kenwood Chef

If your husband ever finds out
you're not "store-testing" for fresher coffee...

...if he discovers you're still taking chances on getting flat, stale coffee ... we be unto you!
For today there's a sure and certain way to test for freshness before you buy



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BEYOND

WHEN YOU NEED A HAND WITH HOLIDAY ENTERTAINING

bedbathandbeyond.com

HAND MIXER 49.99 page 10

SOAP DISPENSER 39.99 page 8

STEP CAN 39.99 page 8

ONE HANDED SLICER 19.99 page 6

TURKEY PLATTER 9.99 page 7

COOKIE GUN 19.99 page 11

SALAD SPINNER 29.99 page 6

Keep her where she belongs...





The Impact of Height



- ▶ In the U.S., one inch of height is worth \$789 per year in salary*
- ▶ Findings suggest that someone who is 6 feet tall earns near \$166k more during a 30-year career
 - ▶ Versus someone who is 5'5" tall
 - ▶ Controlling for gender, age and weight*

*Source: Judge, T. A., & Cable, D. M. (2004)
Image by Freepik

Microaggressions

- ▶ Daily & commonplace verbal, nonverbal, behavioral, and environmental slights, snubs, or insults
 - ▶ Whether intentional or unintentional
 - ▶ That communicate hostile, derogatory, and/or negative messages and attitudes
 - ▶ Toward stigmatized or culturally marginalized groups
- ▶ Coined by Harvard psychiatrist Chester M Pierce in 1970
- ▶ Microaggressions repeat or affirm stereotypes about a minority group
- ▶ They tend to minimize the existence of discrimination or bias, intentional or not



Microaggression Examples...

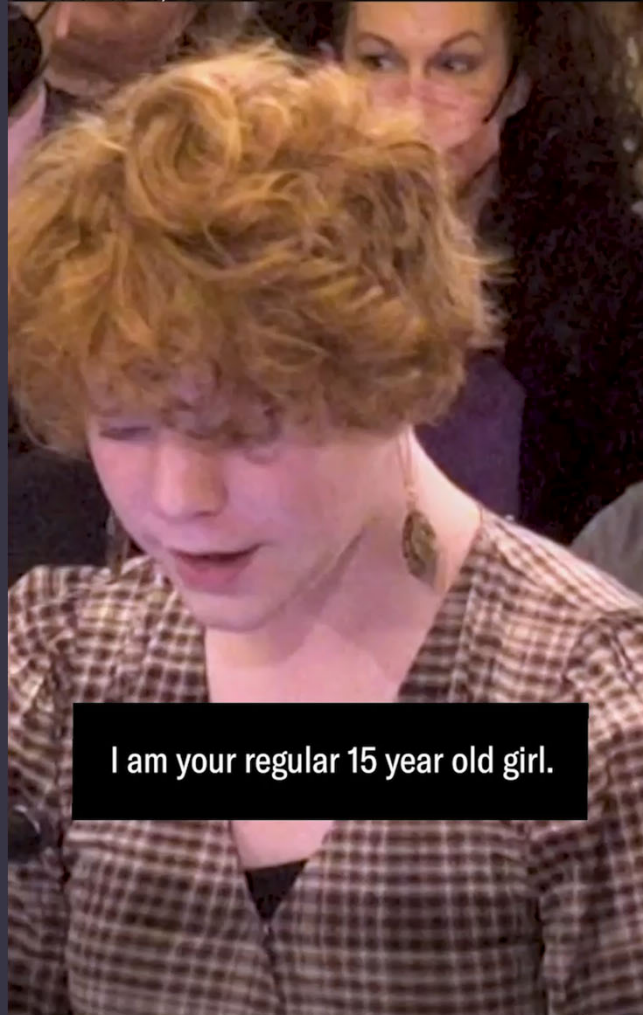
- ▶ To an Asian person, “You must be good in math, can you help me with this problem?”
- ▶ “As a woman, I know what you go through as a racial minority.”
- ▶ Faculty of color mistaken for a service worker.
- ▶ Use of the pronoun “he” to refer to all people.
- ▶ An advisor sends an email to another work colleague describing another individual as a “good Black scientist.”



- ▶ “When I look at you, I don't see color.”
- ▶ “Why do you have to be so loud/animated/aggressive? Just calm down.”
- ▶ Generalizations of social identity
- ▶ Assumption of nonphysician status, role- or credential-questioning behavior
- ▶ Nonverbal disrespect

Ohio House Families, Aging and
Human Services Committee
November 16, 2022

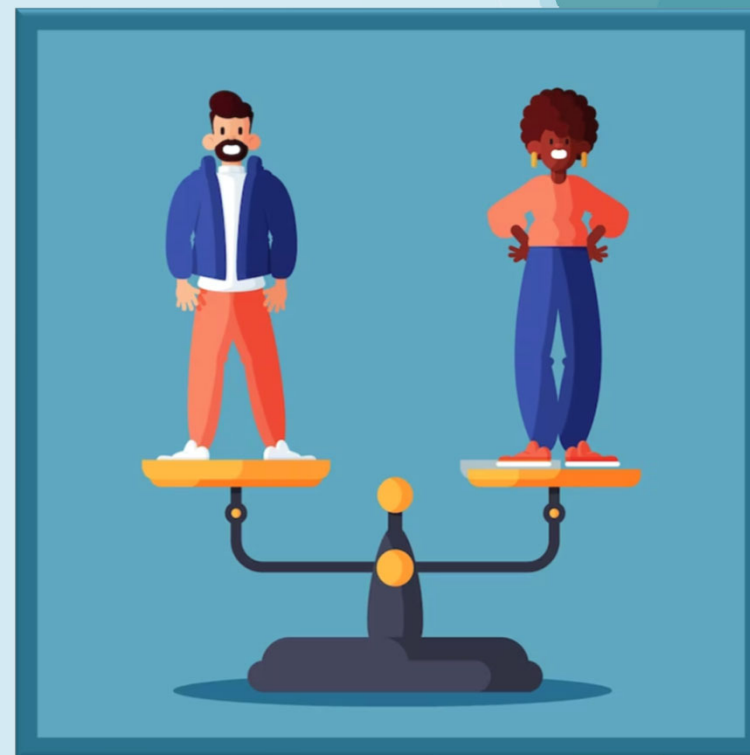
ACLU



I am your regular 15 year old girl.

How Do We De-Bias? *Strategies & Initiatives*

- ▶ Do Not Suppress
- ▶ Rather Openly Acknowledge and Confront One's Biases
- ▶ Intention: Motivation to Change
- ▶ Attention: To When Stereotypical Responses or Assumptions are Activated
- ▶ Time To Practice New Strategies



De-Bias STRATEGY: Cognitive Forcing

- **Consider alternatives**

Routinely think: “if I am wrong what else might this be”
ROWcS

- **Seek incongruent data**

Don't be afraid to try and prove you are wrong

- **Reframe when recording**

Mentally reconsider meaning
Reassess the associations YOU have created

De-Bias STRATEGY: Cognitive Forcing: SLOW

From: A cognitive forcing tool to mitigate cognitive bias – a randomised control trial

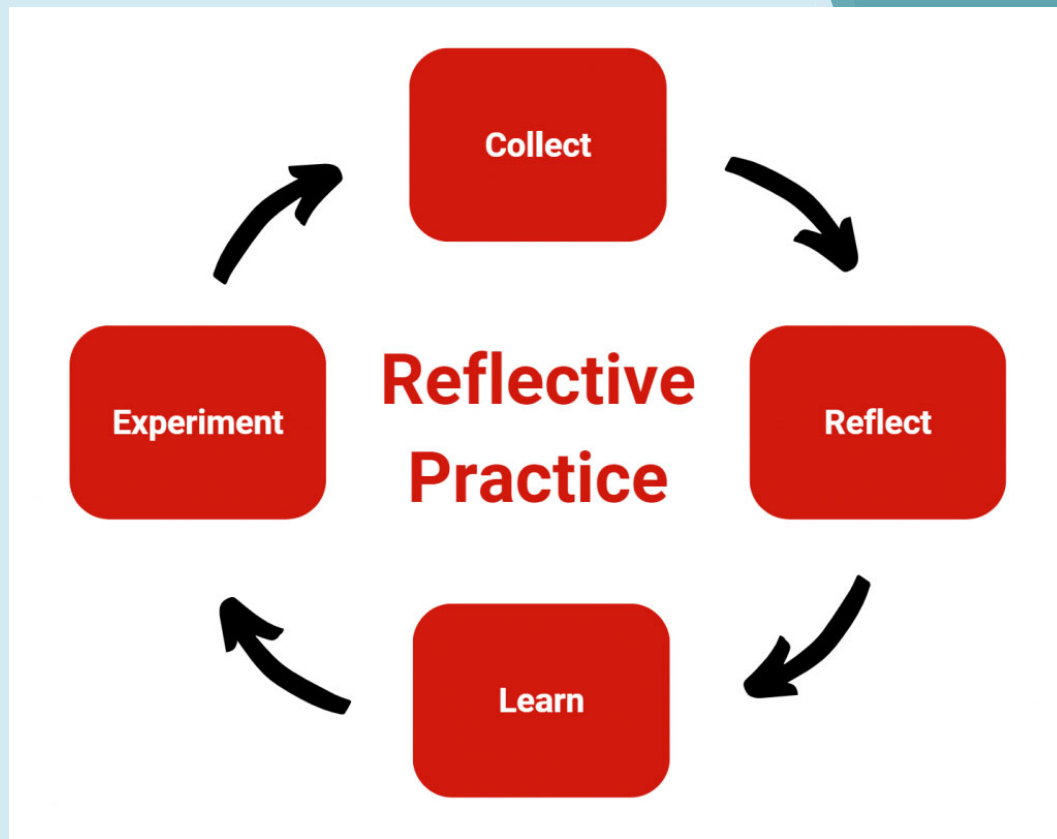
S L O W

Lets **slow** down a little and just review our decisions...

S	Sure about that? Why?	<input type="checkbox"/>
L	Look at the data, What is Lacking, does it all Link together ?	<input type="checkbox"/>
O	Opposite - What if the opposite is true?	<input type="checkbox"/>
W	Worst case scenario, What else could this be?	<input type="checkbox"/>

The “SLOW” cognitive forcing tool as displayed to participants

De-Bias STRATEGY: Reflective Practice



How Do We De-Bias?

Strategies & Initiatives

Self Reflective Questions:

- ▶ Start by noticing times when prejudicial attitudes and beliefs arise

Ask Self...

- ▶ How do my current beliefs serve me?
- ▶ What might I lose if I change my beliefs?
- ▶ What are the costs of maintaining my current perspective?
- ▶ How might it benefit me to change?



Implicit Bias: Strategies

- ▶ Advocate for Implicit Bias Training Across ALL Levels
- ▶ Encourage Opportunities for Discussion & Reflection
- ▶ Don't Be Afraid To Speak Up – Talk About It



What solutions do we propose if the 'drug problem' looks like this (1980s)?



President Bush Launches “War on Drugs” in First National Address (Sept 1989)



The Problem

“Our most serious problem today is cocaine, and in particular, crack.”

“...Turning our cities into battle zones... murdering our children...”

“...playgrounds strewn with hypodermic needles and crack vials...”

Illegal drug use “worst in our public housing projects.”

President Bush Launches “War on Drugs” in First National Address (Sept 1989)



The Solution

- ▶ More prisons, more jails, more courts, more prosecutors (\$1.5 billion increase)
- ▶ Drug interdiction in Latin America (\$1.5 billion)
- ▶ Drug treatment (\$321 million)
- ▶ Drug prevention (\$250 million increase)

And what solutions do we propose if the 'drug problem' looks like this (2015?)



Massachusetts state leaders: “We can’t arrest our way out of opiate crisis”

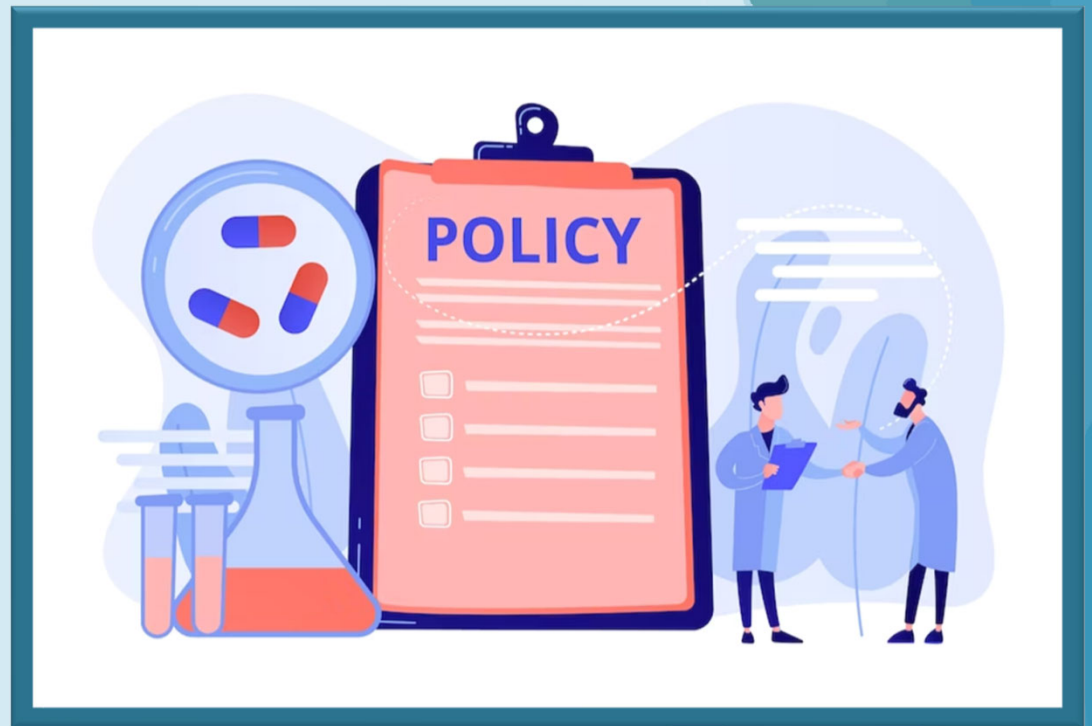


WASHINGTON

Faced with a health crisis resulting from a rise in heroin use in many of their home states, House Republicans are easing their longstanding opposition to federal funding in support of needle exchange programs....[I]t is a clear shift by conservative lawmakers who for decades have made a ban on distributing needles to intravenous users of illegal drugs a centerpiece of their antidrug agenda.

Opioid Treatment Access Act of 2022

- ▶ In December 2022, Senator Markey secured his bipartisan Opioid Treatment Access Act (OTAA)
- ▶ Legislation that reduces wait times for patients qualifying for methadone medication treatment
- ▶ And expands access to methadone clinics—into the end-of-year omnibus spending package
- ▶ (Mar 6, 2023)



Ways to Avoid Unconscious Bias?



- ▶ Recognize we all have bias
- ▶ Stop and think!
- ▶ Learn to mistrust your first impressions
- ▶ Don't ignore difference – be curious
- ▶ Challenge negative assumptions and stereotypes

- ▶ Don't consciously try to suppress bias
- ▶ Don't be too hard on yourself – the emotional impact makes bias more likely
- ▶ Seek positive examples and role models
- ▶ Keep processes simple
- ▶ Schedule demanding cognitive or emotional work away from people decisions
- ▶ Measure levels of trust, openness and honesty

Post-Presentation Growth

- ▶ Greater awareness of your biases
- ▶ Greater understanding of institutional biases
- ▶ Increased compassion for victim of Implicit Bias
- ▶ Commitment to becoming a change agent



Implicit Bias Post-Test (Required)

FOLLOW THIS LINK:

<https://rb.gy/y1z8f>



**"If you change
the way you look
at things, the
things you look
at change."**

-Dr. Wayne Dyer



Chicken Soup
for the Soul

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