

## **An Anti-racist Wales Action Plan – communications summary**

### **Background**

The Welsh Government published An Anti-racist Wales Action Plan on 7<sup>th</sup> June 2022.

Drawing on Black, Asian and Minority Ethnic communities' experiences of racism, race inequality and colourism, the Plan sets out a series of actions to tackle and dismantle systemic and institutional racism.

It identifies a vision and values for an anti-racist Wales, with goals, action, 'timelines' and tangible outcomes' which will help us move from the 'rhetoric' on racial equality to ensure we deliver meaningful action.

We are taking action to make Wales an Anti-racist nation by 2030 – focusing on changes we can collectively make to people's experiences of

- racism in everyday life;
- racism when experiencing service delivery;
- being part of the workplace;
- gaining jobs and opportunities
- lacking visible role models in positions of power
- racism as a refugee or asylum seeker.

### **What is Anti-racism?**

Anti-racism involves actively identifying and getting rid of policies, systems, structures and processes that produce radically different outcomes for ethnic minority people.

It requires us to acknowledge that even if we do not see ourselves as 'racist' we can, by turning our eye away, be complicit in allowing racism to continue.

### **Key Messages**

- Anti-racism is the responsibility of us all - we recognise the need for fundamental change from those who make the policies, the public and private sectors and wider society.
- We need to be anti-racist not just non-racist – we need to call out racist behaviour and ensure there is a culture of zero-tolerance of racism throughout in all our public and third sector organisations.
- Tackling racism is not just about how we treat individuals – we need to fundamentally change our systems, structures, and their cultures.

### **Key Audiences**

- All Stakeholders – including individuals, organisations, and grass roots groups
- General public – vital that not only Black, Asian, Minority Ethnic people but all citizens in Wales know the actions we're taking to create an Anti-racist Wales and can have confidence that those actions will be monitored, upheld and delivered
- Public and third sector bodies across Wales and the private sector

## Outcomes

- Ultimately, this Plan is about fairness – it is not about favouring any one group of people in our society over another. Everyone is entitled to equity and to services that recognise and respond to their needs.
- If we get this right then it means a much fairer society that does not tolerate racism in any form; where our systems, policies and processes are fair and ensure equitable outcomes for all; and a society where everyone is valued for who they are and the contribution they make.
- Successful implementation of our Plan will see a fairer employment market, a fairer education and training system, an equalising of racial opportunities and outcomes in health and other social services and will promote active citizenship.

## Links to published documents and assets

[Anti-racist Wales Action Plan | GOV.WALES](#)

[Anti-racist Wales Action Plan: young people's version | GOV.WALES](#)

[Anti-racist Wales Action Plan: easy read version | GOV.WALES](#)

ARWAP assets, images and messages for social media - [Published Assets \(assetbank-server.com\)](#)

Examples of ARWAP communications work completed so far and plans for future (which you may be able to help us with) –

- Launched the consultation in 2021 and Anti-racist Wales Action Plan in June 2022 – prepared assets and social media posts and shared these with relevant stakeholders, encouraged those who took part in co-production and our partners and stakeholders to promote the plan on social media through Anti-Racist Wales selfies and videos explaining what being anti-racist actually means
- International Day of Peace (End Racism. Build Peace) – worked with the International Relations communications team within Welsh Government to create an animated video about the plan and its aims
- Urdd Message of Peace and Goodwill – this year's message is about anti-racism, and we have worked with the Urdd to have ARWAP messaging included in their communications and education packs.
- We plan to create engaging case studies and videos of the real-life impact ARWAP is having, featuring people and organisations that have seen a change or been impacted as a result of the plan
- What can you do? Share our social media messages on ARWAP (@WG\_Communities), create your own social messages and content, and get in touch with us if you have any relevant information or contacts we could use to create case studies or content