

# Don't say "I don't see color."

## WHY

This sentence minimizes and makes invisible the issues BIPOC individuals experience based on their racial or ethnic identity.

## Examples:

A company chooses not to interview someone because their name sounds too "ethnic".

A black man lives in a predominantly white neighborhood and his neighbors call the cops on him because they assume he doesn't live there.

## Do

- Recognize that race is a social construct designed to alienate and segregate communities.
- Understand that while race is socially constructed and that we all belong to one human race, racial discrimination is a real and daily experience.



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