

Change the Narrative Campaigns

In 2021, Rev. Kamal Hassan led a Book Study, “What Lies Between Us: Fostering First Steps Towards Racial Healing”. It was not only been eye opening, but also transformative on how we can participate in changing our inner world to reflect our outer hopes. We were able to reflect, discern and find ways to continue working towards racial healing needed for us to *re-member* the Kingdom of God.

During our last few sessions, we worked in groups to share our learning and create a project to reflect our 5 months together. The project called “Change the Narrative Campaign” asked us to look at the relationship between media representation, stereotypes, and the implicit bias. The group was to create a campaign to disrupt, change, or reverse narratives that create bias or have been harmful through its strong influence towards shaping local communities.

We were to consider the following:

- The Target audience for your campaign
- Your Goal
- The message that will help you meet your goal
- The strategies you will use

We would like to share with you the Team Projects. We invite you to use these new narratives to help move your congregations and communities towards racial healing and our collective work in Dismantling Structural Racism.

- [Team 1 Change the Narrative Project Powerpoint](#)
- [Team 1 Change the Narrative Supplemental PDF](#)
- [Team 2 Change the Narrative Project Powerpoint](#)
- [Team 3 Change the Narrative Supplemental PDF](#)
- [Team 4 Change the Narrative Video](#)
- [Team 5 Change the Narrative Video](#)
- [Team 6 Change the Narrative Project Powerpoint](#)
- [Team 7 Change the Narrative Project Powerpoint](#)