**Strategies to Address Implicit Bias**

**Implicit bias:** an automatic or unconscious attitude or stereotype toward an individual or group based on social group membership, characteristics, or traits

**Bias activation:** when an interaction or situation awakens your unconscious bias or stereotype

**Bias application:** when you ACT on that bias or stereotype in a way that is widely shaped by the bias; this is where decision making skills are impacted

**Strategies:**1

1. Identify your blind spots.
	1. Recognize your red flag or trigger populations that activate your bias and realize the potential consequences of allowing your actions to be shaped by your bias.
2. Stereotype replacement
	1. Recognize the actions that stem from your biases and replace them with more positive actions.
3. Counter-stereotype imaging
	1. When faced with a patient or situation that activates your bias, bring forth a positive image or positive thoughts about a “counter-stereotypic other” which is someone who belongs to your red flag population for whom you have more positive feelings. This person can be someone you know or someone famous who you don’t know.
4. Individuating
	1. Think of each of your patients as an individual rather than only a member of the social group you associate them with. Really get to know them.
5. Perspective taking
	1. Put yourself in your patient’s shoes and try to see things from their perspective. In instances where differences make this strategy harder, it can be helpful to individuate and find a meaningful commonality or connection between you and the patient.
6. Increasing contact
	1. Have meaningful, high quality contact with the people who belong to your red flag populations. This can help you with individuating and perspective taking as well! SHAC is a great example of a way to increase contact with a group that we don’t often get to connect with as PT students.

\*Remember that these strategies don’t have to be used in isolation. You can mix and match as you see fit to best help you!

\*Here’s the link to my presentation as well: <https://prezi.com/view/EPNoERnpXdB2hr448Aj9/>

1. Devine PG, Forscher PS, Austin AJ, Cox WTL. Long-term reduction in implicit race bias: A prejudice habit-breaking intervention. J. Exp. Soc. Psychol. 2012;48(6):1267-1278. doi:10.1016/j.jesp.2012.06.003.