



J **JUST**
INSTITUTE
by **NEW DETROIT**

Certificated
Trainings &
Consulting
Services

New Detroit + Just Institute

New Detroit is a diverse coalition of 50 nonprofit, corporate, and civic leaders working to achieve racial understanding and racial equity in Metropolitan Detroit. We were formed in response to civil unrest in 1967 to identify what went wrong, what needed to change, and how to make that change happen.

The country's first racial justice coalition, New Detroit works to dismantle racism by moving hearts and minds and changing policies and systems. Our work includes education, trainings, services, research, and programs to fight racism at the personal, institutional, and systemic levels. Our award-winning team has trained more than 20,000 people over its 55-year history.

New Detroit's Just Institute provides a comprehensive suite of industry specific certificated trainings and customized consulting. Trainings provide interactive pedagogical learning and personalized action plans to provide participants tools and strategies to create racially equitable policies and practices grounded in deep understanding of racialized systems. Consulting services may be offered in conjunction with training or as a standalone service.



Just Lead™

For emerging, mid-career, and seasoned leaders across industries and sectors. We offer standardized or customized trainings sessions, as well as our signature six-session Leadership Series on R.A.C.E. and a new version of the six-session Multicultural Leadership Series.



Our Theory of Change

Our nation was built and continues to be based on racism.

To undo years of deeply embedded perceptions, beliefs, policies, and systems, it is critical that people understand the root causes and implications of racism and what actions are needed at all levels to undo it and achieve racial equity.

The question is how we act individually and collectively to effect that change. To transform our region, we must transform our institutions and public policy; to transform our institutions and public policy, we must first transform ourselves.

Just Care™

For the healthcare industry. Our training meets the state requirement for Implicit Bias (Rule 338.7004) for those licensed under the Michigan Public Health Code.



Just Place™

For the hospitality industry, including restaurants, retail, and public spaces.



The Just Institute's Education + Consulting Services

Training: Typically offered in 3-hour modules, topics include anti-bias, microaggressions, DEI, and more. Participants can opt for anywhere from one to twelve sessions/per year. The sessions are interactive and offered virtually or in person. Each training is conducted by industry professionals and includes a mix of lectures, discussions, customized materials, and interactive exercises. Participants will also receive a copy of the presentation and additional resources.

Certification: Just Institute curriculum is designed by industry experts and trainings are led by certified industry leaders. Participants in Just Institute trainings receive a certificate of completion and electronic badge based on level of knowledge achieved. Our Just Care(TM) training meets the state licensing requirements under the Michigan Public Health Code. Our training has been positively evaluated by Johns Hopkins.



Consulting: We offer a range of consulting services, including assistance creating a DEIB (Diversity, Equity, Inclusion and Belonging) Policy, Equity in Action Planning, Equity Assessment & Evaluation.

Racial Equity Assessment Tool: Designed for the Just Institute by TPMA based on validated instruments and indexes, this tool assesses employee and leadership comfort and awareness with issues of race in the organization. We also conduct an audit of organizational policies and practices. The results are reviewed with the client and used to select the issues to be addressed and desired outcomes of the training and consulting.

Pricing: Pricing varies depending on the size of the group and amount of customization required. To assure that the program is interactive and not just lecture style, we hire one additional facilitator for each group of 30. For in person sessions, we can provide room, technology, and meals for an extra charge if not provided by client.

Just Lead™ and Just Place™

Just Lead™ is a core program of the Just Institute to develop leadership across industries. Just Lead™ transforms thinking and moves participants from concept to action by addressing racism as a root cause of inequity and racial biases. Just Place™ addresses unique issues faced by those working with the public and designing or operating public spaces.

We believe the journey to racial equity is a lifelong process. Both programs offer continued courses, consultation, and training to build upon initial sessions.

Consulting Services

Our consulting services typically begin with an organizational assessment to understand the organization's assets and needs. Services include:

- Equity Assessment & Evaluation
- DEI Policy Creation
- Equity in Action Planning
- Creation of equity rubrics and guiding question
- Ongoing support for existing DEI strategies
- Industry specific opportunities & challenges related to DEIJ

Customized Training

Our customized training is typically offered in 3-hour modules. Topics include:

- History of Race
- Institutional & Interpersonal Racism
- Microaggressions
- Intersectionality
- Power, Privilege, and Oppression
- Implicit-Bias
- Cultural Competency
- Additional topics based on customer interest.



Just Lead Group Classes Offered Annually

Now more than ever leaders recognize they need to be change agents around diversity, equity, inclusion, and justice. New Detroit offers two six-session professional development classes:

Leadership Series on R.A.C.E. (virtual): Taught by national experts, topics include Racial understanding, Anti-racism, Cultural competency, Equity in practice.

Multicultural Leadership (In-person): Taught by community leaders on site in their community center, each session offers an in-depth look at the history, culture, and socioeconomic issues of the following communities: African American, Arab, Asian, Chaldean, Latino, Jewish, and Native American.

\$2,000 per person. Group discounts available.

Just Care™

Just Care™ is a core program of the Just Institute. The Just Care training curriculum is based on best practices and has been professionally evaluated. The curriculum frames implicit bias in the context of structural racism and focuses on critical self and organizational reflection and facilitated dialogue as a methodology for advancing change.

Core Curriculum

The curriculum moves participants through a transformative process, by taking a deep dive into the history of racial disparities in healthcare, exploring a current analysis of those disparities, and ultimately, facilitating critical self-reflection through interactive activities that draw from lived, personal and professional experience. The program consists of didactic presentations, storytelling from individuals who have experienced bias in health care first-hand, and robust facilitated dialogue; critical reflection is bolstered by integrating case studies, and real-life scenarios.

Offered in two formats:

- three-hour virtual, on-demand training to meet state of Michigan training requirement for licensed health care professionals.
- a total of six hours, in-person or virtual, over two three-hour sessions or three two-hour sessions.

Customized Training

Our core curriculum is customizable to meet clients' specific needs, including subject-matter, course length, format, and timing.

For example, we have designed a two-year, twelve-session training program for residents; a three-hour program for emergency room professionals serving patients of color with opioid use disorders; and more. We work with medical specialists to design and deliver curriculum to address any medical specialty.

According to the American Medical Association, "Systemic racism in medicine is the most serious barrier to the advancement of health equity and appropriate medical care." Research shows the existence of unconscious bias and its effect on patient care. While physicians want to provide the highest quality care for each of their patients, with packed schedules and fast-moving days they may be unconsciously influenced in how they interact with patients and deliver their care. At a minimum, Just Care helps providers identify those biases and develop strategies and habits to overcome them. At its fullest, it provides a new paradigm, completely transforming hearts, minds, behavior and patient outcomes.

New Detroit's Just Care training meets the state of Michigan requirement for training on implicit bias under the MI Public Health Code Rule 338.7004.

We believe the journey to racial equity is a lifelong process. Just Care™ offers continued courses, consultation, and training to build upon initial sessions.

Just Institute Team



Rebecca Irby

Rebecca Irby, Director of Transformational Change, New Detroit

Rebecca joined New Detroit December 1, 2021, after spending the last 16 years in the education sector. Rebecca helps develop heart-centered leaders who are empathetic, mindful, and courageous. At New Detroit, she is developing programs and curriculum, through New Detroit's Just Institute and beyond that uses a multi-pronged approach to address the three levels of transformational systems change (policy/practice | resources/power dynamics | mental models), helping groups transform themselves, their relationships, and policies to move their businesses/institutions towards becoming a thriving anti-racist, multicultural organization. Rebecca was part of the team winning the 2017 Nobel Peace and holds Consulting Status at the United Nations. She has spoken at and worked with prominent institutions such as Harvard Law School, the Yale Policy Conference, NJ Department of Education, Rutgers University, the National Liberty Museum and The PyeongChang Global Peace Forum, to name a few.

Marshalle Favors, Director of Community Engagement, New Detroit

Marshalle promotes positive race relations by developing and maintaining relationships that convene the Arab, Chaldean, African American, Hispanic, Asian, and Native American communities throughout southeast Michigan. As lead facilitator for New Detroit's Leadership Series on R.A.C.E., Marshalle conducts regional forums with representatives from a cross section of businesses, civic groups, educational institutions, health services and community-based organizations. She is committed to cultivating cross-cultural collaboration between diverse communities by developing collective strategies and solutions that affect social equity.



Marshalle Favors

Visit Us

**THANK
YOU**

Rebecca Irby



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