

Our Mission

New Detroit is a coalition of leaders working to achieve racial understanding and racial equity in Metropolitan Detroit.

New Detroit's Leadership Series on R.A.C.E.

Racial Understanding | Anti-Racism | Cultural Competency | Equity in Practice



2023



[Click Here To Register](#)

Just Lead: Advancing Racial Equity

Location: Detroit Marriott at the Renaissance Center
Renaissance Center, 400 Renaissance Dr. W, Detroit, MI 48243

Are you interested in advancing racial equity in your corporation, organization, institution, community, or spheres of influence? New Detroit's first annual conference, Just Lead: Advancing Racial Equity, is the region's first conference devoted solely to racial equity that brings together a cross section of leadership and viewpoints.

Created in 1967, New Detroit's hallmark approach is to bring together diverse voices to seek collaborative solutions to dismantle racism.



Message from
Michael Rafferty,
President & CEO
New Detroit, Inc.

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Greetings,

I am very pleased to welcome you to New Detroit's Leadership Series on R.A.C.E. I deeply appreciate your commitment to antiracism. It will take all of us working together to create a more just and equitable world.

Now more than ever leaders recognize they need to be change agents around diversity, equity, inclusion and justice. New Detroit has trained more than 20,000 people in its 56-year history.

We've designed a six-session, interactive format to provide a wholistic, intersectional approach that will give you the skills and tools to advance racial understanding, healing, and solutions at the internalized, interpersonal, institutional, and structural levels. Meeting over a three-month period will give you time to practice these skills in your place of work, share your successes and challenges with the group each month, and continually refine and apply your skills.

I am excited to have you join our impressive list of alums working together to dismantle racism.

Best wishes on your important new journey!

Michael S. Rafferty
President & CEO



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A program of the



Presenters

A six-session, interactive format that will give you the skills and tools to advance racial understanding and healing at all levels.

RACE RELATIONS & UNDERSTANDING

RACE RELATIONS – How Americans see the state of race relations in this country according to data and lived experiences.

RACIAL UNDERSTANDING – Understanding that race is not biological. The history of race as a social construct. Understanding structures of racism.

RACIAL JUSTICE & HEALING

The history of racism as it relates to racial justice in America in relationship to race, laws and policies in the U.S.

ANTI-RACISM

Understanding structural and systemic racism and making intentional efforts at micro- and macro-levels to advance racial equity. How to work actively to oppose racism and be an advocate for change.

CULTURAL COMPETENCY

Highlights the history, culture, and socioeconomics of communities of color.

EQUITY IN ACTION

Action steps, practices & policies that companies and organizations, should prioritize to build racial equity.



Bridget Hurd
VP of Inclusion & Diversity



Rebecca Irby
Equity Doula



Dr. Truman Hudson, Jr.
Social Economist



Cheryl Mercado Arnett
Founder, Why Is That Racist?



Marshallle Favors
Equity Advocate



SCAN ME

For more information visit
www.newdetroit.org
or contact us: mfavors@newdetroit.org

SESSION I AGENDA

An overview of diversity, equity & inclusion. Introduction to core concepts & definitions. Exploring our own interpersonal perspectives related to race.

Meeting date: 9/8/2023 Start time: 10:00 am End time: 2:00 pm

Zoom Webinar [LINK](#) ID: 861 4688 0867 Passcode: 750900

Presentation | Dialogue | Interactive Activities

| TIME | TOPIC | PRESENTER |
|------------------|---|--|
| 10:00 am | Welcome, Introduction & Purpose | Marshalle Favors Director of Community Engagement, New Detroit |
| 10:30 am | The importance of diversity, equity and inclusion and the integration of this work for companies and organizations. | Bridget Hurd Vice President and Chief Diversity Officer, Inclusion and Diversity Lead, Office of Health and Health Care Disparities, Blue Cross Blue Shield of Michigan |
| 12:30 pm | Lunch Break | |
| 1:00 pm | Race Relations & Racial Understanding | Rebecca Irby Director of Transformational Change, New Detroit |
| 1:50 pm - 2:00pm | Closing Comments & Evaluation | |

2023 Session Dates:

September 8th & 22nd | October 6th & 27th | November 3rd & 17th

PRESENTER

Bridget Hurd She| Her| Hers Certified Diversity Professional | Progressive Leader | Equity Champion



Contact Information: Bridget G. Hurd
Vice President and Chief Diversity Officer, Inclusion and
Diversity Lead, Office of Health and Health Care Disparities
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With more than 27 years of progressive experience in inclusion and diversity, health equity, community relations, and corporate social responsibility, Bridget Hurd has worked in the health care industry helping to facilitate stronger linkages among the community and health care institutions, addressing health and health care disparities and promoting a culture of inclusion.

Ms. Hurd is the vice president, Inclusion and Diversity and Chief Diversity Officer at Blue Cross Blue Shield of Michigan where she is responsible for leading and executing the corporate inclusion and diversity strategy for Blue Cross and its subsidiaries and shaping a culture of inclusion where all perspectives are valued. She also leads the Office of Health and Health Care Disparities with a vision of Better Health for All where she developed a framework for advancing health equity and focuses on achieving health equity in the delivery of, quality and access to care. Ms. Hurd leads the enterprise's Diversity Leadership Councils, Physician Diversity Council and oversees cultural competency learning opportunities for employees where employees learn about different cultures, communities, generations, workstyles and perspectives; coaching programs through its Employee Resource Networks, 14 employee resource networks and the integration of an inclusion lens in providing service to members and customers.

She represented Blue Cross on the Michigan Coronavirus Task Force on Racial Disparities, appointed by Governor Gretchen Whitmer in April 2020. She serves on the BCBS Health Equity Champions Committee and is a co-chair for the national Health Care Transformation Task Force Health Equity Advisory Group. Hurd is a recipient of the national DentaQuest 2020 Health Equity Heroes award which recognizes individuals working to achieve equity during the coronavirus pandemic. In 2021, she was also recognized as a Top 100 Diversity Officer by the National Diversity Council and, in 2023, as one of DiversityGlobal Magazine's Top 15 Influential Women in Diversity.

Prior to that, Ms. Hurd was the director of Community Responsibility at BCBSM. In this role, she developed and led strategic community partnerships to encourage healthy, active lifestyles at every age and advanced the Blues brand in local communities. She oversaw corporate giving, stakeholder relationships, the employee and executive volunteer programs, and corporate internal and special events.

Before joining BCBSM, Ms. Hurd worked for eight years at the Greater Detroit Area Health Council (a non-profit, regional coalition). As part of the organization's executive team, she played a significant role in branding and building its regional and national image, organizational capacity building and directing strategic planning and sharpening its focus on health policy initiatives. She managed strategic partnerships and led internal and external communications, including media relations achieving recurring visibility in print and other media. Ms. Hurd was also responsible for member recruitment and retention, governance and board relations, stakeholder communications, sponsorships, and planning educational and fundraising events. Through these efforts she strengthened the organization's focus, visibility, and influence, both nationally and regionally.

Marshalle Favors, She | Her| Racial Justice Advocate | Speaker | Trainer | Consultant

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As the Director of Community Engagement for New Detroit Inc. 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.

Specialties: Program Development & Management, Cross Cultural Collaborations & Partnerships, Multicultural Training, Implicit Bias Training, Cultural Competency Training & Leadership Development.



"We have to believe
that we're one people,
one family. And we
cannot turn against
each other. We have to
turn to each other."—
John Lewis

Rebecca Irby, She | Her| Hers Equity Doula | Speaker | Trainer | Consultant | Transformational Change Leader

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Rebecca was on the team winning the 2017 Nobel Peace Prize and opens spaces of peace and cross-cultural communication worldwide. She holds Consulting Status at the United Nations, is on the Financing for Development Committee, and sits on the Working Group on Climate Finance. 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 use a multi-pronged approach to addressing 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 has spoken at and worked with prominent institutions and governments such as Harvard Law School, the Yale Policy Conference, the University of Michigan, NJ Department of Education, Rutgers University, The Japanese Ministry of Economy, Trade, & Industry; The City of Hiroshima; Nagoya University; New Zealand Ministry of Foreign Affairs; Det Norske Veritas (DNV), and The PyeongChang Global Peace Forum, to name a few.



"Darkness cannot
drive out darkness;
only light can do
that. Hate cannot
drive out hate; only
love can do that." -
Dr. Martin Luther
King

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