



Engaging with Marginalized Populations 101

Jess Link



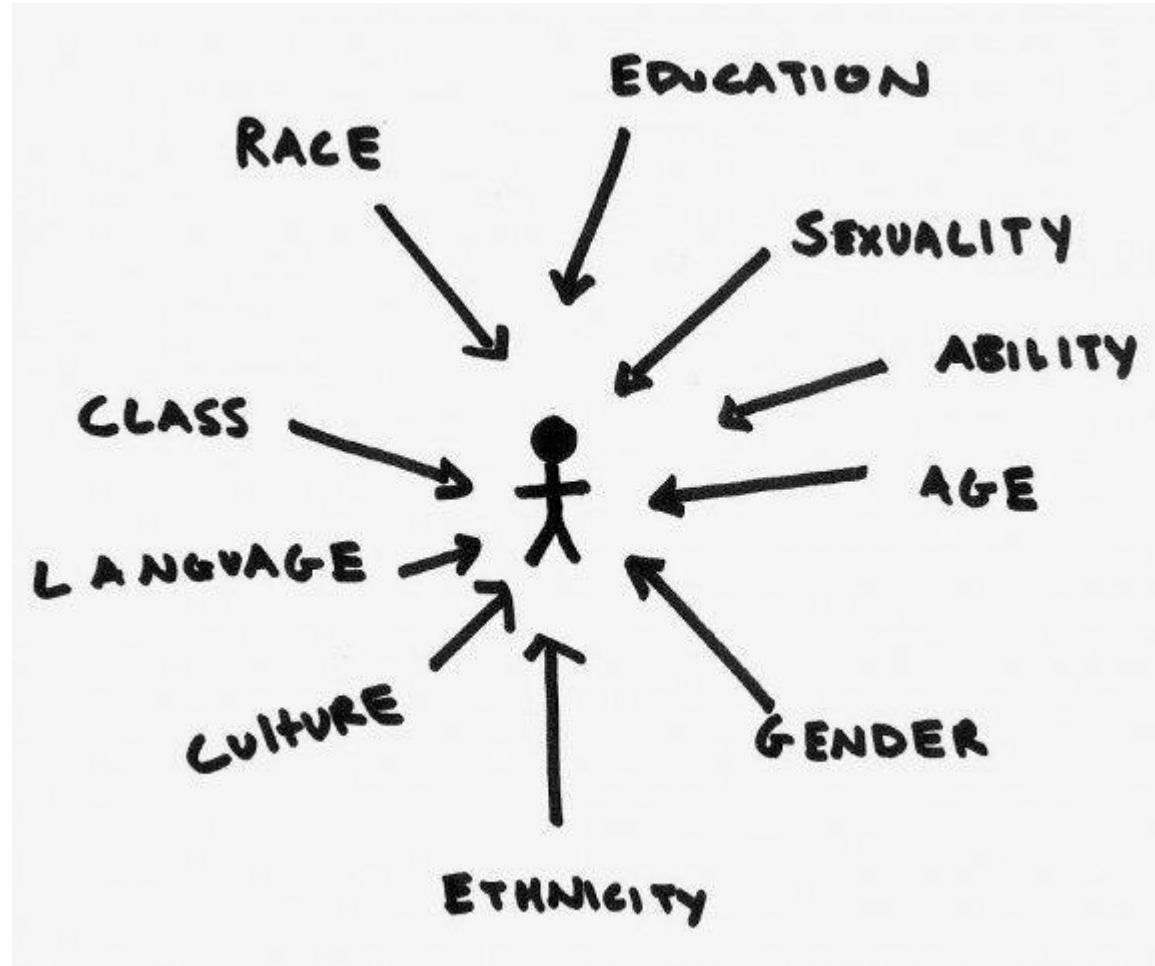
What to expect in this session:

- An introduction of the facilitator
- High level overview of **historically decentered identities** and terms
- Understanding why engaging disenfranchised people in your work is **ethical and beneficial**
- Time for practice and dialogue

Jess Link

- Pronouns: they/them
- Non-Profit Professional with experience in Community Engagement, Organizational Capacity Building, and Diversity, Equity, Inclusion Initiatives
 - Teens Linked to Care Project with the Campbell County Drug Free Alliance starting in 2017
 - Coalition Member and Board Member since 2017
 - Has formed and participated in more than 5 DEI boards
- Current work: University of Cincinnati – CECH&IT

Identities

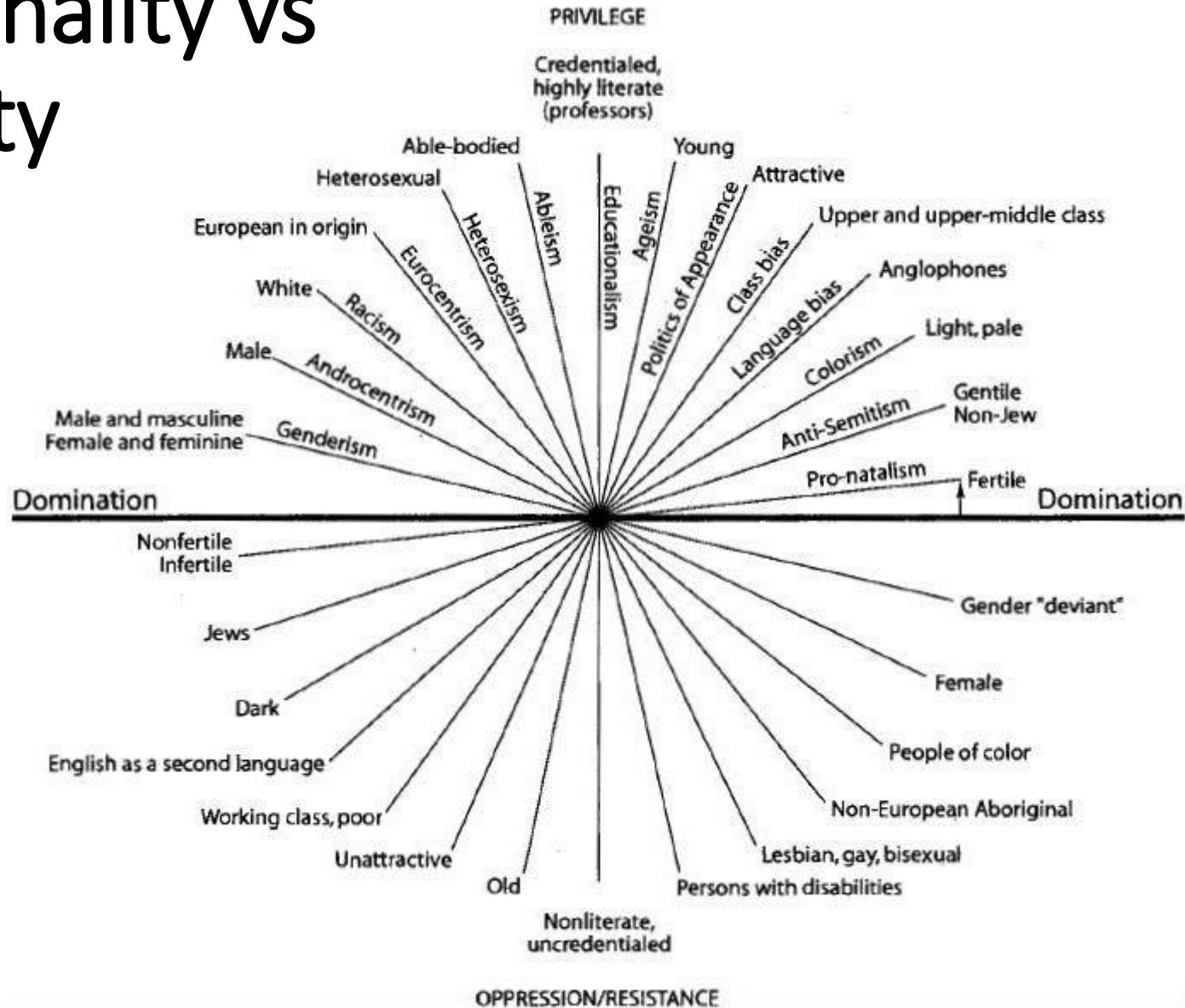




Kimberlé Crenshaw

American Civil Rights Advocate
Professor, UCLA School of Law and
Columbia Law School

Intersectionality vs Positionality

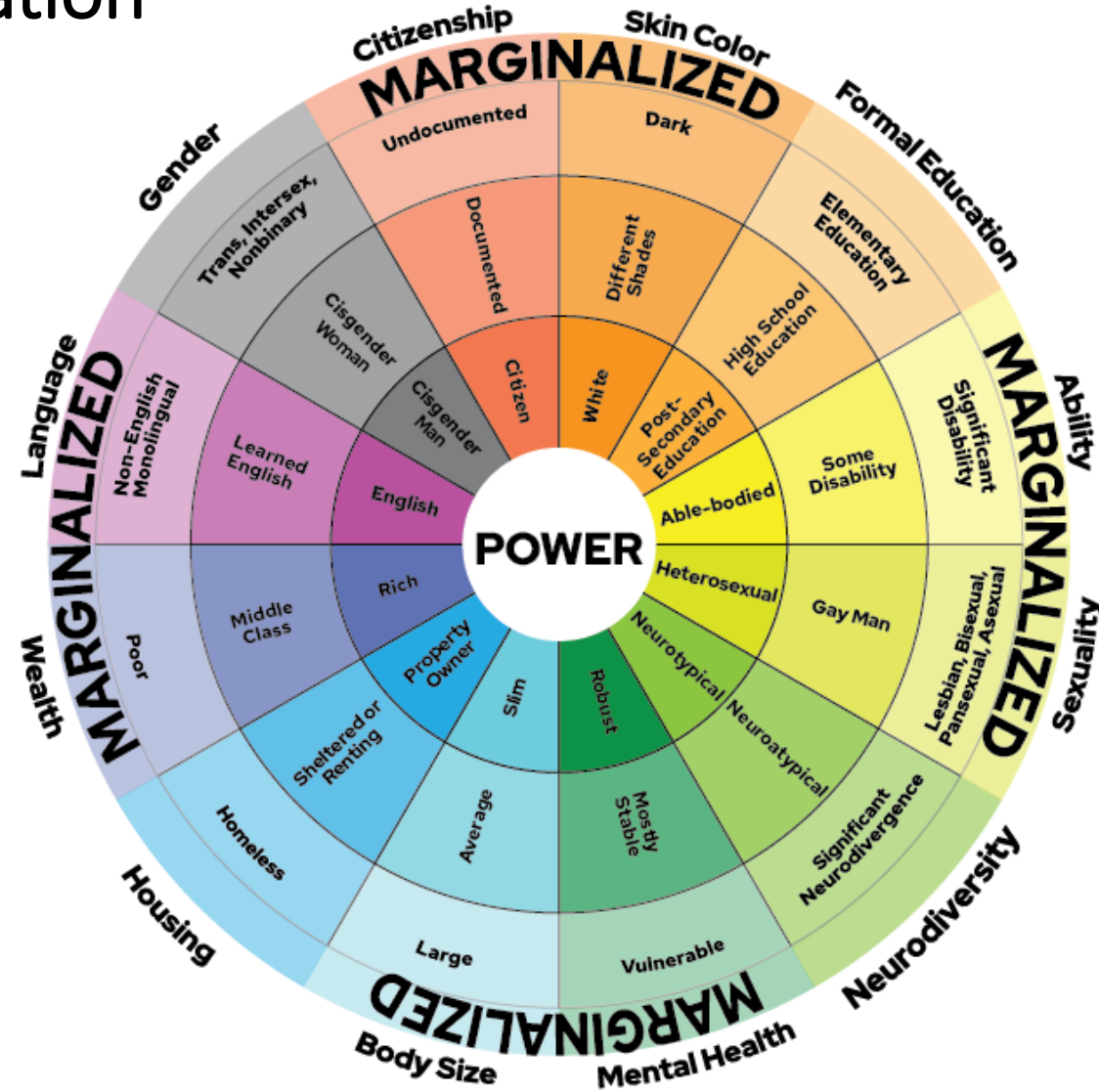


Intersecting Axes of Privilege, Domination, and Oppression

Adapted from Kathryn Pauly Morgan, "Describing the Emperor's New Clothes: Three Myths of Educational (In)Equality."

The Gender Question in Education: Theory, Pedagogy & Politics, Ann Diller et al., Boulder, CO: Westview, 1996.

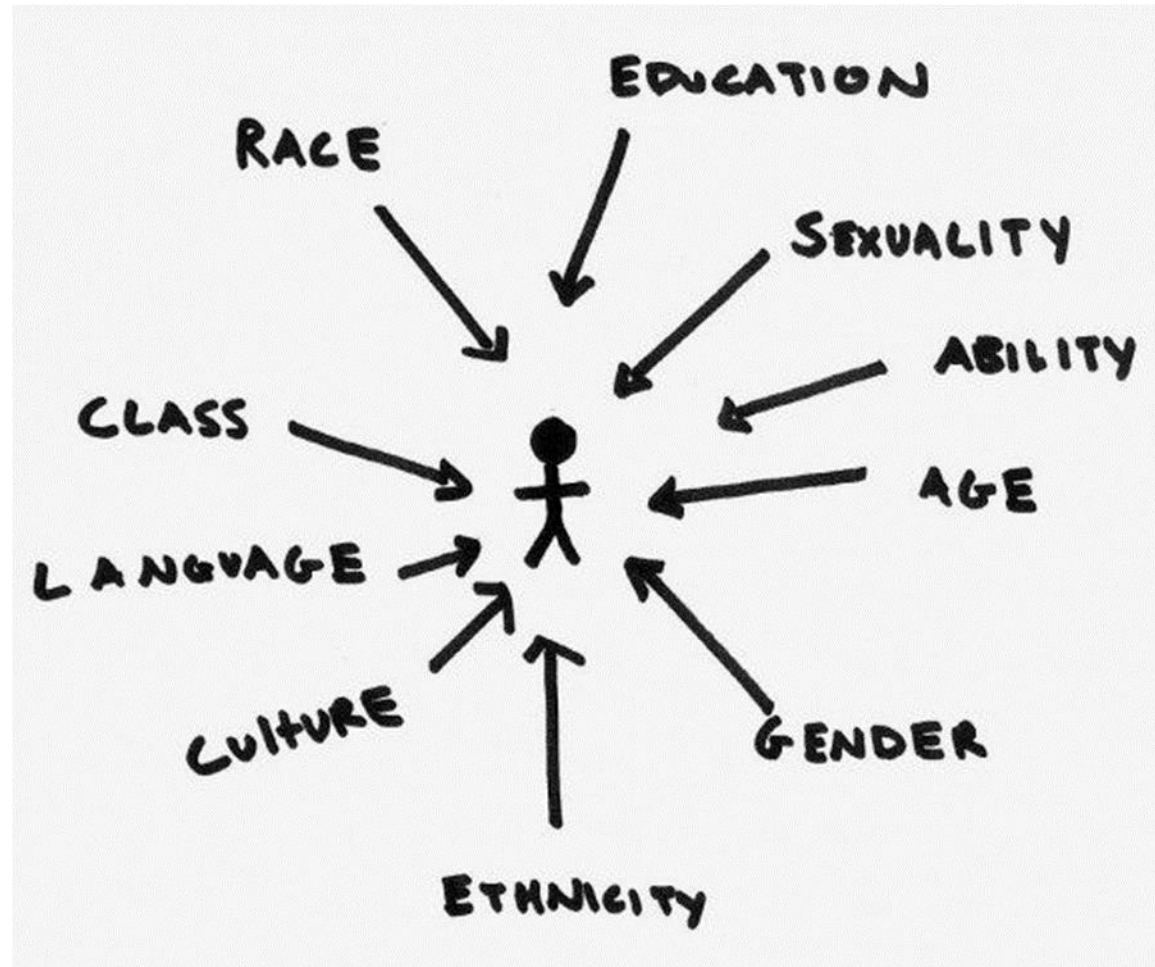
Power and Marginalization



Adapted from James R Vanderwoerd ("Web of Oppression"), and Sylvia Duckworth ("Wheel of Power/Privilege")

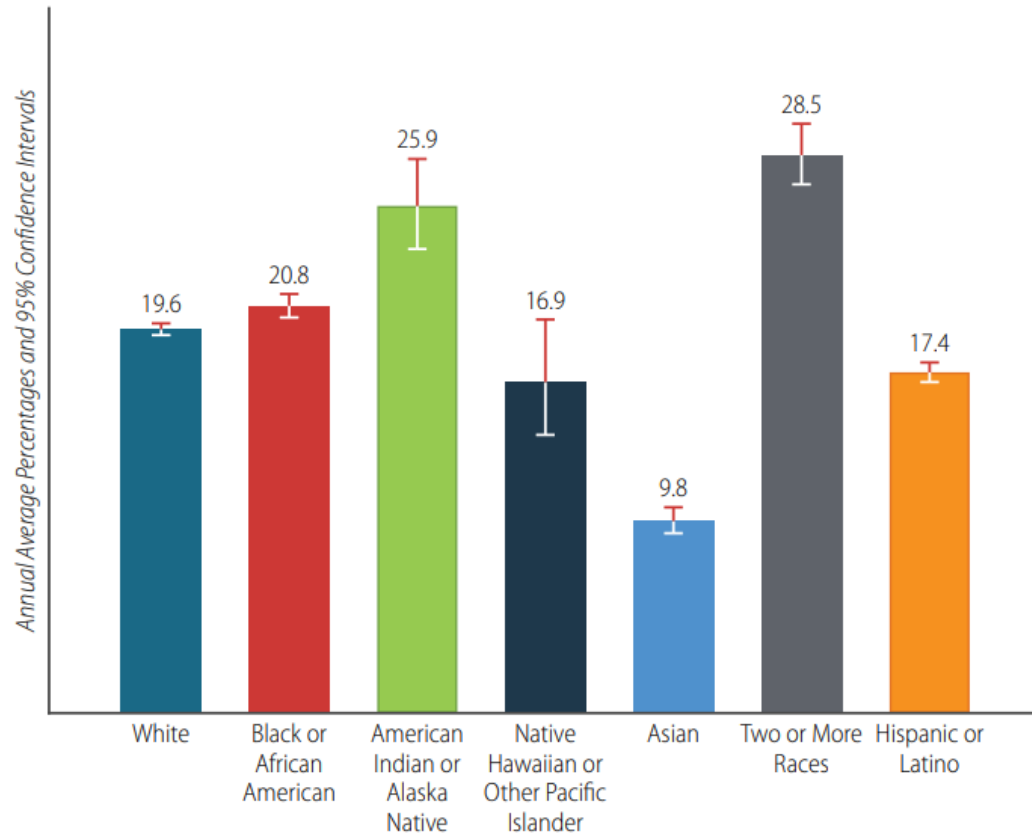
<https://kb.wisc.edu/> - University of Wisconsin-Madison

Who are you?



Why does this matter?

FIGURE 3.1 Illicit Drug Use in the Past Year among People Aged 12 or Older, by Race/Ethnicity: 2015–2019, Annual Averages



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2015–2019.

Estimates of past year illicit drug use among people aged 12 or older were highest for people reporting:

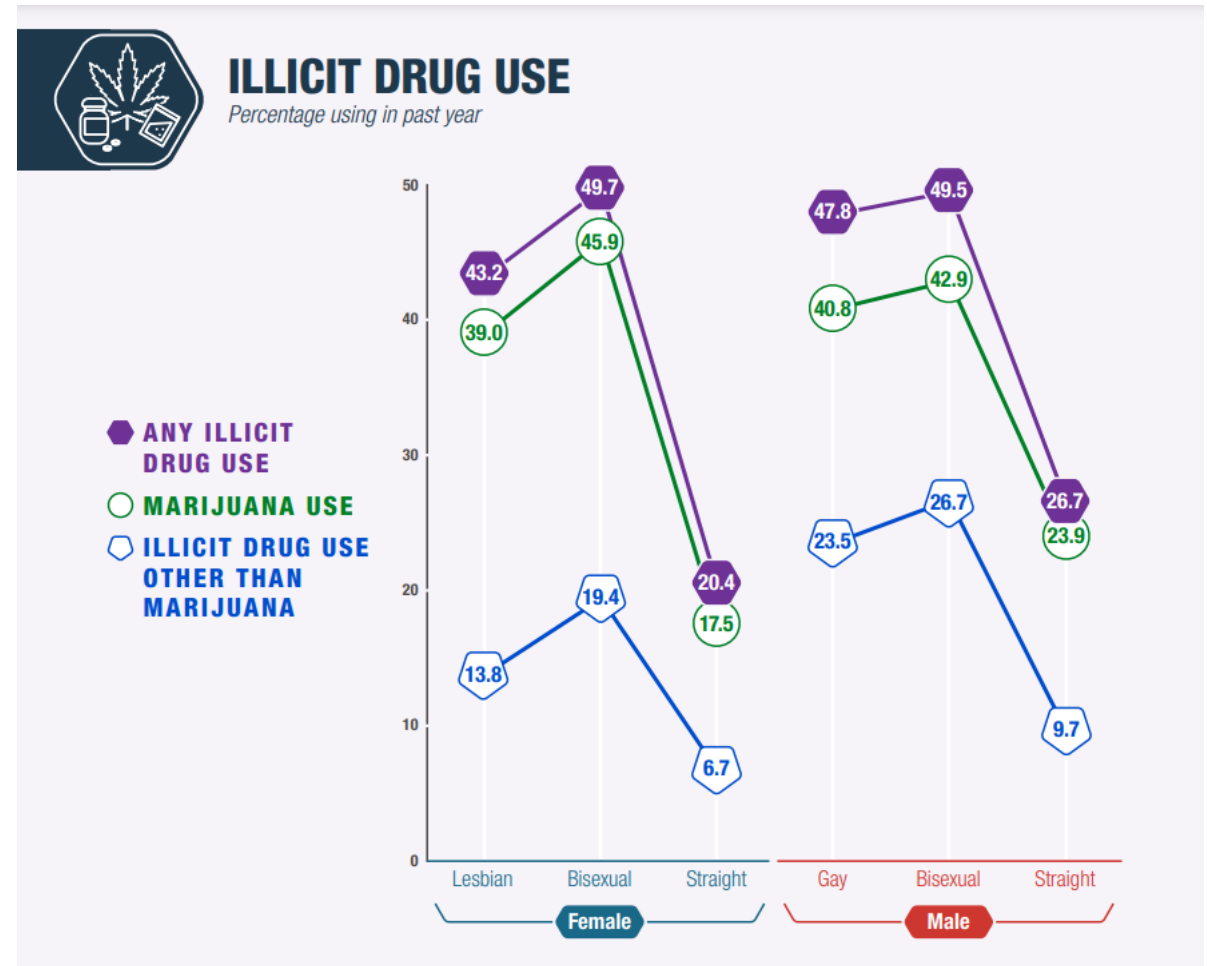
- two or more races and for American Indian or Alaska Native people (28.5 and 25.9 percent, respectively)
- followed by the estimate for Black people (20.8 percent)

Why does this matter?

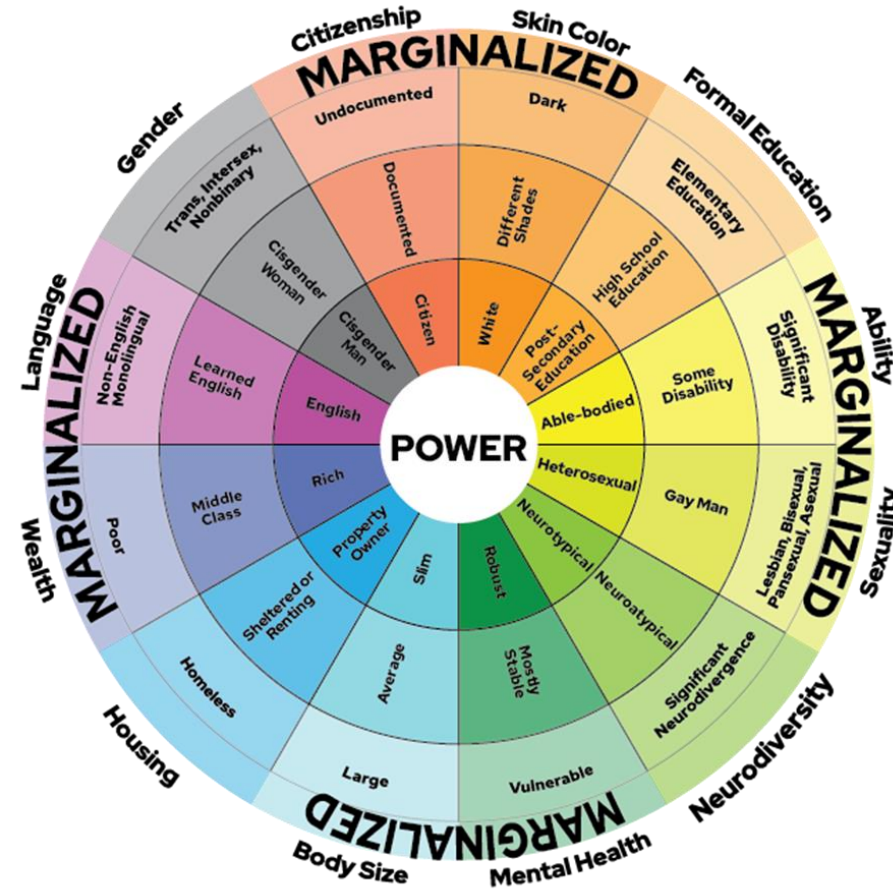
Sexual minority males were 2 to 3 times more likely than straight males to have used illicit drugs other than marijuana in the past year.

Sexual minority females were 2 to 3 times more likely than straight females to have used illicit drugs other than marijuana in the past year.

Lesbian, Gay, and Bisexual Behavioral Health: Results from the 2021 and 2022 National Surveys on Drug Use and Health



Who makes up the community you serve?



Adapted from James R Vanderwoerd ("Web of Oppression"), and Sylvia Duckworth ("Wheel of Power/Privilege")

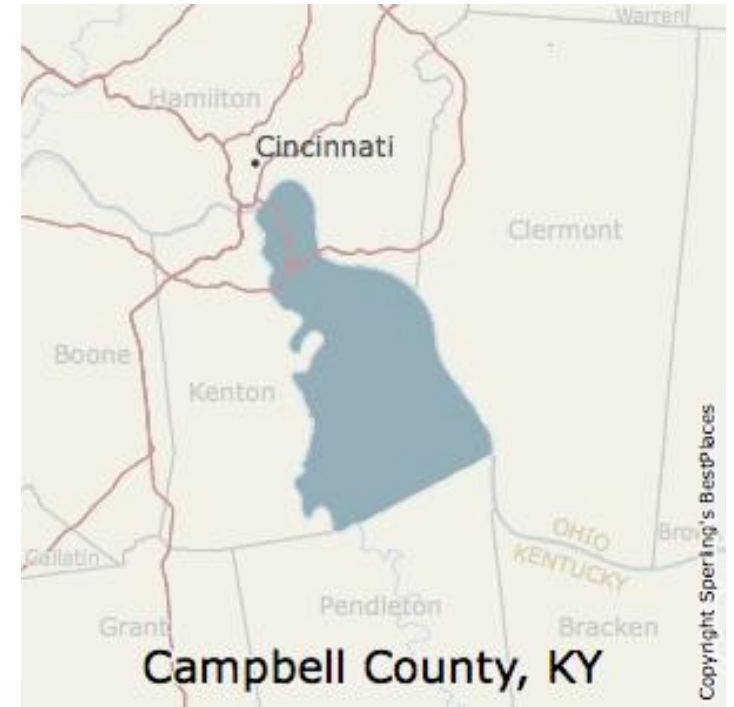
Campbell County, Kentucky

- 93,300 people
- 93.6% White/Caucasian
- 3.1% African American/Black
- 2.4% Hispanic or Latino

US Census 2022 estimate data

- 3.4% total KY population identifies as LGBTQ+

Williams Institute, UCLA



Does your coalition represent the
community?

HOW?

- Partnership with local community groups and organizations like Black Chamber of Commerce, Pride Organizing Committees, Urban League, Lighthouse Community Services
- Facebook groups, online forums, resource fairs
- Getting out of your comfort zone!
Guide to Feeling Better, Campbell Media Interview 2018

Practice

- Personal pronouns can replace proper nouns, names, in sentences

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Pat went to work. Pat is a good employee. A career means a lot to Pat.
Pat earned what is Pat's.

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Practice

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Pat earned what is his.

Pat went to work. She is a good employee. A career means a lot to her.

Pat earned what is hers.

Practice

- Personal pronouns can replace proper nouns, names, in sentences

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Pat earned what is Pat's.

Pat went to work. He is a good employee. A career means a lot to him.

Pat earned what is his.

Pat went to work. She is a good employee. A career means a lot to her.

Pat earned what is hers.

Pat went to work. They're a good employee. A career means a lot to them. Pat earned what is theirs.

Practice

“What are your pronouns?”

They/them

“Thanks so much!”

If you get it wrong, correct it and move on.

If you feel the need to apologize, do not belabor it and move on.



Questions and Dialogue





Thank you!

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