



1. Those who need to do something about it (e.g., people of color experiencing injustice)

2. Those who care about the people affected (e.g., friends, spouses, relatives)

3. Those whose work and way of living can bring them into direct conflict with racist values (e.g., public health, teachers, service workers, etc.)

4. Those likely to share core values as a result of their experiences (e.g., anti-racism training alumni, people who viewed films that convey our issues, people with a history of activism, etc.)