



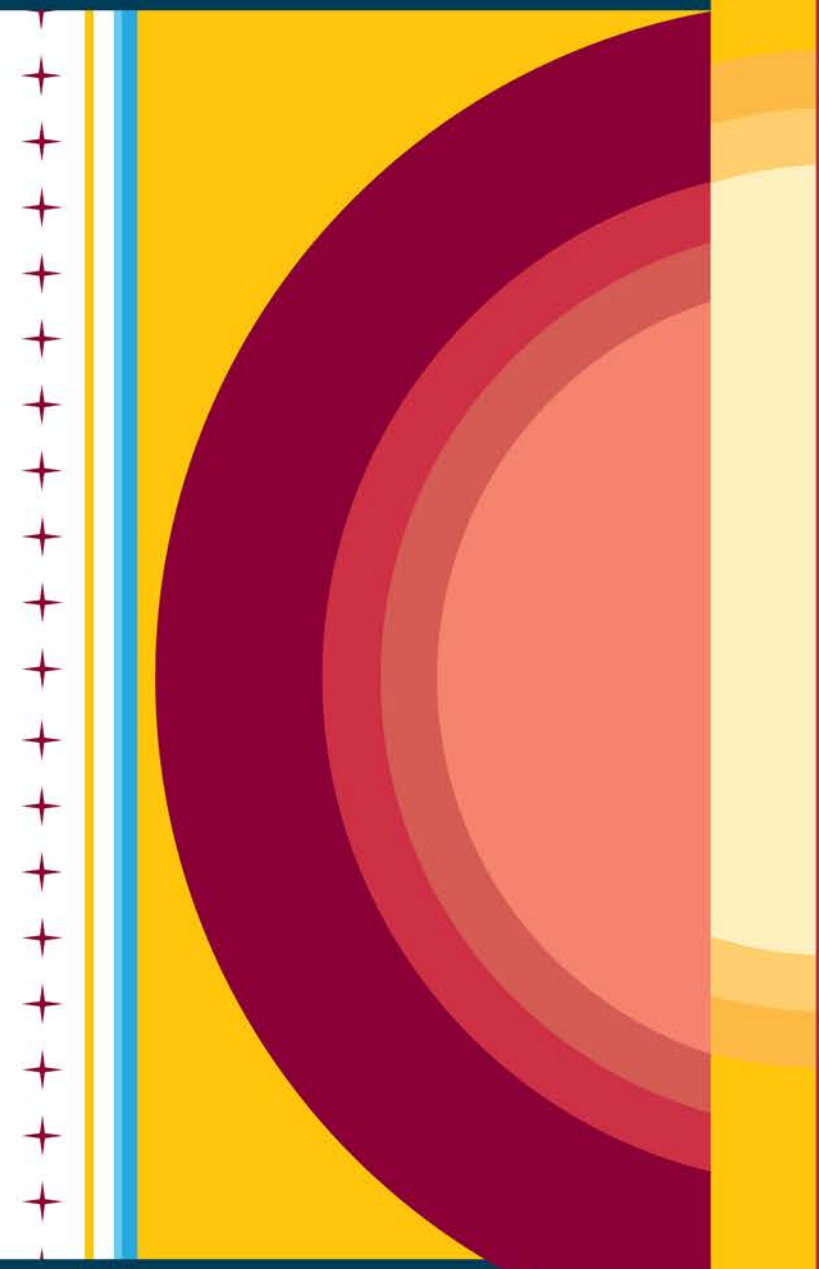
ILLUMINATIVE

# ILLUMINATIVE NARRATIVE CHANGE INSIGHTS AND ACTION PRESENTATION

# ILLUMINATIVE'S MISSION

Created and led by Native peoples, *IllumiNative* is creating and amplifying authentic, accurate, and contemporary portrayals of Native peoples in pop culture, media, k-12 education, and other key sectors by challenging invisibility and inaccurate toxic stereotypes and stories.

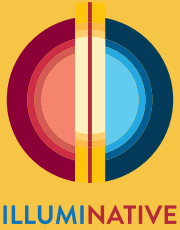
[WWW.ILLUMINATIVES.ORG](http://WWW.ILLUMINATIVES.ORG)





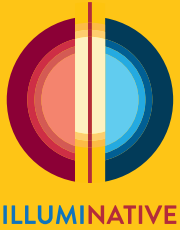
# GROUNDING IN RESEARCH

- ✦ Echo Hawk Consulting, co-led the biggest formative research project ever conducted by, for, and about Native peoples — Reclaiming Native Truth.
- ✦ The strategy-setting formative research project was the first step in launching *IllumiNative*. *IllumiNative* is using the research as a roadmap of action to change the narrative about Native peoples.



# THE RESEARCH WAS EXTENSIVE

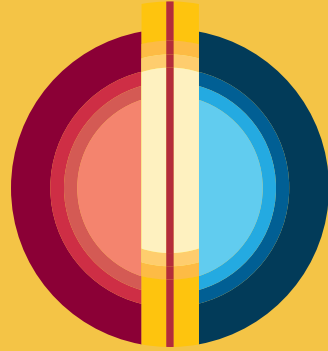
- 2** comprehensive literature reviews
- 28** focus groups in 10 state across the U.S.
- 10** message testing groups with Natives and non Natives
- 45** in-depth interviews
- +13 K** survey respondents
- +240 K** Facebook and Twitter posts on cultural appropriation analyzed
- 4.9 M** social posts on national narratives analyzed



# WHAT ARE WE FIGHTING FOR?

- ✦ A future where the self-determination of Native peoples and tribal sovereignty are respected and supported
- ✦ Where Native children, families, and communities no longer face the devastating effects of discrimination and racism
- ✦ Where Native peoples shape, author, and control their own story





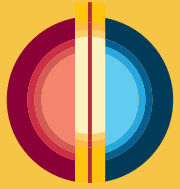
**WHAT STANDS IN OUR WAY?**





# INVISIBILITY





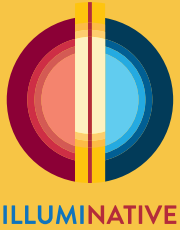
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# TOXIC STEREOTYPES

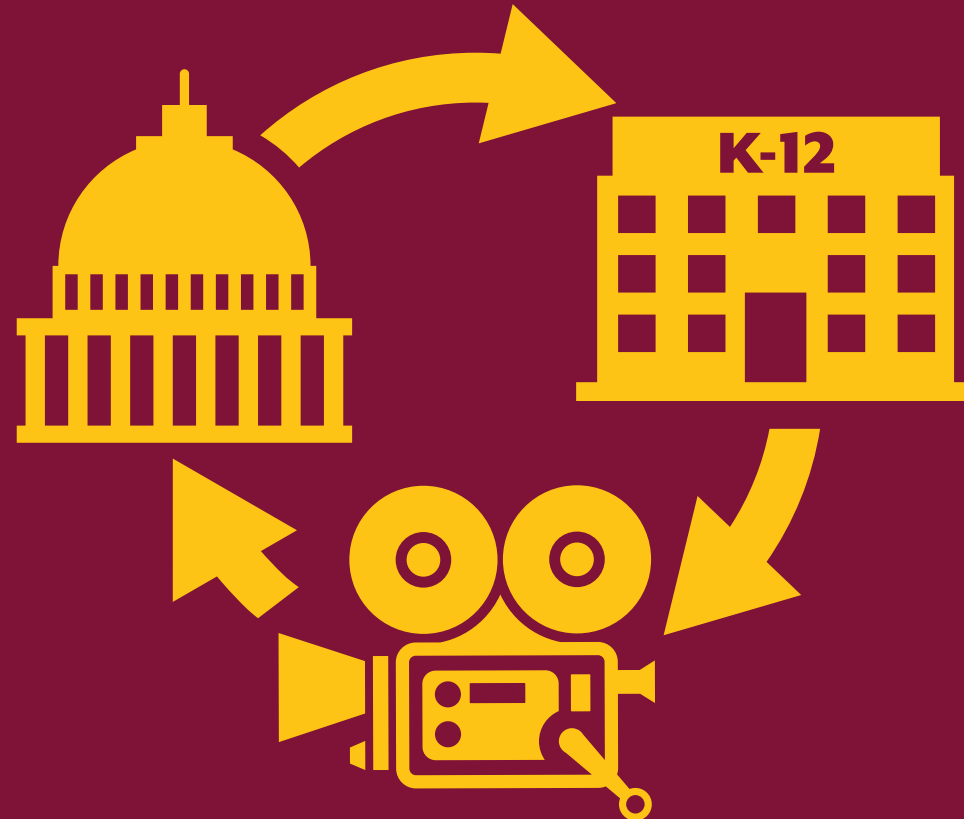
AND FALSE NARRATIVES FILL THE VOID LEFT BY INVISIBILITY





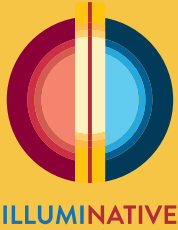


# INSTITUTIONALIZED ERASURE OF NATIVE PEOPLES



***“INVISIBILITY IS THE MODERN  
FORM OF RACISM AGAINST  
NATIVE AMERICANS.”***

*– Dr. Stephanie Fryberg (Tulalip), University of Washington.*



# INSTITUTIONS PERPETUATE AND SYSTEMATIZE INVISIBILITY, TOXIC STEREOTYPES, AND FALSE NARRATIVES



**27 STATES**  
MAKE NO MENTION  
OF A SINGLE NATIVE AMERICAN IN  
**K-12 CURRICULUM\***

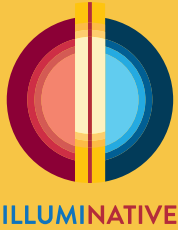


**87%**

OF STATE-LEVEL  
HISTORY STANDARDS

**FAIL  
TO COVER**

NATIVE PEOPLE'S HISTORY  
IN A POST-1900 CONTEXT \*



# INSTITUTIONS PERPETUATE AND SYSTEMATIZE INVISIBILITY, TOXIC STEREOTYPES, AND FALSE NARRATIVES

WHEN SEARCHING  
“NATIVE AMERICAN,”

95%



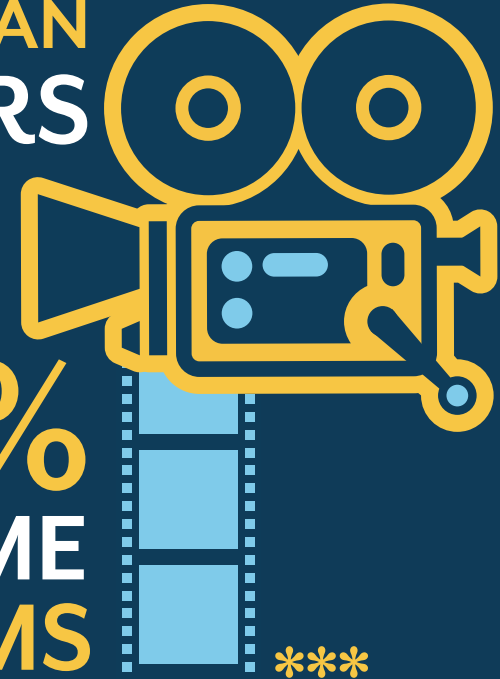
OF THE FIRST 100  
GOOGLE IMAGES  
ARE FROM THE  
19TH CENTURY

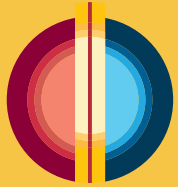
NATIVE AMERICAN  
CHARACTERS

ONLY MAKE UP  
BETWEEN

0-.04%

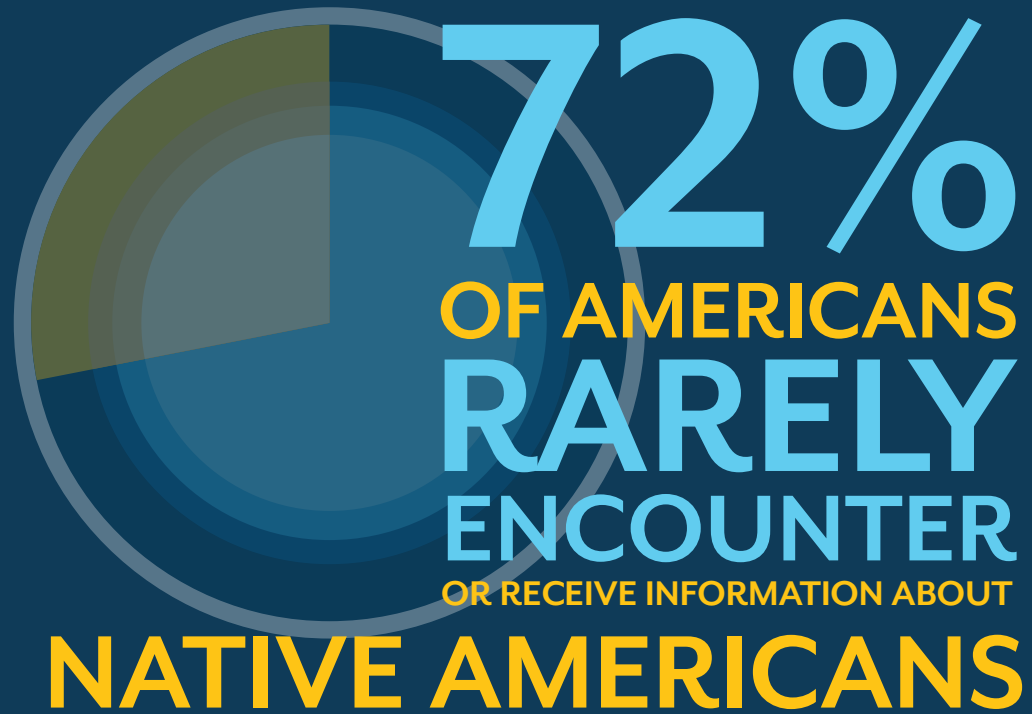
OF PRIMETIME  
TV AND FILMS





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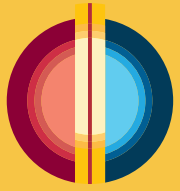
# WHAT ARE THE EFFECTS OF INVISIBILITY?



**78%** OF AMERICANS POLLED  
KNOW LITTLE TO NOTHING ABOUT  
**NATIVE AMERICANS**  
AND A SIGNIFICANT PORTION BELIEVE THAT NATIVE PEOPLES  
MUST BE A DWINDLING POPULATION BECAUSE  
THEY DO NOT SEE, HEAR, OR READ ABOUT NATIVE PEOPLES

- ✦ Invisibility of Native people fuels bias and racism in schools, the media, the courts, and Congress
- ✦ Keeps Native communities from having a seat at the table
- ✦ Dehumanizes Native peoples

THE VOID LEFT BY INVISIBILITY  
IS FILLED WITH MYTHS,  
TOXIC STEREOTYPES,  
AND INACCURATE PORTRAYALS  
IN MOVIES, TV, AND NEWS MEDIA.



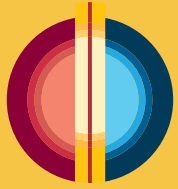
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# RACIST SPORTS MASCOTS









ILLUMINATIVE

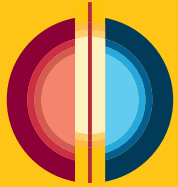
# OFFENSIVE HALLOWEEN COSTUMES





# ROMANTIC MYTHS, AND INACCURATE PORTRAYALS IN MOVIES, TV, AND NEWS

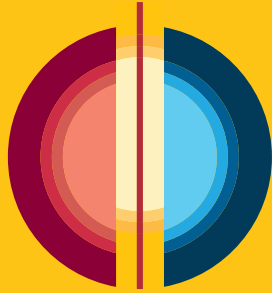




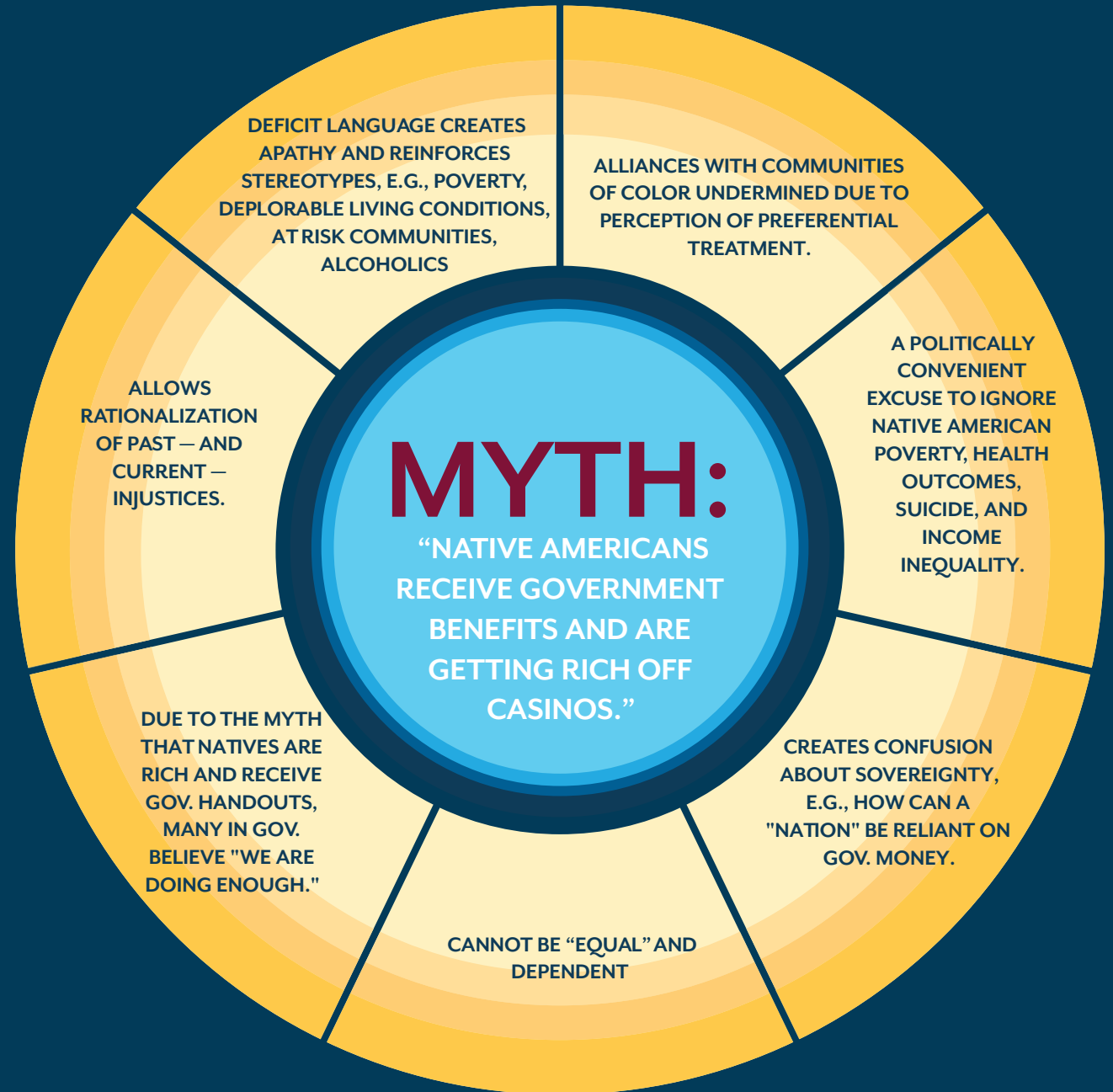
ILLUMINATIVE

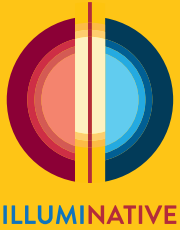
# THE MOST TOXIC MYTHS

***“NATIVE AMERICANS RECEIVE  
GOVERNMENT BENEFITS AND ARE  
GETTING RICH OFF CASINOS.”***



# TOXIC NARRATIVES ARE DANGEROUS

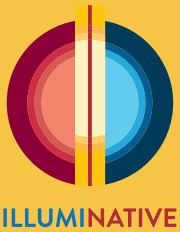




# INVISIBILITY AND STEREOTYPES NEGATIVELY IMPACTS LEGISLATIVE AND JUDICIAL DECISIONS



- ✦ Most federal judges don't understand sovereignty, have never taken an Indian law course, yet routinely make major decisions affecting tribal nations and citizens.
- ✦ One American Indian law clerk said a law professor at a Top 10 law school said, "tribes often call themselves 'nations' to puff themselves up."
- ✦ Policymakers and leaders described tribal governments as having a "poverty mentality," where they fail to plan ahead and are reactive versus proactive.
- ✦ Congresspersons agree that invisibility, stereotypes, and deficit narratives affect policy.
- ✦ A significant number of Congresspeople don't have Tribes in their districts and see Native peoples as "somebody else's problem."



# RIPPED FROM THE HEADLINES: RACISM AND DISCRIMINATION

## Indigenous People's Day bill defeated

## VAWA provision allow: Who Should Get to Adopt Native American Children?

## Violence Against Native Women

Arrest made in connection with 'hateful and racist' vandalism at Chickasaw Nation office

Los Angeles Times  
Updated 4:47 p.m. MT April 2, 20...  
In North Dakota, Native Americans face a voter ID law they believe is aimed at them

...Congress passed a law intended to keep... outside their tribes. Now, its futur...

**Donald J. Trump** @realDonaldTrump

Today Elizabeth Warren, sometimes referred to by me as Pocahontas, joined the race for President. Will she run as our first Native American presidential candidate, or has she decided that after 32 years, this is not playing so well anymore? See you on the campaign TRAIL, Liz!

4:54 PM - 9 Feb 2019

38,888 Retweets 194,647 Likes



Hearing focuses on mistreatment of Navajo, Native American students

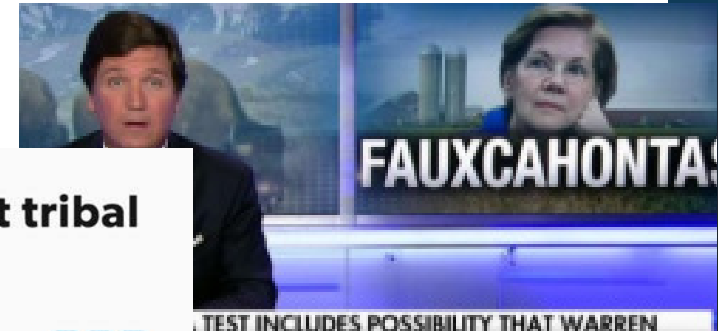
NEW MEXICO TEACHER CUT OFF NATIVE AMERICAN STUDENT'S BRAID, CALLED ANOTHER 'BLOODY INDIAN'

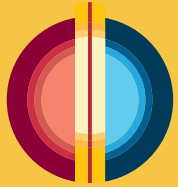
Side with TEX in Fight Over Native American Gambling

# GOP Tries To Gut Protections For Native Women In Violence Against Women Act

Donald J. Trump @realDonaldTrump  
If Elizabeth Warren, often referred to by me as Pocahontas, did this commercial from Bighorn or Wounded Knee instead of her kitchen, with her husband dressed in full Indian garb, it would have been a smash!

Does the Indian Child Welfare Act protect tribal interests at the expense of children?





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# INVISIBILITY AND ERASURE ARE



**NEWS  
MEDIA**



**POP  
CULTURE**

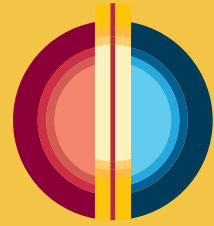


**K-12**



**FOR TOO LONG WE HAVE BEEN TOLD  
WE ARE INVISIBLE AND DON'T COUNT**

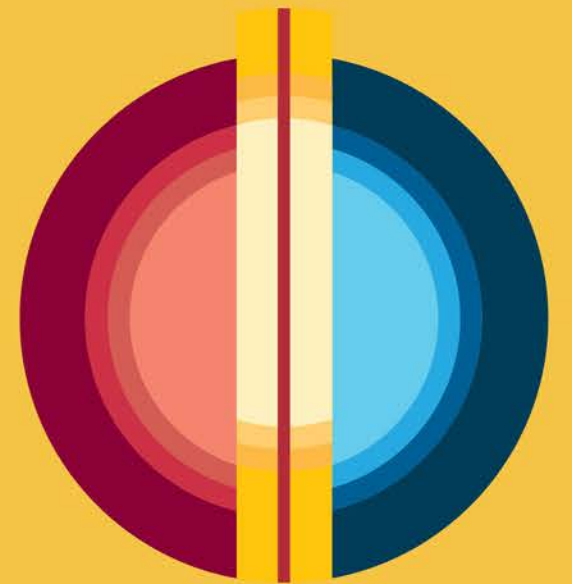




**THE TIME IS NOW**  
**CHANGE THE STORY.**  
**CHANGE THE FUTURE.**



**WHAT IS THE  
*NEW* NATIVE  
NARRATIVE ?**



**ILLUMINATIVE**



# FIGHT BIAS AND RACISM WITH NARRATIVE

***DISRUPT***

and interrupt invisibility

***SMASH***

toxic stereotypes

***AMPLIFY***

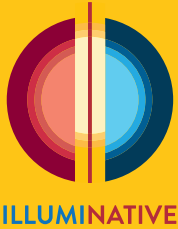
contemporary, accurate Native stories, voices & issues



# WHAT ARE NARRATIVES?



Narratives are **cultural ideas or stories that dominate** and affect how we view or understand the world. These narratives are **created by perceptions, messages, myths, stereotypes, and personal or secondary experiences.**



# WHAT IS NARRATIVE CHANGE?



Narrative change happens when various efforts combine to shift the dominant narrative. It happens when people receive the right prompts and begin to internalize a new way of approaching an issue, which in turn makes them act differently.

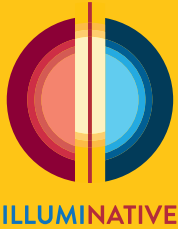
**WE MUST REPLACE THE CURRENT NARRATIVES WITH CONTEMPORARY, AND AUTHENTIC STORIES ABOUT NATIVE PEOPLES.**



# OPPORTUNITY: NARRATIVE CHANGE



In April 2018, conducted a nationally representative survey of 2,000 U.S. adults to study whether various groups, given “new narrative” messaging strategies, would shift their opinions on Native specific issues such as pop culture representation, the Indian Child Welfare Act, and tribal sovereignty.

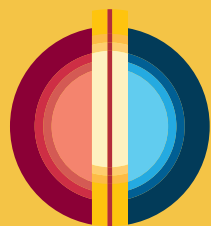


# SIGNIFICANT RESEARCH FINDINGS

**GOOD NEWS!** When diverse groups of Americans are exposed to the “new Native narrative” they are moved to change perceptions, be more supportive and are open to learning more:

- ✦ **78%** of Americans are interested in learning more about Native cultures and that strong majorities support Native positions on most issues;
- ✦ **72%** believe it is necessary that to make significant changes to K-12 curriculum on Native history & culture
- ✦ **64%** even among conservatives, support increasing resources to reduce poverty and improve health care and education.

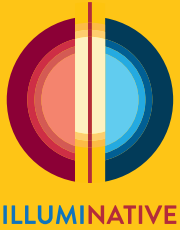
**THE NEW NARRATIVE MOVES PEOPLE.**



**NEW NARRATIVES  
TESTED**







# NARRATIVE FRAMEWORK

**WHEN THESE ELEMENTS ARE COMBINED,  
NARRATIVES CHANGE HEARTS AND MINDS.**

## VALUES

Linking to **VALUES** creates a connection and builds understanding.

## HISTORY

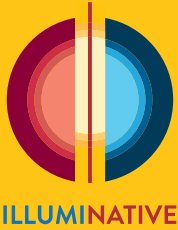
Weaving in brief, accurate facts and **HISTORY** is compelling.

## VISIBILITY

Showing **VISIBILITY** in contemporary life moves people past stereotypes.

## CALL TO ACTION

A clear and specific **CALL TO ACTION** is motivating.



# WE TESTED A NEW GENERAL NARRATIVE

“ The history of Native Americans is one of great strength and revitalization.

It is a story built around values that have shaped Native cultures and American society: respect for family and elders shared responsibility to care for the land and an obligation to do right by the next generation.

It is a story of resilience through great pain and injustice, from broken treaties and loss of land and language in the past to

derogatory sports mascots and biased history taught in schools today. Across more than 600 sovereign Native nations and in every profession and segment of society, Native Americans carry the cultural knowledge and wisdom that sustains Native nations and helps build a stronger future for all.

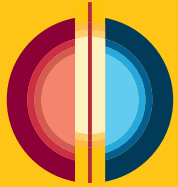
Let’s find our commonalities, celebrate our differences and creatively work together for our shared future and the futures of the next generations.

VALUES

HISTORY

VISIBILITY

CALL TO ACTION



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# OTHER NEW NARRATIVES TESTED

All children deserve to be raised by loving families in supportive communities, surrounded by the culture and heritage they know best.

In Native cultures, family is defined very broadly. Everyone Plays an active role in raising a child and is ready to help in times of crisis.

But when the U.S. child welfare system was created, it was biased against raising a child in this way - as a community. As a result, the U.S. government removed Native children from their families - not because of abuse or neglect, but because of this communal way of being. The Indian Child Welfare Act (ICWA) was passed in 1978 to prevent Native American children from being unjustly taken away and adopted outside their culture.

Today, however, ICWA is not consistently respected.

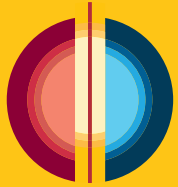
We need to uphold and improve the law to make sure we are doing what is best for Native Children.

VALUES

HISTORY

VISIBILITY

CALL TO ACTION



ILLUMINATIVE

# OTHER NEW NARRATIVES TESTED

Honor and integrity are important values we all look for in other people. They're important values for countries, too. When a country makes an agreement or signs a treaty, you expect them to live up to it.

And yet, our own country has broken more than 500 treaties with Native nations that were here long before the United States was founded.

Today, there are more than 600 sovereign Native Nations within the borders of the United States, and they pay federal taxes like all Americans. Yet, federal and state governments, corporations and individuals continue to violate these treaties and challenge the sovereignty of these independent nations to set their own laws and do what is right for their own citizens.

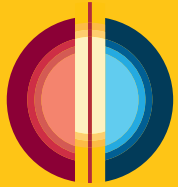
It is only fair to honor the treaties with Native nations and to respect their sovereignty.

VALUES

HISTORY

VISIBILITY

CALL TO ACTION



ILLUMINATIVE

# OTHER NEW NARRATIVES TESTED



Our own culture and heritage are important parts of who we are and how we define ourselves.



No one deserves to see their heritage insulted or ridiculed. Yet, for hundreds of years, Native Americans have been mocked and dehumanized by slurs and images in team mascots at every level, from elementary schools to professional sports.



While some people mistakenly believe that these mascots are harmless or even respectful, the mascots actually represent a continued dehumanization of Native peoples and do real psychological harm to Native children.



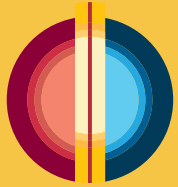
It's time to eliminate the use of Native American names, symbols and images as team mascots.

VALUES

HISTORY

VISIBILITY

CALL TO ACTION



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## THE NEW NARRATIVE WORKS!

WHEN OFFERED  
ACCURATE  
NARRATIVES

78% OF THOSE  
POLLED

WANTED TO LEARN MORE  
ABOUT NATIVE AMERICANS

78%

OF ALL AMERICANS

believe it is important to feature more  
STORIES ABOUT NATIVE AMERICANS  
on television, in movies, and in other entertainment

**AT THE BEGINNING OF THE SURVEY, ONLY 34% OF RESPONDENTS SAID THEY BELIEVED THAT NATIVE AMERICANS FACE A GREAT DEAL OR A LOT OF DISCRIMINATION. AFTER HEARING NARRATIVES THAT USED THE NEW NARRATIVE FRAMEWORK THAT NUMBER JUMPED TO 55%.**



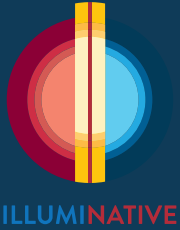
72%

OF AMERICANS  
SUPPORT CHANGING CURRICULUM  
TO ENSURE

**ACCURATE  
NATIVE HISTORY**

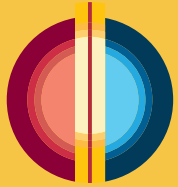
IS TAUGHT IN SCHOOLS





# THE NEW NARRATIVE WORKS!

**THERE WAS A 5-26% INCREASE IN SUPPORT FOR TRIBAL SOVEREIGNTY, ICWA, BANNING RACIST MASCOT, AND INCREASING NATIVE REPRESENTATION AFTER HEARING THE NEW NARRATIVES**



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# THE NEW NARRATIVE WORKS!

**88%** **FIND**

**NEW NATIVE NARRATIVE**

**CREDIBLE**

**AND 65% SAY THEY ARE**

**willing to share it with others**

**81%**

**OF PEOPLE AGREED WITH THE**

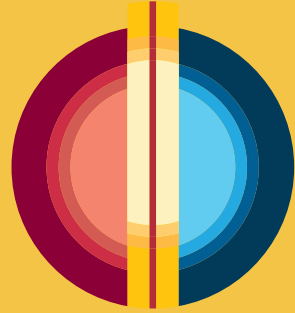
**NEW  
NARRATIVE**



# ALLIES AND MOVEABLE AUDIENCES

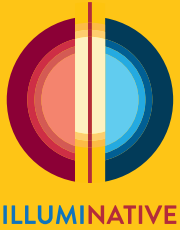


- ✦ MILLENNIALS
- ✦ PEOPLE OF COLOR
- ✦ WHITE LIBERALS
- ✦ COLLEGE GRADUATES
- ✦ PEOPLE W/ NATIVE ANCESTRY
- ✦ DEMOCRATS



# ROAD MAP FORWARD





# JOIN THE MOVEMENT AND TAKE ACTION



- ✦ **Download toolkit: [www.illuminatives.org/take-action/](http://www.illuminatives.org/take-action/)**
- ✦ **Use and share the research**
- ✦ **Use and amplify new narrative framework-amplify contemporary Native voices, stories, contributions and issues**
- ✦ **Start dialogue in your community, organization and beyond**
- ✦ **Make a plan for action**
- ✦ **Join and follow *IllumiNative***

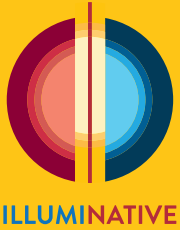


# WHAT CAN INDIAN COUNTRY DO?

- ✦ Use, share and amplify the research findings.
- ✦ Use new Native narrative framework in messaging.
- ✦ Use the power and reach of social media to amplify contemporary Native voices, stories and issues.
- ✦ Engage allies from a standpoint of education, collaboration, mutual respect and reciprocity.



**VISIT [WWW.ILLUMINATIVES.ORG](http://WWW.ILLUMINATIVES.ORG) FOR MORE RESOURCES**

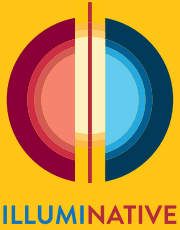


# WHAT CAN ALLIES DO?



- ✦ Educate yourself and share research with others.
- ✦ Change the way you talk about Native communities.
- ✦ Seek out Native stories and amplify Native voices, knowledge, issues, and contributions.
- ✦ Make Native representation in your work or industry a priority.

**VISIT [WWW.ILLUMINATIVES.ORG](http://WWW.ILLUMINATIVES.ORG) FOR MORE RESOURCES**



**CHANGE THE STORY. CHANGE THE FUTURE.**



For additional resources and to learn more about *IllumiNative*  
visit [www.IllumiNatives.org](http://www.IllumiNatives.org)  
[connect@illuminatives.org](mailto:connect@illuminatives.org)



[@\\_IllumiNatives](https://twitter.com/_IllumiNatives)



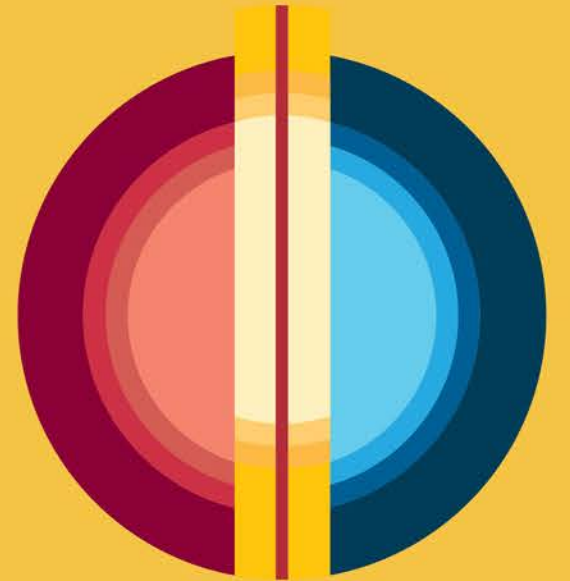
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[fb.me/IllumiNativeOrg](https://fb.me/IllumiNativeOrg)



DISRUPT, INTERRUPT, INVISIBILITY.  
SMASH STEREOTYPES  
ORGANIZE.



ILLUMINATIVE