

# NAATP NATIONAL 2021



NATIONAL ASSOCIATION<sup>®</sup>  
OF  
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

# Understanding and Healing Intergenerational Racism and Bias

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Soul Recovery

A group of people, including a man in a white shirt and a woman in a red top, are holding hands in a circle. The background is dark and slightly blurred, focusing attention on the hands and the text.

# UNDERSTANDING AND HEALING INTERGENERATIONAL RACISM AND BIAS

SHARI HAMPTON AND ESTER NICHOLSON





# UNMASKING RACISM TO CREATE ANTI-RACIST RECOVERY SPACES

**SHARI**  
**HAMPTON**



# ANTI-RACISM TRAINING

The Cornerstone of Every DEI Strategy

- How does racism impact SUD services?
- Why is anti-racism training important?
- How does anti-racism training benefit an organization?



# THE IMPERATIVE

People Are Dying From This Disease

- Institutional Racism - discriminatory treatment by institutions
  - Healthcare
  - Criminal Justice
  - Employment
- Implicit Bias
- Barriers to Care

# **SAMHSA CALLS FOR CULTURAL COMPETENCE**

**Organizations Need to Become Aware  
of Their Own Biases**

- What is cultural competence?
- Why is it important?
- The Continuum:
  - Destructiveness
  - Incapacity
  - Blindness
  - Pre-contemplative
  - Competency





**“Act as if what you do makes  
a difference. It does.”**

**— William James**

# RECOMMENDATIONS FOR PROVIDERS

Powerful Leaders Make Powerful Changes

- Individual work at the leadership level
- Invest in continued education and training
- Hire people of color in leadership roles
- Create diverse marketing materials

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# RECOMMENDATIONS FOR CLINICIANS

A Therapeutic Alliance is Critical to Success

- Build awareness of own beliefs and attitudes about race
- Customize assessment strategies
- Apply evidence based interventions with mindfulness to client's identified preferences, values and needs

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# BENEFITS AND OUTCOMES

The Bottom Line

- Creates a trauma informed culture
- Sends clear message that organization stands for anti-racism work
- Improves cultural competence for clinicians and staff
- Supports inclusion and diversity
- Positive impact to revenue



# POSITIVE IMPACT

Your Organizations Growth

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- **Treatment retention has positive impact on revenue**
  - Therapeutic relationship significant impacts retention rate
- **Diverse marketing materials attracts more diverse clients**
  - Broadens client base
  - Boosts bottom line
- **Connect with organizations that serve diverse populations**
  - Show record of inclusivity
- It's just the right thing to do.

# LET'S CONNECT

Your Organizations Growth

To learn more about my work and training  
“**Unmasking Racism to Develop Anti-Racist  
Recovery Spaces**” - designed exclusively for  
recovery treatment centers and organizations -  
reach out to me at **hello@sharihampton.com** or  
visit **SHARIHAMPTON.COM**



# RESOURCES

1. Kuligowski, Kiely. July 17, 2020. Why Diversity Marketing Is Good Business.  
<https://www.business.com>
2. Ozor, Chidimma. *Special Report for She Recovers*.
3. Sara Matsuzaka & Margaret Knapp (2019): Anti-racism and substance use treatment: Addiction does not discriminate, but do we?, Journal of Ethnicity in Substance Abuse, DOI: 10.1080/15332640.2018.1548323.
4. Samhsa Tip 59: Improving Cultural Competence.  
<https://store.samhsa.gov/sites/default/files/d7/private/sma14-4849.pdf>



# HEALING UNCONSCIOUS BIAS AND RACISM IN RECOVERY

**ESTER**  
**NICHOLSON**

# SOUL RECOVERY

## A Breakthrough Approach

- Soul Recovery bridges the gap between the 12 steps of recovery, broadly accepted spiritual practices and innovative holistic modalities.
- It treats the psychological disease of racism at the subconscious level





# A BOLD STATEMENT

- How do you measure the success of your
- How do you measure the success of your
- How do you measure the success of your



# **RACISM IS** **AN ADDICTION**

- Spiritual Malady
- Mental Obsession
- Physical Allergy

• [Racism is a contagious psychological disease](#)  
• [Why is anti-racism training important?](#)  
• [How does anti-racism training benefit an organization?](#)

# HOW IT HAPPENED

- Belief Systems
- Intergenerational Paradigms
- Legacy
- Emotions
- History
- The Body

# THE UNCONSCIOUS MIND - BUSINESS AS USUAL

- Using the same mind for different actions is called insanity
- The default syndrome

⋮ [Business as Usual: The Default Syndrome](#)  
⋮ [How to overcome business as usual?](#)  
⋮ [How does business as usual affect an organization?](#)



**“Where we put our awareness, and  
for how long, maps our destiny.”**

**— Joe Dispenza**



**“We cannot solve our problems with  
the same thinking we used when we  
created them.”**

**— Albert Einstein**



# PERFORMATIVE ACTION IS NOT ENOUGH

- We Can't Heal The Symptom Without Healing The Cause
- We Must Go Deeper
- Taking a fearless and moral inventory individually and collectively

# **SPIRITUALITY AS A BUSINESS MODEL**

- Spiritual Evolution/Revolution
- Leaders
- Business / Organizations
- A Radical Approach
- Expand Outreach

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# OBJECTIVES

- The transformation of systemic “business as usual” patterns of thought, which out-picture as racism and bias in the field of recovery
- Expanded outreach to BIPOC (Black, Indigenous and People of Color)
- Providing an environment to recover and rediscover the essential nature of oneness in oneself and in all BIPOC in or seeking recovery
- Potential increase in revenue
- Enhances recovery identity
- Unify anti-racism training and spirituality

# LET'S CONNECT

Let's schedule a meeting to discuss how I can serve your organization.

To learn more about my work on **Healing Unconscious Bias and Racism In Recovery**, please visit [www.estermail.com](http://www.estermail.com)

• [Healing Unconscious Bias and Racism In Recovery](#)  
• [How to implement healing programs](#)  
• [How to use healing to build a healthy organization](#)