

Racial and Gender Identity: Origins of racial stereotypes of African American men and women

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Objectives

- To become aware of the historical context of racial stereotypes
- To identify the legacy of these stereotypes
- To identify solutions to overcoming these stereotypes



Definition

- A positive or negative set of beliefs held by an individual about the characteristics of a group of people.
- Existence of a stereotype versus Stereotyping (Jones, 1997)



Stereotypes of African American Men

-  Sambo
-  Jim Crow
-  Savage



Stereotype of African American women

 Mammy

 Aunt Jemimah

 Sapphire

 Jezebal



Maintenance of Stereotypes

- Mass Media
- Education System
- Interpersonal Contact (Racial identity)



Racial Identity Models

 Cross Model

 Helms Model



Cross model

- Pre-Encounter
- Encounter
- Immersion Emersion
- Internalization



Helms Model

- Contact
- Disintegration
- Reintegration
- Psuedo Independent
- Immersion Emersion
- Autonomy



Solutions



Factors That Impact Maintaining Change

- Self Knowledge
- Objective knowledge
- Ability to Adapt
- Self Efficacy
- Positive/Negative Thinking
- Environmental Stressors
- Media
- Assess to Health Care



Factors Continued

 Culture

 Place of Residence



Optimal Thinking

- Integration of the spiritual and physical
- Intrinsic Self worth
- Self Knowledge
- Extended Self Identity
- Diunital Logic
- Holistic Analysis



Changing Negative Self Statements

- Identify statement
- Replace negative statement with positive statement
- Rehearse positive self statement
- Reinforce positive self statement



Progressive Relaxation

