

Building Empathy and Engagement with Targeted Communities: This chart corresponds to Guide pages 15-16. It provides a more detailed roadmap for building and modeling empathy toward targeted communities. Each step includes space for you to brainstorm how the consideration or strategy might be applied in your community—the common identities that can be activated, the stories that can be shared, and the behaviors that can be modeled.

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| Step 1 Start by activating a common identity (e.g., local community, or “moms”). Next tell stories that activate empathy within the frame of that identity (for example, start with an identity of “moms uniting to face COVID-19”). This is helpful because we reliably feel more empathy for groups we are a part of, so by first activating a common or overarching identity you are making it more likely that someone will experience empathy across otherwise divided groups. | | | | |
| | Activate a common identity | <i>Brainstorm common identities, for example: moms or university students</i> | <i>Common Identities:</i> | <i>Common Identities:</i> |
| | Tell stories that activate empathy within the frame of that identity | <i>Include stories that activate empathy within the frame of the above identity. E.g. Moms uniting to face covid-19, or University students working together to develop a vaccine or ventilators</i> | <i>Stories:</i> | <i>Stories:</i> |
| Step 2 Make empathy a norm through publicly demonstrating or modeling empathy and compassion. Show yourself, for example, watching a story or talking to someone about their experience and expressing your own compassionate emotions and actions. Even better, show a 2nd, 3rd and 4th person following your lead. Be open and show people how they can navigate challenges to empathy: if there is a tension between empathy/compassion and individual fears and anxieties, acknowledge it and demonstrate or explain how you decided which impetus to follow. | | | | |
| | Publicly demonstrate empathy and compassion. | <i>Show yourself (a mom) or others expressing compassionate emotions and actions. E.g. Show moms preparing food donations for other moms affected by the pandemic or University students sharing health information from legitimate sources to others that might not have access to this information.</i> | <i>Showing feelings of empathy and compassion:</i> | <i>Showing actions based on those feelings:</i> |
| | Show a 2nd, 3rd and 4th person following your lead | <i>Show other people are sharing experiences and expressing their compassionate emotions. E.g.. Neighbours buying groceries for elders so they are not exposed to the virus</i> | <i>Show how others are acting similarly.</i> | <i>Show how others are acting similarly.</i> |
| Step 3 Establish a norm on how to relate to others, no matter who they are. In all your communications, show empathy by acknowledging and asking about others. People are hurting in diverse ways, but we are all facing an uncertain future. Model a process of asking, listening, understanding, and acknowledging peoples’ experiences. Many people will die from this virus, and many more will face enormous economic hardship, unsure if they can keep a roof over their head or food on the table. Be sure to treat each of those losses with humanity. | | | | |
| | In all your communication acknowledge and ask about others by: | Asking | Listening | Understanding |
| | | | | Acknowledging |