

STRATEGIES TO PROTECT OTHERS FROM STEREOTYPE THREAT

1

Share what you've learned. Teach others about stereotype threat and how it can affect performance and self-esteem. Just being aware that we might be affected by stereotype threat can help prevent it.¹

2

Remind people that lower-than-expected performance could be the result of stereotype threat and is not a reflection of their actual abilities.

3

Promote and role model a growth mindset. Help other see mistakes as learning opportunities, and low performance as malleable and situational – **not** as evidence of inherent shortcomings or failures.

4

Encourage self-affirmation. Ask people to reflect on the characteristics, skills, values, or roles that are most important to them. This bolsters people's self-concept, protecting them from stereotype threat.^{2,3}

5

Consistently affirm the belief that everyone has the same potential to succeed. Be careful to avoid statements that explicitly or implicitly convey that one group is better at something than another.

6

Create a sense of belonging. Feelings of belonging promotes psychological safety and reduces anxiety and threat. Emphasize things people have in common to create a "common in-group identity", while valuing and acknowledging differences.

7

Surround yourself and others with counter-stereotypic images and messages. Conduct an audit of your environment and remove anything that might reinforce stereotypes or trigger stereotype threat. Replace them with images that challenge commonly held stereotypes.