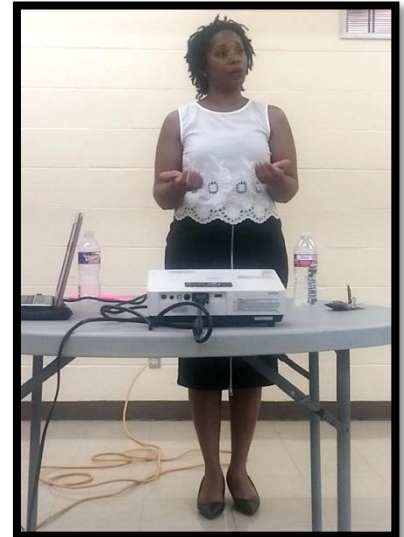




Radish: A KCK Lecture & Discussion Series on Inequality

March-June 2016
Participation Survey Report
Adrienne Showalter Matlock

The goal of the Radish lecture series was to promote education and discussion about inequalities that affect Kansas City, Kansas, and foster a space for networking and creating community connections between KCK residents who are interested in addressing issues of inequality. We coordinated five lectures in which a speaker presented on a topic related to inequality, and facilitated small group discussions followed by a question and answer session. The lecture topics were mental health, health, housing, race, and implicit bias in public institutions. Three of the sessions featured a spoken word poem related to the topic. We hosted the first three sessions at the KCK Public Library Main Branch location on Minnesota Avenue, and the final two at the John F. Kennedy Recreation Center on N. 10th Street in KCK. Twenty (20) to forty (40) people attended each session, with a combined attendance of approximately 122. This is the first series of its type to be hosted by co-coordinators Rachel Jefferson of the Historic Northeast-Midtown Association (HNMA) and Adrienne Showalter Matlock, graduate student of the University of Kansas Department of Sociology.



Participation Survey Overview

As a pilot project, we wanted to measure participation and gather feedback from those who attended sessions in order to determine to whom the series appealed, what marketing and publicity methods were most effective, whether participants were engaged with the sessions they attended, whether they thought it would impact their involvement in future inequality-related work, and what they learned.

We used several strategies to make sure the feedback we received was representative of those who attended the lectures. We created a survey that was brief so that people would be more likely fill out the survey and be more likely to complete the survey entirely. Figure 1 shows a sample of the survey instrument. In order to increase likelihood of participation, we placed surveys on all the chairs in the meeting places and made several announcements about the surveys during the middle and end of the session. In the announcements, we appealed to everyone to complete a survey and explained that the feedback on the surveys would be helpful to us as we consider planning future events. We distributed surveys and followed this protocol at 4 of the 5 sessions.

Figure 1. Sample Survey

Two of the questions on each survey were customized for the session in which the survey was distributed. Mrs. Showalter Matlock entered the data from each survey into an Excel spreadsheet and used formulas to calculate averages and totals and to analyze the data. Google Maps was used to plot the frequency of attendees' zip codes of residence.



Participation Survey Results

We distributed surveys at 4 of the 5 sessions, starting with the second session. We had a total of 44 surveys submitted. The distribution of the number of surveys that participants submitted at each Radish session is shown in Figure 2.

Who came to Radish?

The first two questions on the survey helped us learn more about the participants. The first question on the survey was "What zip code do you live in?" Figure 3 shows the zip codes where Radish participants live. Participants came from across the KC metro area, with a greater number attending from Kansas zip codes. The zip code with the greatest attendance was 66101 in downtown KCK, indicating that Radish accomplished its goal of reaching its target audience.

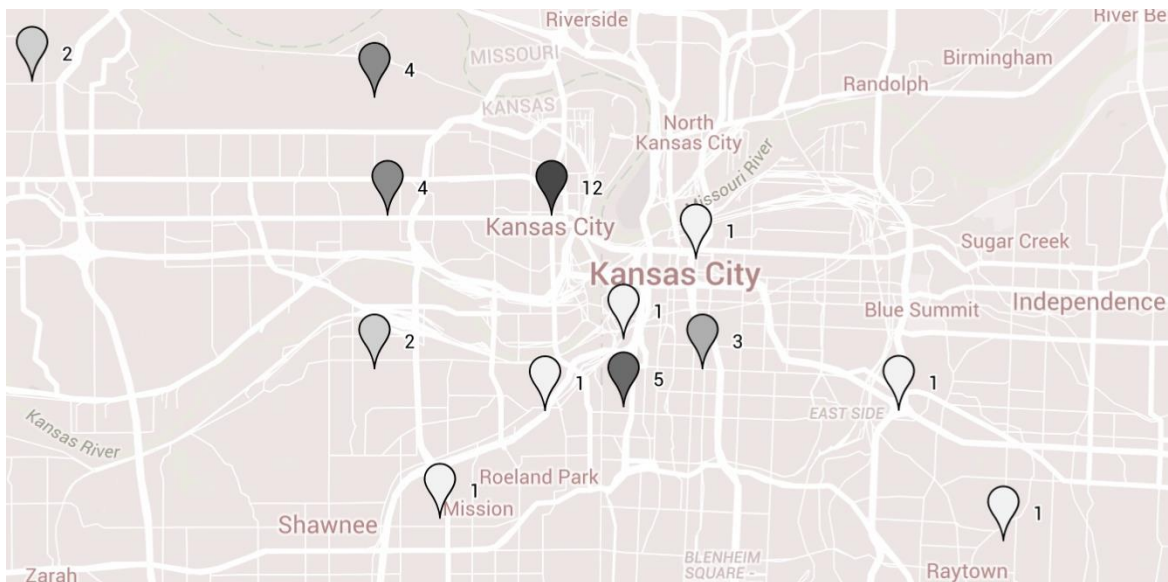
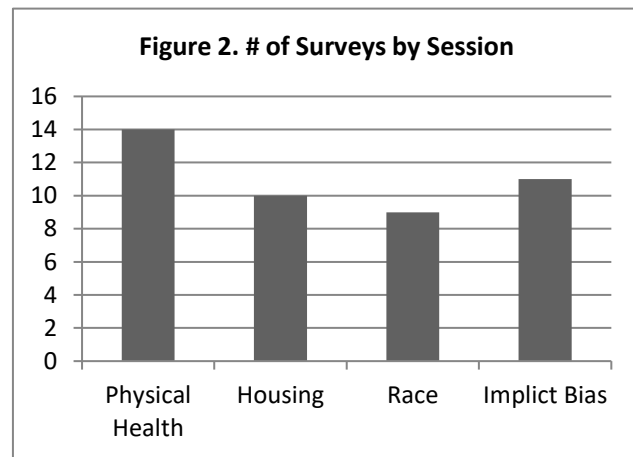


Figure 3. Map of Select Survey Zip Code Frequencies

A series of questions also attempted to gain information about who came to Radish, namely whether participants are currently involved in efforts related to the issue being discussed at that particular session. The question reads

Are you currently involved in efforts to [address this session’s inequality issue]? (yes or no)

If so, how? (check all that apply)

- As part of my job (please specify where you work, what you do)
- As a volunteer (with what organization, what you do)
- Other (please specify)

Of the 44 people who filled out surveys,

- **29** indicated that they are **currently involved in efforts** to address the issue covered at the session for which they were completing the survey.
- **21** indicated that they are involved **as a part of their job**
 - 13 wrote in details- a majority were nonprofit positions/organizations such as “CCO (Communities Creating Opportunity),” “RDA (Rosedale Development Association),” or “HNMA health educator.” Other responses included, “I do diversity trainings and develop culturally sensitive nutrition education programs,” “I’m a real estate broker who strives to provide home ownership equality by helping people get credit worthy to purchase” and “Title 1 educator with elementary education.”
- **15** indicated that they are involved **as a volunteer**
 - 9 wrote in details about their volunteer involvement- three participants mentioned volunteering with OneStruggleKC and two mentioned Showing Up for Racial Justice (SURJ). Other responses included Smart Start Learning Center, neighborhood association, the HNMA walking club and Willa Gill.
- 6 indicated that they are involved in some other way
 - All 6 wrote in details. Two indicated that they were addressing the issue through lifestyle efforts: “Treat individuals as you want to be treated, learn about other races culture,” and “Way of life.”

How did people find out about Radish?

We used several avenues for getting the word out about Radish. Our publicity campaign included Facebook posts, Facebook advertisements, advertisements in both Dos Mundos print and radio venues, fliers posted in the library, on signposts, and in other public places in Kansas City, KS, the HNMA email distribution list, and Livable Neighborhoods email distribution list. Our publicity via Facebook was geographically targeted to people within KCK. This was our primary avenue for publicity, and we paid at total of \$130 to promote posts and events. We published materials in English and Spanish. We also provided live Spanish interpretation of the lectures via headsets and 4/5 of the lectures. In order to determine which publicity media were most effective, we asked participants to select all the ways by which they heard about the session. Figure 4 shows an example of a Facebook post. See Appendix for a copy of a flier that was distributed.

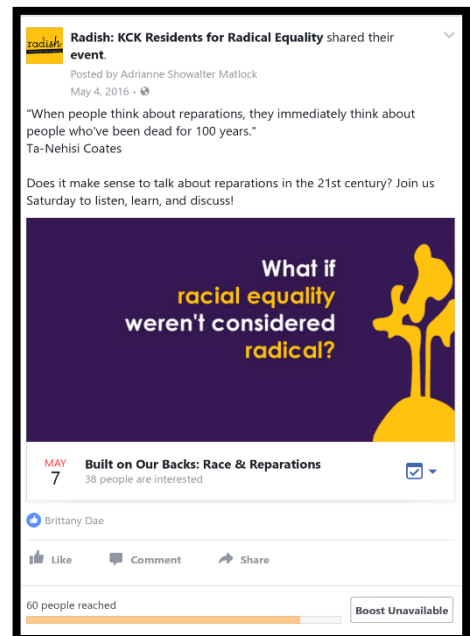
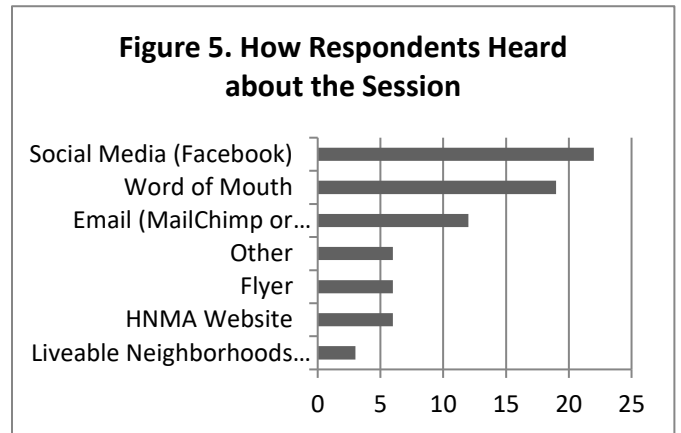


Figure 4. Example Facebook Post

The survey asks, “How did you hear about this workshop? (Check all that apply).”

The distribution of responses is shown in Figure 5. The three most frequently selected responses were

- Social Media (Facebook)
- Word of Mouth
- Email (MailChimp or other)

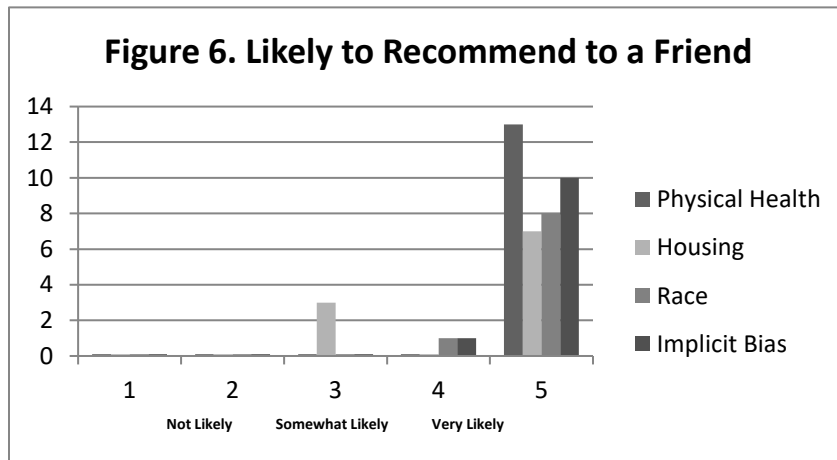


The high number of people who heard about Radish on social media confirms the efficacy of marketing via this medium and justifies the amount of money spent via this marketing channel. Word of mouth is a typical way to hear about community events, so this was not surprising. This indicates that people were satisfied with sessions they attended and shared about the series with friends.

Would participants recommend Radish to a friend?

We sought to gain feedback on participants’ experiences of attending sessions by asking a Likert-scale question. This question read, “How likely are you to recommend the Radish series to a friend?” The question was followed by a scale with 1 being “Not Likely” and 5 being “Very Likely.”

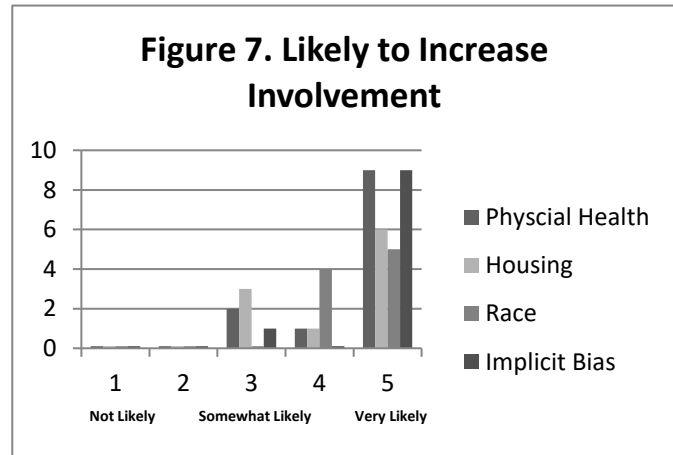
43 responded to the first of these questions. Figure 6 shows the distribution of their responses. In all four sessions, the most frequent response was 5 “Very Likely”. We were very pleased to see such a high rate of participants who said they would recommend the series to a friend.



Though it is difficult to measure impact, we included one question to get a more complete understanding for whether participants’ attendance at a Radish session encouraged and enabled them to take further action in their communities. The question read, “How likely are you to increase your involvement in efforts to reduce [the type of inequality discussed in this session] because of attending this session?” Forty-two people responded. Their responses are shown in Figure 7 below.

How likely was Radish to spur people to action?

The most frequent response for both scaled-based questions was 5- Very Likely. Compared to the previous Likert scale question, the distribution was not quite as far to the right. More people indicated their likelihood of recommending the series to a friend than who said that their attendance would increase their involvement on the issue discussed. As mentioned earlier, 29 of the 44 people who completed the survey said that they are already involved in work pertaining to the issue discussed at that session. It was encouraging to see that most people felt likely to increase their involvement.



What did people learn by attending Radish?

The final question of the survey was an open-ended question: “What is one piece of new information that you learned in the session today?”

Here are the responses, sorted by session. In the far-right column are themes that emerged while analyzing the responses. These responses helped illuminate people’s likely take-away learning. Overall, people recounted some fact or key concept from the presentations, with varying degrees of specificity.

Table 1. Responses to Open-Ended Question “What is one piece of new information that you learned in the session today?”		
Session	Responses to Question	Themes from Comments
Physical Health	<ul style="list-style-type: none"> ▪ Be a mouth piece ▪ Current analysis being done by CHC (Community Health Council) ▪ History of "red lining" ▪ How design affects health and equity. Redline sectoring/History and Present ▪ How much influence design from 100 years ago continues to effect equity ▪ How we can actively be involved in our community and meet the needs of the people 	<ul style="list-style-type: none"> ▪ Impact of redlining practices of racial segregation/exclusion communities ▪ Impact of neighborhood

	<ul style="list-style-type: none"> ▪ I enjoyed hearing about efforts to work with people of color and to provide culturally relevant outreach, organizing & information ▪ It was great hearing Jerry talk about how society is "designed" and the death of inevitability. So important! ▪ Some very strong ways of expressing some ideas I have for future community activity ▪ Strategy of empathy, caring, and relationship as the basis of CHCs ACA (Affordable Care Act) enrollment effort ▪ The intersection possibility of architecture & social science/humanities to improve health for people of color ▪ There's a need for culturally relevant recipes to improve health 	<p>design on communities, in the past and as a solution for the future</p>
<p>Housing</p>	<ul style="list-style-type: none"> ▪ % of income Wyandotte County residents pay for housing. That the legislature is considering a bill to not allow licensing department to regulate landlords who rent property ▪ Effect of household attitude, rental aspects, subtle background influences ▪ Info on community efforts & where the current needs lie ▪ Investors prey on poor neighborhoods. That is not okay! :-) ▪ Letting our voices be heard with our senators, governors, etc. Help with the policies ▪ There are a diverse group of people involved in doing something ▪ We need to think more about our personal value and what we value as ours 	<p>▪ Housing policy is important</p>
<p>Race</p>	<ul style="list-style-type: none"> ▪ 50% of white people in a recent poll don't believe Black folks endure any impact from slavery on their ability to acquire wealth ▪ About John Conyers and HR40 ▪ All Awesome! Great Conversation!! ▪ Bill HR 40 ▪ Cost of reparations ▪ H.R. 40- Will do more research ▪ How reparations could be implemented ▪ Post Traumatic Slavery Syndrome ▪ What is redlining and how it harms neighborhoods from moving forward 	<p>▪ Bill HR 40 has been presented by Rep. Conyers for 30 years to study the feasibility for reparations</p>
<p>Implicit Bias</p>	<ul style="list-style-type: none"> ▪ City engineers can be concerned about implicit bias ▪ EJAC will be researching; Another [illegible] shared a study - new connection - networking :-) ▪ It was nice to see a professional validate our perception of drastically different investment in different areas ▪ The idea that state, local, fed officials are biased against each other. ▪ There are engineers who care who are trying to do good work and get others in their field to care and change their ways ▪ There are people out there who REALLY want to change ▪ We work together for community development 	<p>▪ The existence of city engineers who are aware of bias and working to challenge it</p>

Conclusion

The first project carried out by Radish succeeded in bringing together community members to learn about and discuss issues of inequality. In attendance were a mix of people who are already involved in work to address these issues and those who were not. The 44 completed participation surveys indicated that we succeeded in reaching a predominantly KCK group, that people were satisfied with their experience, that they learned something new, and that they thought that their attendance was likely to increase their future participation in community efforts for greater equality. We look forward to building on what we learned from this undertaking to continue to coordinate community activities that promote equality.

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A KCK Lecture & Discussion Series on (In)Equality

normalizing radical equality

What are the causes and consequences of different types of inequality? How does inequality play out in Wyandotte County? How can we respond?

Come hear and interact with each speaker as they present on topics related to inequality in KCK. Pick and choose from the sessions; each will feature a 20-30 min presentation, followed by a facilitated Q&A.

FREE AND OPEN TO THE PUBLIC

Time: Each session will be from 10:00am-11:30am

Mar 26: Criminalizing Mental Illness: A Frayed Safety Net
 Speaker: Donovan Gardner, SIDE and Mark Wiebe, Mental Health Worker
 Main Branch KCKPL Library, 635 Minnesota Ave, Kansas City, KS

Apr 9: Achieving Health Equity by using Design Thinking
 Speaker: Jerry Jones, Community Health Council of Wyandotte County
 Main Branch KCKPL Library, 635 Minnesota Ave, Kansas City, KS

Apr 23: Housing Inequality: The Question of Affordability
 Speaker: Adrienne Showalter Matlock, Grad Student, KU Sociology
 Main Branch KCKPL Library, 635 Minnesota Ave, Kansas City, KS


May 7: Built on Our Backs: Race & Reparations
 Speaker: Britt Coleman, JD
 JFK Rec Center, 1310 North 10th St, Kansas City, KS

May 28: Neighborhoods Affected by Environmental Injustice
 Speaker: North Birmingham Community Coalition
 JFK Rec Center, 1310 North 10th St, Kansas City, KS

facebook.com/RadishKCK
 radishkck@gmail.com
 (913) 573-2010



Wyandotte Health Foundation



Community Health Council of Wyandotte County



KU Department of Sociology



EPA
United States Environmental Protection Agency



HNMA
Historic Northeast Midtown Association



HEALTHY COMMUNITIES WYANDOTTE

Figure 8. Initial Publicity Flier

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normalizando igualdad radical

Una Serie de Discursos y Platicas
En KCK Sobre (des)Igualdad

facebook.com/radishkck
radishkck@gmail.com

Cada sesión será de 10-11:30am

La biblioteca principal de KCK
625 Minnesota Ave
KC, KS 66101

At JFK Rec Center
1310 North 10th St
KC, KS 66101

26 DE MARZO Criminalizando Enfermedades Mentales: La disfuncional red de seguridad

9 DE ABR. Desigualdad de la salud física en Wyandotte County

23 DE ABR. La desigualdad de la vivienda y la cuestión de la asequibilidad

7 DE MAYO Construido en nuestras espaldas: raza y reparaciones

28 DE MAYO El Vecindario afectados por la injusticia ambiental

Gratis y Abierto al Publico

¿Qué pasa si la igualdad no era considerada radical?

Figure 9. Spanish Flier

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Built on Our Backs:
Race & Reparations

by Britt Coleman

Free and Open to the Public

SATURDAY, MAY 7
10-11:30am

New Location!
JFK Rec Center
1310 N. 10th Street
KC, KS 66101

Black people in America, have endured some of the most egregious harms in this country's history. In 2016, the long-lasting effects of the enslavement of African people, are still negatively impacting Black Americans, in education, politics, healthcare, criminal justice, the debt-wealth gap, housing, food access, jobs and more. Can reparations offer a feasible solution to some of the systemic racial issues facing America? What would it look like?

Part of a 5-part lecture/discussion series on inequalities in KCK. For more info, visit:
facebook.com/radishkck

What if equality weren't considered radical?

Figure 10. Race & Reparations Session Flier