
P-CoC Inc | Parenting Children of Color

P-CoC Inc. is a charitable professional society that drives tangible change by actively supporting initiatives that exclusively advance race, color, and ethnicity equity for persons of color, emphasizing cultural expression, fair treatment, advocacy, and education for all.



“Understanding race's neuronal basis is critical in treating the social pandemic of racism and colorism at its core.” - Dr. D-L Y Lang, Founding President, P-CoC Inc

THE CHALLENGE



- As a result of **systemic and institutional racism built into our institutions**, there are stark and persistent **racial disparities** that exist **between non-persons of color and persons of color in virtually every aspect of society** including health care, housing, employment, criminal justice, political power, education, and media.
- The concept of **whiteness and the normalization of white racial identity** throughout history have **created a culture where non-white persons are seen as inferior and that the customs, cultures, and beliefs of white people** are the standard by which all other groups are compared and measured. **The impact of this is that people of color are constantly either consciously or unconsciously receiving negative messages.**¹
- **Racist ideologies continue to be mentally reinforced and propagated** by the process of Classical conditioning. Classical conditioning is a learning process where an unconditioned stimulus that triggers an unconditioned response leading to a behavioral output becomes associated with another "orchestrated" neuronal input-the conditioned stimulus that triggers a conditioned response producing the same behavioral output as the unconditioned response. In other words, **negative stereotypes by association to racist ideologies impact neuronal perceptions creating prejudices and unconscious biases**

¹ <https://nmaahc.si.edu/learn/talking-about-race/topics/whiteness>]

OUR HISTORY



- **"Juneteenth," celebrating the date of the emancipation of the last slaves, also marks the first meeting** of this Education-Advocacy group, P-CoC Inc | Parenting Children of Color, on June 19th, 2020, at the residence of the Founding President, Dr. Damaris-Lois Yamoah Lang.
- As an academician, **Lang empowered her students to impact the social world by understanding humanity's biology concerning social behaviors.** The shift to starting P-CoC Inc occurred when a couple of her students, on several separate occasions, beckoned her to begin a mobilization process to bring to life all the empowerment she shared. The moment of reckoning occurred when a couple of her students said to her. ***"Professor, why don't you start us off by originating something yourself, and then we will continue where you left off?"***
- Dr. Lang, whose doctoral work focuses on the neurobiology of behavior (paternal care), **explained that social behaviors, including racism and colorism, stem from the brain's perceptions.** She emphasized that addressing racial inequities in our society will require curtailing of negative outside influx, which causes a shift in our facial skin-tone recognition primed-brain into the realm of unconscious bias associated with racial stereotypes.

OUR VISION & MISSION



- P-COC is a professional charity society **laser-focused on race and color equity for persons of color**, supporting ethnicity, cultural expression, **fair treatment, and education for all.**
- We envision a world where negative stereotypes are eliminated and all people, ethnicities, and cultures are **equally valued and recognized through the diversity & expression of our shared humanity.**
- We believe that if negative stereotypes are eliminated, then racist ideologies will not be birthed. **If racist ideologies are combated then racial inequities will be abated.**

THE SOLUTION

We believe that by **promoting a safe space**, providing instruction from the perspectives and **narratives of the wrongfully impacted**, and **increasing ethnically heterogeneous curricula** we can reduce racial inequities in our society.



Source of a people's narrative should be those of the people



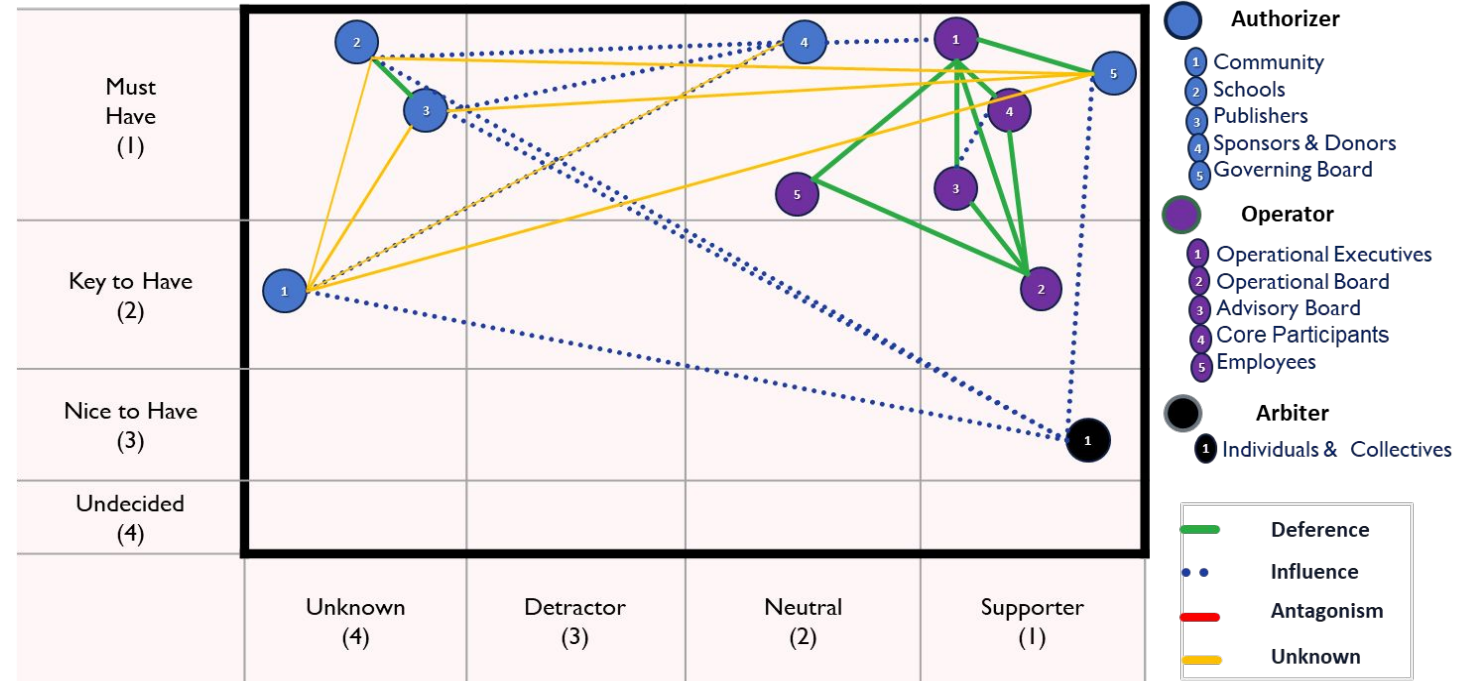
Providing race-sensitive education requires a safe space.



Increase ethnically heterogeneous curricula

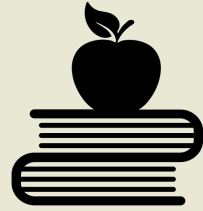
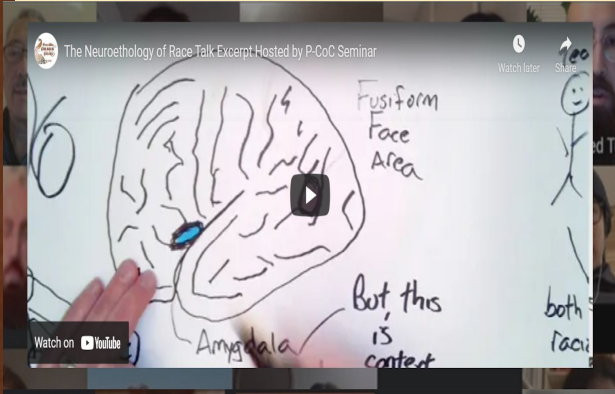
THE SOLUTION: WHAT MAKES US UNIQUE

What makes us different from other social groups is **our commitment to a singled-out cause, racial equity**. Additionally, P-CoC Inc's **work transcends the promotion of awareness** of racial inequity alone. The organization strategizes in engaging institutions and the community at the local level to **implement practical changes toward improving racial equity**.



Parallel Curricula: A Supplemental Approach | P-CaSA
Institutional Engagement /Outreach / Education-Advocacy

THE SOLUTION: OUR APPROACH



Education

Works alongside schools and the community to provide professional development dedicated to cultural awareness. Work with Authors, partner with publishers and educators to promote a broader spectrum in persons-of-color representation via images and textbook development for courses and literature.

Work Examples: Varied projects and events conducted surrounding the black diaspora before slavery and colonization. Work with educators to provide professional development seminars and connect to experts in fields that may enhance the classroom's teaching experience.



Outreach

Provide racial diversity support and input to activities open to the public.

Work Examples: Cultural expression showcases. Conduct workshops to address the status quo that permeates conformity to racial identity expressions and the unlearning of social norms that perpetuate hate, including self-hate of social norms that perpetuate hate, including self-hate



Advocacy

Serve as an in-house resource and support for persons of color on race-related concerns. Work with institutions to get rid of harmful stereotypes about persons-of-color.

Work Examples: Advocate for the portrayal of the minority experience with depth and dignity. Candid conversation series geared towards norms embedded into harmful stereotypes

Highlights of some recent work

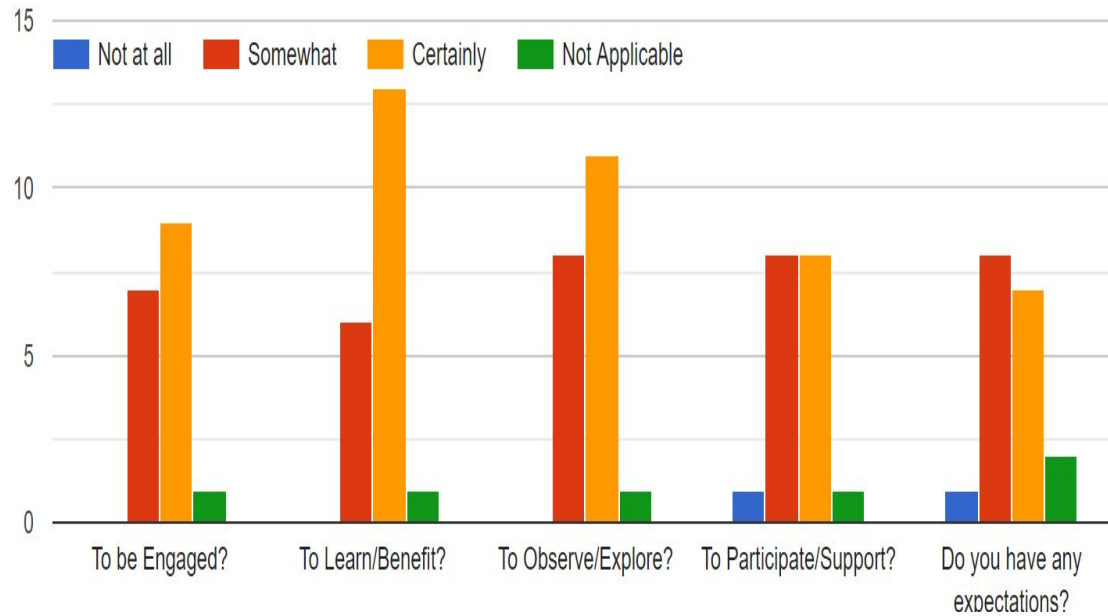
- **Serving as a support for groups, parents, and individuals** in the community seeking to understand social issues related to race that erupts in the society. Our clients have shown satisfaction with our engagements.
- **A virtual conference on 'Addressing Pedagogy Through the Lens of Conditioning and Biases'** by understanding the neuroethology of race and the cognitive psychology of negative stereotypes on adolescents' minds.
- **'Tips on College Preparation'** for parents of high schoolers
- **Student essay challenge:** on civilizations of Africa pre-colonization, and slavery
- Community connection, with **a featured banner on selected Black People's excellence**, not just in the usual civil rights figures, but other professional settings.
- **A public panel session** with invited **documentary filmmaker and Black Studies expert** presents the rich intellectual legacy and sophisticated cultural systems that flourished in West African societies before European colonization in the 1400s.
- **Tabling event set up outside Farmer's Market and the like**, to engage with the community and present our support of our diversity's harmonious co-existence, which is our strength.

[CLICK HERE FOR MORE PAST EVENT EXCERPTS](#)

Evaluation Impact

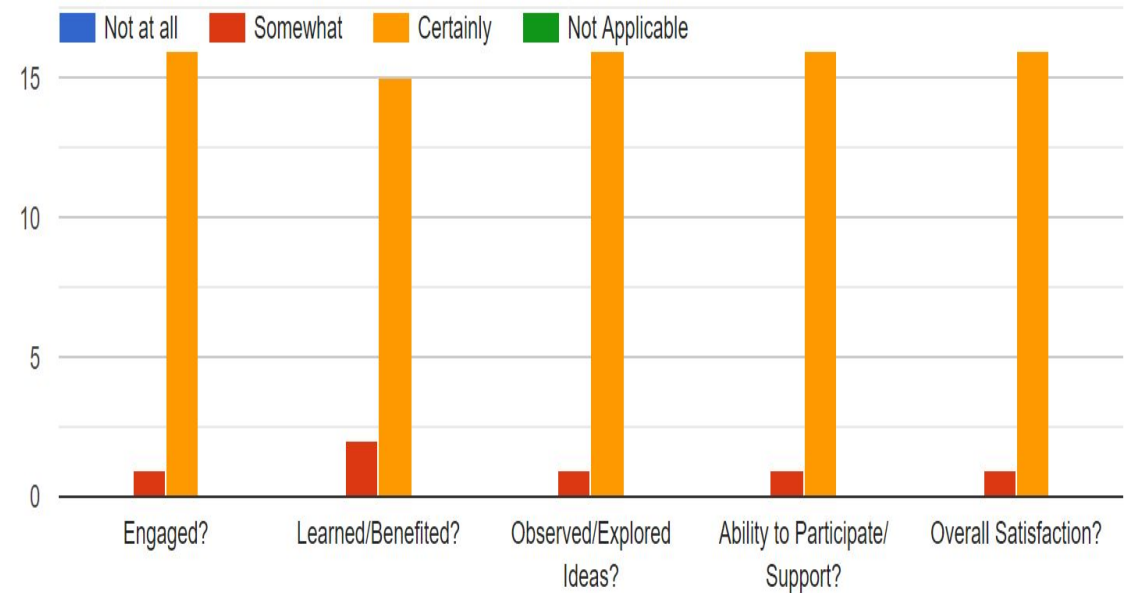
Pre-Surveys Before our Events | Programs

Before you attend this event, what expectations do you have in the following areas?



Post-Surveys After our Events | Programs

After attending this event, were your expectations met in the following areas? *



Evaluation - Stories

I found this evening compelling, richly informative and important to my education and growth. Please do more of this.

As always, a great, informative event.

It was well put together and very informative and engaging.

Wonderful speakers!

Liked the science + sociology combination.

Enjoyed content and productive dialogue.

Wished there was more time for discussion.

Excellent and timely

This was really informative and relevant to our work with students and teachers.

The information shared is important, timely, and necessary. Great workshop!

Ways to get involved

Advocate

Sponsor

Education

Patron

Volunteer

Donate

Sponsors and Patrons



Join P-CoC Inc Donor Patrons

Commit to a fixed amount of yearly/monthly donations.



The P-CoC Donor Patrons

- Option 1: The Enthusiast:** \$365 - \$600 per year
| \$30 - 50 per month [Access to Benefits E, A]
- Option 2: Bronze Knight:** \$612 - \$840 per year
| \$51 - \$70 per month [Access to Benefits E, A & B]
- Option 3: Silver Star:** \$852 - \$1,200 per year
| \$71 - \$100 per month [Access to Benefit E, A, B & ^C (^once per year)]
- Option 4: Gold Medallion:** \$1212 - \$1,800 per year
| \$101 - \$150 per month [Access to Benefit E, A, B & ^C (^three times per year)]
- Option 5: Diamond Point** \$1,812 - \$2,400 per year
| \$151 - \$200 per month [Access to Benefit E, A, B & ^C (^six times per year)]
- Option 6: Precious Pearl** \$2,412 - \$3,000 per year
| \$201 - \$250 per month [Access to Benefit E, A, B & C]
- Option 7: P-CoC Superstar:** more than \$3,001 per year
[Access to Benefit E, A, B, C & D]

Benefit A: Showcased on our P-CoC Donor Patrons' names on our website

Benefit B: Awarded certificate with seal as a P-CoC Inc Donor Patron

Benefit C: *Exclusive Advertisement on newsletter (*restrictions apply case by case)

Benefit D: *Exclusive Advertisement on website (*restrictions apply case by case)

Benefit E: Maintain Anonymity



Thank You

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