



**THE PROXIMITY
PROJECT**



**Diversity is Not Enough.
Leaders Need
Proximity.**

Introducing The Proximity Project

The Proximity Project helps leaders grow by developing deep, authentic, and enduring ties to the marginalized communities they serve.

We design unique learning experiences that center community voices, increase understanding, and prompt commitment and action for racial justice, equity, and inclusion.



Diversity isn't enough. Proximity is lacking.

- One study found that 75 percent of whites have "entirely white social networks without any minority presence."
- “Although whites report wanting to live in a neighborhood where their group is not quite the majority, they end up searching in neighborhoods that are on average 68 percent white. Perhaps not surprisingly, their current neighborhoods reflect the fact that they searched in these communities: the average white searcher in this study lives in a neighborhood that is 74 percent white.”
- “Race is the most important and consistent differentiator of social networks...Relative to job, housing, and educational opportunities, white men tend to have the most racially homogenous networks.”

AIAMC + The Proximity Project: Distinction in Diversity Program



Guided reflection

ASSESSMENTS AND REFLECTION TO CONFRONT PERSONAL AND ORGANIZATIONAL PROXIMITY AND BIASES.



Proximity Projects

PRACTICAL ASSIGNMENTS TO DEEPEN UNDERSTANDING AND BUILD LASTING RELATIONSHIPS



Candid speakers

INSIGHTS CENTERED ON THE VOICES OF COMMUNITY MEMBERS AND HEALTHCARE PROFESSIONALS OF COLOR



Cohort Experience

PERSONAL AND CROSS-INSTITUTIONAL NETWORKS OF EQUITY-MINDED LEADERS

Next steps

- Registration fee: \$1750 per person for groups of 1-3; \$1,500 per person for groups of 4 or more
- Registration link for the Distinction in Diversity program:
<https://theproximitypro.com/aiamc-distinction/>
- Registration deadline: April 1st, 2022
- Program runs from April 2022 to March 2023. Sessions will be held virtually on the second Wednesday of each month from noon to 2pm
- First session will be Wednesday, April 13th from Noon to 2pm EST

Interactive monthly sessions

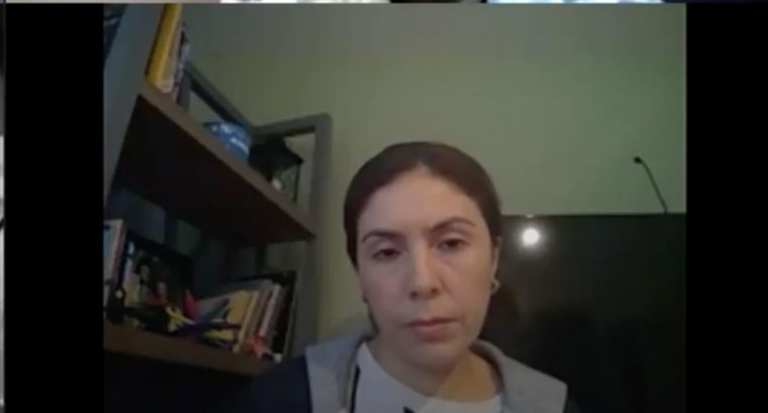


Insightful and actionable curriculum

Sessions cover the following topics:

- How can we become more vulnerable in our work? How does it help us become proximate?
- How can we become more proximate when there's a history of injury and mistrust?
- How does a Eurocentric default in our organizations alienate staff and communities of color?
- How can we ensure the excellence and voice of marginalized communities are valued in our organizations?
- What do communities of color expect for community health and the healthcare system?
- What do our organizations need to look like to be truly proximate, equitable, and inclusive?
- How do we move beyond transactional engagement with communities of color to authentic engagement?
- How do we inject proximity into the lifeblood of our organizations?

Hear underrepresented voices



Build community and partnerships

"It turned into this really amazing conversation with complete strangers about what are the challenges they have in their community around health and how can Highmark or how can Denée be more helpful and be more attentive"

- Denée Crumrine; Corporate Communications Manager; Highmark Health



Practical tools and proximity plans

“In almost every patient or family interaction that I have now, this proximity is somewhere on my mind. So I'm constantly asking myself questions like: ‘am I present right now?’ ‘Am I listening, understanding?’ My days have just been so much busier...why aren't I as productive? But I am productive. It's because I'm probably making more of a difference. I'm spending that extra time.”

Program Deliverables

Participants in the program will gain:

- Tools and resources to enhance individual leadership vulnerability and authenticity
- Readings, videos and other resources to support individual and team learning
- A community interview tool designed to create a structured approach to expand and deepen relationships
- Shared learning and approaches from cohort members with application to team and organizational learning
- A Proximity Plan designed to create a customized approach to sustaining change over time

Feedback from participants....

"I thought I understood a lot about racism in the United States and I came up so short. And this Proximity Project really was just so enlightening and fulfilling it's like it's like manna, it's like food, I need it now and I cannot go without it.... the desire to make changes, big or small, but just make change is so strong and the want to carry this work, not only in healthcare, but in my board work and in my community."

Feedback from participants....

“So I'm not sure if I've cried so much in front of strangers before but that ability to be vulnerable was just really helpful, and as a therapist I've been with lots of people who've been crying and expect that vulnerability. So it was really great to sort of have the opportunity to do that myself with such a wonderful group of people.”

Feedback from participants....

"I was actually self reflecting and I think the one thing that I realized as a part of this cohort is that just because I'm black does not mean I know racism. Your experience is different than your knowledge. I think this cohort has really given me more knowledge about what I'm experiencing so I can articulate my feelings better and have more impact from that perspective....The information that you've provided has actually given me more empowerment to communicate what I'm seeing and feeling."

Feedback from participants....

"I have been challenged, affirmed, and motivated over these past several weeks. I want to continue to learn and become more proximate. I also want to support the work of teaching proximity."

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