

# COUNTERACTING COLOURISM\*

Colorism makes visible how people who are racialized as non-white exist in a hierarchy and experience different types of racism connected to lighter or darker skin tones.

Statistics clearly show how skin tone can be connected to socioeconomic status. The differences are also clear in how black people, or Afro-Swedes, are more often subjected to violence and discrimination in Swedish society.

## TIPS:

- Look at your own privileges! If you are racialized as white - what does that mean in society? How does this affect how people see you? Often times we do not think about whiteness because it is the norm. Even if you are racialized as non-white, think about how you are affected by racism in different ways.
- Question current beauty ideals. Colorism is deeply rooted in European beauty ideals, which means that when non-white people are seen or heard in popular culture, it is most often light-skinned people who are seen. Think about how beauty and whiteness ideals are connected and why. Who or what is able to take up space and be visible in our social media?
- Think about the violence and suspicion of non-white people, and who is most often subjected to scrutiny and monitoring. Remember to be an ally, speak up or question when you see it happen — both online and offline. Record or gather digital evidence. Speak with the person who is being subjected and ask how they're feeling.

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HJÄLPEN

AV MAKE EQUAL

