

# DIVERSITY AND INCLUSIVITY

Creating Meaningful Change

## Understanding Unconscious Bias and its Effect

Everyone has an automatic unconscious bias/biases that contribute to individuals making quick assessments about different social groups. Unconscious bias can act as a significant barrier in a facility's road to inclusion and diversity. People tend to generalize groups and recruit people similar to themselves rather than people outside of their community without even realizing it.

The first step is to recognize how unconscious bias may be influencing your facility and what steps you can take to reduce it. Use this resource kit along with the assets provided to start challenging the stereotypes. The kit is intended to break down biases and result in understanding how to expand your facility's community.

Check out this eLesson on Unconscious Bias to deepen your understanding:

[Unconscious bias eLesson](#)

Check out the Government of Canada's resources to help understand and address unconscious bias: [Government of Canada, Unconscious Bias Resources](#).

Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house. For more resources, information, and the full Diversity & Inclusion Kit visit <https://www.curling.ca/diversity/>



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