



Some words divide us along racial lines

JINGGO BINGGO

WOKE	GET OUR COUNTRY BACK	SOVEREIGNTY
NO ONE SPEAKS ENGLISH	BREAKING POINT	OPEN-DOOR POLICY
INVASION SWARM FLOOD	BRITISH VALUES	NO-GO AREAS

Let's change the conversation.



Reframing Race does the work.

20_K

people surveyed on race & racism

120

hours of in-depth 1-2-1 interviews

219_M

words analysed in UK print press study

INSIGHTS

GO BIG

People are ready for bold ideas. Our evidence shows that the public responds to powerful – even radical – solutions.

POWER MATTERS

Racism is not inevitable. It is designed into our society and – in order to design it out – we must hold those in power to account.

CHOOSE LIFE

The most effective messages centre life-affirming values like freedom, care and respect. This is the path to an anti-racist future.



Learn the language that will engage a mainstream audience on anti-racism.

Join us (completely free) and get access to our ground-breaking, stakeholder-led original research.

Visit: reframingrace.org/join | Contact: reframe@reframingrace.org