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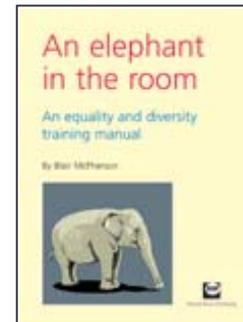
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## An elephant in the room

An equality and diversity training manual

By Blair McPherson



Most people are not racist, sexist, homophobic, ageist or prejudiced against faith groups and they don't deliberately make life harder for people with a disability. However, they are bombarded with negative stereotypes and myths in their daily lives. Their own limited opportunity for mixing with people different to them can lead to ignorance, insensitivity and unthinking prejudice. The **photocopiable material** in this manual can be used with small groups to challenge these negative stereotypes, myths and prejudices through increasing awareness. **The discussion-based approach** aims to get people in the workplace talking openly about **race, gender, disability, faith, age and sexuality**.

**“Very accessible...** specifically designed so that staff at all levels can come together to tackle the topics that can distance people and discriminate against some workers... **clearly laid out... easy to follow.**”  
*Rostrum.*

“Helps to make difficult issues around discrimination something that we can all relate to. The book is well set out, with clear instructions on how to use the manual.” *Community Care.*

“Offers material for use in discussion groups in the workplace that can challenge negative stereotypes, myths and prejudices. It emphasises the importance of creating a safe environment for people to challenge and be challenged and creating equality champions.” *Young People Now.*

“Will be of use to anyone working in human resources, whatever type of organisation or business they are in... It is written in a straightforward way that everybody can understand – its simplicity is excellent. **A highly recommended equality and training manual.**” *The Magistrate.*

**CONTENTS:** Preface. Introduction. **Establishing equality in the workplace.** Leadership and equality and diversity. Headhunters, beauty parades and trial by sherry. Supermarkets show us the way. Good practice example: developing an equality and diversity training framework for the whole organisation. **Realising the benefits of a diverse workforce.** Losing balance on the ladder. Good practice examples: balanced interview panels; climbing the ladder of success; how to recruit more black and ethnic minority staff; black workers development group. **Equality and diversity as it applies to service delivery.** Faith, tolerance and the acceptance of diversity. Chinese lesson. Good practice examples: culturally appropriate care; what can I do as a manager? Old and gay. Good practice example: civil partnerships and sexuality. **Creating the opportunities for staff to challenge and be challenged.** Creating a safe place. Challenging racism by letting people have their say. We are the champions. I hope I die before I get old. Gay may be trendy, but have attitudes really changed? Frequently asked questions. An equality and diversity training course for managers.

**ABOUT THE AUTHOR:** **Blair McPherson** is Director of Adult and Community Services at Lancashire County Council. He has worked as a senior manager in social services and in a large Housing Association, and is currently working with three Primary Care Trusts. His passion for equality and diversity arose out of his experience in working in inner city Birmingham and is reflected in over 40 articles published in professional journals.

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