

PROPOSED *DRAFT* IMPLEMENTATION PLAN

for the

APA Resolution Requesting the Immediate Retirement of American Indian
Mascots, Symbols, Images and Personalities by Schools, Colleges, Universities,
Athletic Teams, and Organizations
(Adopted by the APA Council of Representatives on August 21, 2005)

Prepared by the

CEMA Subcommittee

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in consultation with the

Society of Indian Psychologists
and
People of Color in APA Governance

During CEMA Fall 2006 Meeting
September 29 – October 1, 2006

A. Within APA:

1. CEMA will continue to collaborate with and support the APA Office of Ethnic Minority Affairs (OEMA) to develop and implement educational programming for APA central office staff regarding this issue. These educational materials will also be posted, as appropriate, on the APA website as resources for APA members and the general public.
2. CEMA will continue to collaborate with the Office of Public and Member Communications (OPMC) to: (a) reach out to diverse media outlets and audiences; (b) develop a multimedia campaign that could promote a significant increase in the general public's awareness of this issue that could include the development of poster(s), a training video, and/or educational brochure; (c) develop a "speakers list" of experts to serve as consultants and resources to the OPMC when responding to media inquiries; and (d) prepare a "standardized" Op-ed article/letter to the editor template on this topic that could be used by CEMA members or other experts for submission to local, state, or national news outlets. OPMC will provide routine progress reports on these and other related activities to CEMA during semi-annual CEMA meetings.
3. CEMA will continue to collaborate with the APA Government Relations Offices (GROs) in the development of legislative advocacy that seeks to promote a research agenda that will increase the body of science and knowledge on this topic and more importantly, will

challenge any efforts to curtail and/or reduce funding for research regarding the psychological implications of the continued use of stereotypic American Indian/Alaska Native (AI/AN) mascots, images, symbols and personalities.

4. OEMA will forward relevant materials on this issue to the APA Council of Representatives= Diversity and Education Task Force staff liaison.

B. Outside of APA:

1. CEMA will collaborate with:

(a) the Society of Indian Psychologists (SIP) to:

- (1) Support OEMA's educational programming concerning this issue by providing experts and content;
- (2) Develop a list of AI/AN psychologists available to serve as speakers and provide other resources;
- (3) Develop a list of SIP members willing to respond to "trigger events" by submitting op-ed pieces to local news journals (APA Office of Public and Member Communications has offered to develop a template from which to work and also to provide contact information for news journals).

(b) experts, including Drs. Stephanie Fryberg, John Cheney, and John Gonzalez, to develop briefing papers; and

(c) AI/AN owned or operated gaming establishments targeted for grants-personship strategy for financially supporting dissertation or other research opportunities related to this issue.

2. CEMA will pursue collaboration effort with the American Indian Law Center at University of New Mexico and/or the Native American Rights Fund (NARF), or similar AI/AN law centers to explore any potential civil rights violation(s). Any relevant information developed from such collaboration efforts should be sent to the APA OPMC for consideration and use in the APA media plan on this issue and to OEMA for inclusion in the educational programming.

C. Curriculum and Curriculum Development:

1. CEMA will invite psychologists and psychology students to develop new curriculum addressing this issue and will provide an award and/or honor the curriculum that is selected. This could include developing a video similar to In Whose Honor that portrays the negative impact of stereotypic images of AI/AN mascots.

2. Develop an interactive website as a resource that will include relevant scientific findings as well as personal and professional stories that educators could use as a resource.

D. Community outreach and dissemination:

1. Forward APA materials to state psychological associations, ethnic minority psychological associations, and departments of psychology, and request that they consider carrying (or publishing?) an article on this APA action in their newsletters and/or other media outlets, as well as encourage them to disseminate this information widely, and/or if appropriate, consider adopting as policy some portion of CEMA's implementation plan in the development of their own action plan.
2. Identify well-known athletes or sports personalities who could be contacted and approached to act as spokespersons on this issue on APA's behalf.

E. Responding to "triggering events" that afford "a media opportunity":

1. Collaborate with OPMC to identify events that can serve as opportunities to provide education and resources regarding the negative impacts of the inappropriate use of stereotypic AI/AN imagery.
2. Disseminate and encourage the use of the "standardized" Op-ed articles/letters to the editor developed by the OPMC by state psychological associations, APA divisions, and/or departments of psychology in response to triggering events.