

### What is DEI?

**Diversity** is the presence of differences that may include race, ethnicity, nationality, gender, gender expression or identity, sexual orientation, religion, socioeconomic status, education, language, veteran status, marital status, age, mental or physical ability, genetic information, learning styles, or political perspective.

**Equity** is promoting justice, impartiality, access, and fairness within the procedures, processes, and distribution of resources by institutions or systems. Identifying and eliminating barriers that have prevented or still prevent the full participation of some groups are key goals of equity.

**Inclusion** is an outcome to ensure that those who are diverse actually feel and/or are welcomed. Inclusion outcomes are met when you, your institution, and your program are truly inviting to all, authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that ensures equal access to opportunities and resources.\*

This roadmap documents progress started in 2020 that will continue with the new strategic goal to **cultivate a diverse, equitable, and inclusive PNCB community to enrich the PNCB experience.**

Through this goal, PNCB seeks to bring a culture of inclusion, diversity, purpose, and fulfillment that serves as the foundation for a growing community of pediatric professionals.

### Include My Expertise

Added ethnicity question and new gender option for volunteer and focus group applications for 2021. Incorporated intentional representation strategy for Board and IPN new member selection and other opportunities.



### I'm Here: Count Me

Added ethnicity question and new gender option for exam applications. Adding these plus specialty and interest areas including LGBTQIA to Recert applications in late 2021. Seek opportunities to leverage the data.



### Educate Others

Launched Racism Effects CE in 2020. Launching Transgender Youth journal club CE in 2021. Diverse representation is a checkpoint in CE modules that include slides. DEI will be a separate option for new RN CE needs survey.



### See & Celebrate Me

Representing a wider range of diversity including ethnicity, age, and gender on redesigned homepage. Elevating DEI focus in new social media strategy that will thread throughout each content category.



### Ensure I Have Access

Added closed captioning to new videos. Offered scripts for videos used in CE modules that lacked captioning. Adding alt tags to website images. Conducting accessibility testing for web text colors on different colored backgrounds.



### Keep It Going

Enhancing recognition programs to broaden and promote inclusivity in awards and exploring partnerships for new scholarships are underway. Additional objectives will be included in PNCB's 2022 - 2027 strategic plan.



DEI advocate Verna Myers offers this analogy:

"Diversity is being invited to the party.  
Inclusion is being asked to dance."

\*DEI definitions combined from:

- Diversity, Equity, and Inclusion: A Professional Development Offering of the eXtension Foundation Impact Collaborative: <https://dei.extension.org/>
- National Association of Colleges and Employers: <https://community.naceweb.org/blogs/karen-armstrong1/2019/06/25/what-exactly-is-diversity-equity-and-inclusion>