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**Share Your Action**

**With Colleagues!**

**Encourage others in the health, medical, and research fields to learn about implicit bias**

We hope you’ve learned a little bit about yourself by taking the implicit association test (IAT) at least once, if not several times, and using the Kirwan Institute’s fact sheet to help review and think closely about your IAT results.

We also hope you were able to check out *Salud America!* Salud Heroes who have identified their bias, made a change, and worked to make others more aware of the issue of implicit bias.

We hope you will encourage your colleagues to do the same!

**Share these model social media messages**

To my fellow health, medical, and research leaders: Use @SaludAmerica’s new tool to help you uncover “hidden” bias! salud.to/healthbias

*Colegas*, use @SaludAmerica’s new tool to help you uncover “hidden” bias! salud.to/healthbias

*Compañeros*, use @SaludAmerica’s new tool to help you uncover “hidden” bias! salud.to/healthbias

I learned I do have implicit bias. Now I am learning to rewire how I provide medical care to my patients. You can, too: salud.to/healthbias

I learned I do have implicit bias. Now I am learning to overcome bias in my efforts to promote public health programs in the community. You can, too: salud.to/healthbias

I learned I do have implicit bias. Now I am learning to overcome bias as I conduct research to improve health. You can, too: salud.to/healthbias

I didn’t think I had implicit bias. But I do. So I learned from people like me who are intentionally overcoming their bias and switching to compassion. This is critical for us in the health, medical, and research fields. You can, too: salud.to/healthbias

Understanding implicit bias is critical for those of us in the health, medical, and research fields. You can, too: salud.to/healthbias

Implicit bias matters to me as a frontline medical provider. See if you have it: salud.to/healthbias

Implicit bias matters to me as a public health advocate. See if you have it: salud.to/healthbias

Implicit bias matters to me as a health researcher. See if you have it: salud.to/healthbias

**Share these model messages with these images**





