

## Where do you keep your racism?

A recent poll showed that 87% of Brazilians agree that there is racism in Brazil, but only 4% admitted to being racist. Brazilian society strongly resists confronting this issue, which has been almost an exclusive concern of black movements.

However, in 2005, a group of more than 40 civil society organizations dedicated to struggle to eradicate poverty and inequality launched a public campaign against racism. The assumption is that racism must be confronted by all people in society, and not just by afro descendents and their organizations. It is necessary to provoke white men and women, specially the youth, to think about their place in Brazilian society and to evaluate their own rights, which have become privileges since the same rights are denied to blacks. They also need to engage in the anti-racist struggle. This is the goal of the campaign *Where do you keep your racism?*

The campaign's objective is to stimulate debates in schools, neighborhoods, workplaces, clubs, households about racial relations and the mechanisms to eliminate racial discrimination and inequality. It aims to effect changes in values and attitudes and to create a favorable consensus for the implementation of public policies and actions to the promotion of racial equity. The progress in reducing discrimination will certainly promote a more democratic and fair society, resulting in better living conditions for all, whites and afro descendents alike.

The campaign is now in its fourth year and it is having a very good reception from the public and the media. The number of partner organizations has also increased, from diverse origins and constituencies (youth, women, environmentalists, entrepreneurs, workers, policy makers, etc.).

It has also been receiveing support from televisions networks, radios, magazines, and other media.

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