

Kacie Strategies Hosts Virtual Round Table Addressing Racial Inequities with Los Angeles Executive Director of Civil and Human Rights Department

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Los Angeles took immediate action to crucial national disparities, such as COVID-19 testing capacity and racial uprisings stemming from the death of George Floyd. The Synergy behind a global pandemic and social awakening created a strong impetus, changing the course of life for all Angelenos. Kacie Strategies Media Relations invited Los Angeles Executive Director of the Civil and Human Rights Department Capri Maddox to discuss the physical changes within city government that looks to bring equality and justice for all residents of L.A.; in addition to being the pioneer in meaningful steps towards equality for other cities to follow.

There is now a local establishment that addresses direct hate crimes within commerce and community sanctions , the Civil and Human Rights Department is here to “Protect Angelenos and anyone who works or visits the City of Los Angeles, from discrimination that denies equal treatment in private employment, housing, education, or commerce.” The disparities that come to light will be met with critical investigation and with the intent to enforce the L.A. Civil and Human Rights Ordinance.

Kacie Strategies has a mission to “keep all communities informed and engaged,” The CEO and Founder Cindy Shin has been hosting virtual meetings inviting local and diversified publication to report the transparent conversation with city officials and industry experts; there are discussions about the social climate that is currently being scorched with the effects of COVID-19 and massive attention in racial discrimination within the Black Community. One of the measurements Shin planted her company in is to promote more partnerships between government and community organizations, in order to have a tighter grip on diverse groups all over the city.



***Kacie Strategy round table with Executive Capri Maddox
(Screen Shot)***

On July 8, Shin hosted a virtual roundtable with Attorney Maddox that covered the goals and initiatives within the newly established Civil and Human Rights Branch of local government. Additionally, the conversation touched on the action taken place in response to groups of residents that are feeling the affects of COVID-19 in multiple areas of their livelihoods. Maddox also holds the title of Chief officer of the Equity Response Team, she described the steps and measurements being taken on behalf of impoverished communities.

Within the newly founded department, Maddox broke down the sectors that live in this branch. It includes Status of Women, Human Relations, and Civil and Human Rights Commissions. In addition to those forces, there is a transgender advisory team to have a hands-on and inclusive approach to all levels of discrimination and inequality.

The complaint process is still underway, seeing how the department just came online in the last two weeks, Maddox ensured that there will be a in-take system operation soon. Its starts with a report of parties involved and the action that occurred, the report will then be categorized to the right jurisdiction within the branch to look into the incident further, lastly the case will supersede into hands of authority to judge and reprimand any imbalanced acts. For “snap shot” moments that are recorded on a pedestrian’s phone such as the murder of George Floyd, Maddox explained that those will be addressed as well, but to build a case around the incident, a police report must be filed.

The CHRD department looks to hold private sectors accountable. Studies and Research conducted by the Civil and Human Rights Department will find the gaps in equal opportunity across industries, there will be a level of transparency from all firms within their representation.

Other studies on the radar to conduct include food distribution and business development, this will empower the audience to be mindful of what is being supported.

Maddox stated, *“We are not just going to stop with preventing hate crimes or making sure we have equity in commerce, employment, education, and housing. We want to be sure that we have a platform to empower people, to allow them to go into the middle class and beyond.”*The



**Executive Director of L.A. Civil and Human Rights Department
Capri Maddox (File Photo)**

Executive Director laid out blueprints to empowerment events through the Office Racial Equity which will also be a part of CHRD operations.

The CHRD is looking to bridge local government with the true needs of the city, Maddox shared that the goal is to be a solution to the hard inquiries of discrimination that lives within the community. The Civil and Human Rights Department is looking to be a physical place of leverage for those who experienced an imbalance in attainable resources. There is a strong ubiquitous gap that divides people by race and income, Maddox emphasized that the battle is not only for equality in resources, but it is also for equity in financial growth and commerce.

Touching on the effects of the global pandemic, the executive director also holds the position of Chief Officer of the COVID-19 Response Equity Team. Black Angelenos have been seeing higher rates of death and impoverished means than any other ethnicity during this global crisis, Maddox is serving as the nation’s first equity chief addressing the disproportionate transitions happening amid the coronavirus outbreak. She explained that testing has been a key factor in seeing how the virus travels, in that light she stood behind the mayors decision to allocate testing sites where they were needed the most, highly compacted, and greatly susceptible to the spread of the virus.

Coronavirus revealed the true threat of inequality among people, the lack of resources and opportunity has caused particular lives to be in grave danger and the term survival has a whole new definition for people of color. Maddox has proven to have an endogenous form of passion to uplift the people around her, through her roles she has constructed a pathway for the cries for justice to be met with meaningful solutions.