

COLORISM IN THE LATINO COMMUNITY: WHAT IS IT AND HOW DID WE GET HERE?

Colorism is defined as “prejudice or discrimination against individuals with a dark skin tone, typically among people of the same ethnic or racial group.”¹ The roots of colorism are complex and historically entrenched: Conquest, colonialism, human trafficking, enslavement, mixing, and migration are among the major factors that produced colorism, which lingers in our collective psyche today.

Consciously or not, colorism can bleed into the things we say and hear within our own families, and it contributes to the growth of systemic racism in our society. It can be heard in phrases framed as terms of endearment: “*Ay, morenita,*” for example. Still, many Latinos are unaware of our own colorist or anti-Black sentiments because the topic is often ignored within our conversations on racism in general.

In today’s racialized climate, what can we, as Latinos, do to better understand our own relationship to colorism? One way to begin the educational process is by starting the conversation within our own families. As Latinos, our willingness to acknowledge, understand, and effectively address colorism and anti-Blackness within ourselves is critical to eliminating our own biases against skin tone— not only against our fellow Latinos, but against all people of color.

In an effort to address colorism in the Latino community, the Latino Policy Forum, alumni of the Multicultural Leadership Academy, and Univision Chicago have embarked on a public education campaign. To start the conversation, “¿Qué es el colorismo? Una conversación comunitaria” is a community panel discussion in Spanish that shares information on colorism and ideas on how to combat it.

**“¿QUÉ ES EL COLORISMO? UNA
CONVERSACIÓN COMUNITARIA”**

WEDNESDAY, MARCH 2, 12:30 CST

FACEBOOK LIVE: UNIVISION CHICAGO



References

¹ Walker, A. (1982). If the present looked like the past what does the future look like? Search of Our Mothers’ Garden, 290.

Garcia-Louis, A. and Sáenz, R. (2022). Anti-Blackness in Latinx Community