

A close-up photograph of two young women with long hair, smiling warmly at each other. The woman on the left is wearing a red sweater and a colorful patterned scarf. The woman on the right is wearing a white lace top. The background is softly blurred, suggesting an indoor setting with warm lighting.

# Managing the negative impact of Implicit Bias in the Workplace

# Facts and figures about disfigurement



- Disfigurement can affect anyone at any age, from any ethnic group and from many causes:
- 540,000 people in the UK have a significant facial disfigurement, that's 1 in 111
- 1.3m people have a disfigurement to their face or body
- In a year, 415,000 people in the UK are born with or acquire a disfiguring condition to their face, hands or body

# New findings



Living with a disfigurement can often lead to

- a lack of aspiration in education, in work, and in personal relationships
- lower expectations from teachers, employers and others
- resignation to an unfair playing field
- unfairness and discrimination go unchallenged
- authorities fail to stand up to prejudice

*Disfigurement in the UK, May 26<sup>th</sup> 2017*

# Disfigurement in the workplace



- People with birthmarks/scars are less likely to be successful at interview
- Interviewers are less likely to remember their responses to questions

Madera & Hebl (2013)

- 50% feel 'treated differently' by colleagues
- 40% feel appearance has held them back
- 17% feel that appearance has no impact

Changing Faces (2013)

# Why is this important?



- Conventional questions
- Implicit Association Test

[www.changingfaces.org.uk/fetest](http://www.changingfaces.org.uk/fetest)

Significant people attach less positive attributes and characteristics to people who have a disfigurement.

Disfigurement prejudice is far higher than prejudice based on ethnicity or gender.

We all 'discriminate'



We all use our powers of discretion every day... to tell the difference between things and make decisions

Decisions are based on feelings, information and experience



# Challenges for organisations



- Uncertain / uncomfortable about disfigurement
- Fearful of saying the wrong thing
- How to behave at interview / serve a customer
- Will they unwittingly discount a candidate's skills at interview or treat someone unfairly
- Is it bad for business?

The law provides protection for people with “severe disfigurements” under the Equality Act (2010):

- In education / Applying for jobs / Whilst at work




**CHANGING  
FACES**





# Online modules




Specsavers

**CHANGING FACES**

**DISFIGUREMENT MODULE INTRODUCTION**

*Click forward to continue.*



## WELCOME

Welcome to this online module about disfigurement.

This is the second in a series of modules designed to help you deliver high levels of customer service to customers with a unusual appearance while being mindful of their needs.

Specsavers has worked closely with the charity **Changing Faces** to design these modules.


The modules are split into three parts:

- Part 1** Introduction
- Part 2** Overcoming Surprise
- Part 3** Appropriate Language

You don't have to complete all the modules at once and can revisit them as often as required.

After completing the modules you can take part in a knowledge assessment that puts all your learning into practice.

This module will take approximately **15 minutes** to complete.



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## APPROPRIATE LANGUAGE

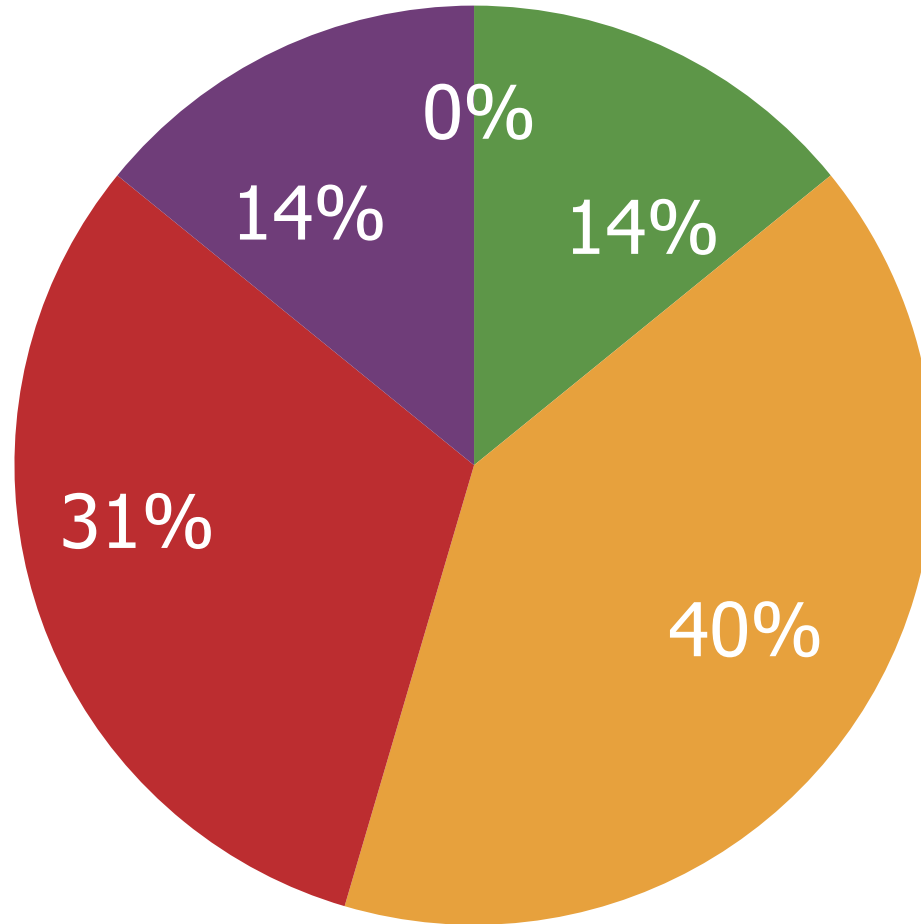
1. Take a look at the statements below. Drag and drop from the list on the left into the correct category. Select submit when you are ready.

**Why?**

Because disfigurement is more neutral and less negative than words like 'defect', 'deformity' and 'abnormality'.

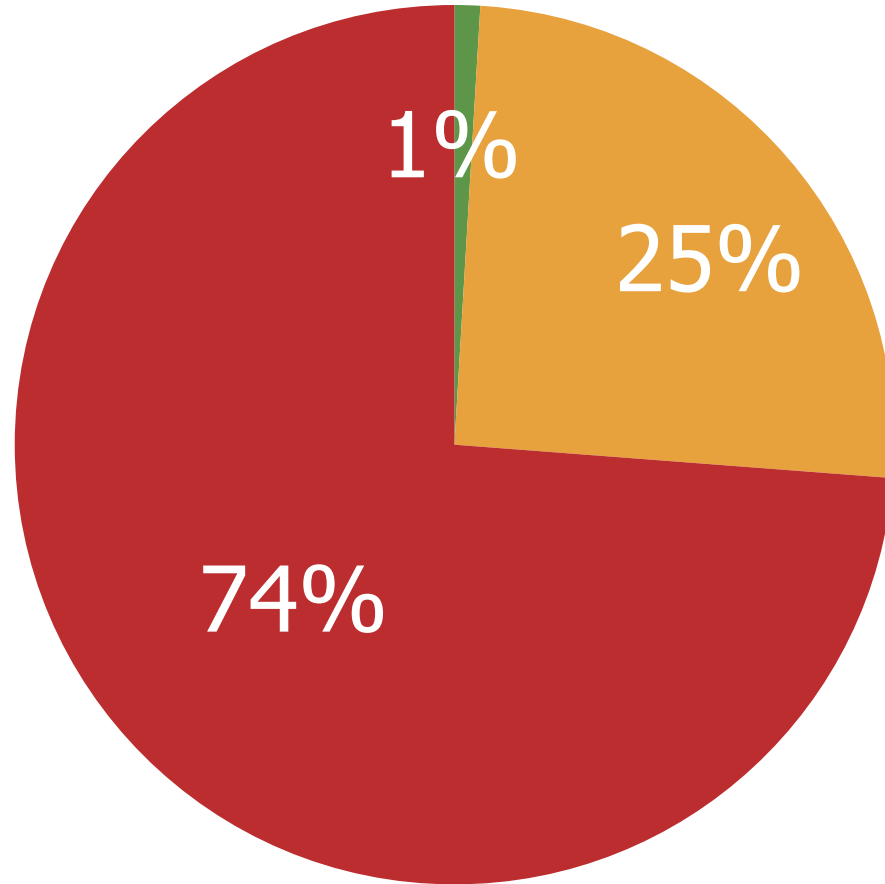
Don't say	Do say
Facial deformity	Facial disfigurement
Facial defect	
Facial abnormality	

# Before modules



- Uncomfortable
- Moderately Uncomfortable
- Comfortable
- Very Comfortable

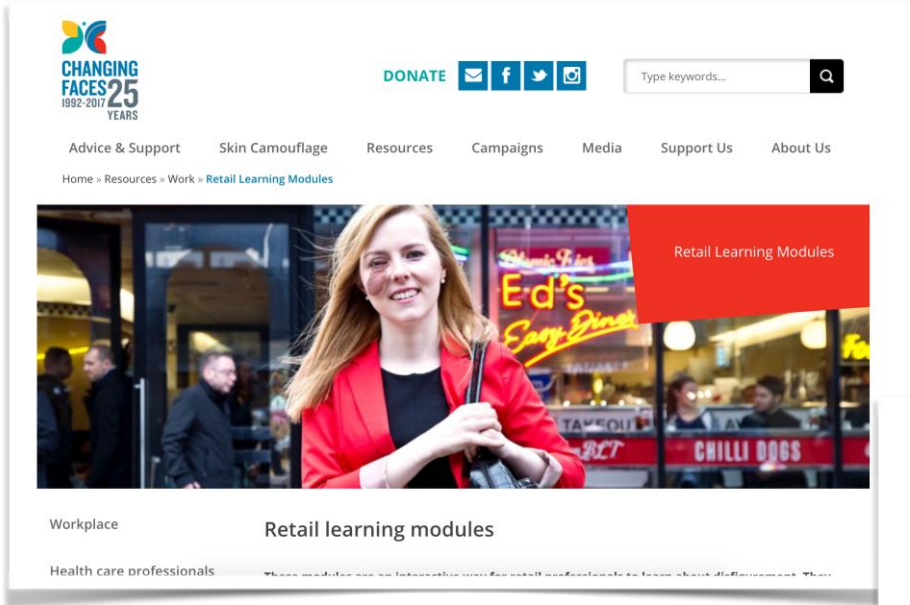
# After modules



■ Uncomfortable  
■ Comfortable

■ Moderately Uncomfortable  
■ Very Comfortable

# Retail impact



The screenshot shows the Changing Faces website header with the logo (1992-2017 25 YEARS), a 'DONATE' button, and social media icons. The navigation menu includes 'Advice & Support', 'Skin Camouflage', 'Resources', 'Campaigns', 'Media', 'Support Us', and 'About Us'. The breadcrumb trail is 'Home » Resources » Work » Retail Learning Modules'. The main content area features a large image of a woman in a red jacket in front of a shop named 'Ed's Easy Diner'. Below the image, the text 'Retail Learning Modules' is displayed. A sidebar on the left lists 'Workplace' and 'Health care professionals'.

Watch one of our champions, Tulsi Vagiani, and our head of Advocacy, Henrietta Spalding, talking on ITV London about why we have launched the retail training modules for staff:



For more information, please contact Phyllida Swift, Campaigns Officer, [phyllida.swift@changingfaces.org.uk](mailto:phyllida.swift@changingfaces.org.uk) or call 0345 450 0275.

# Learning to be confident



- Personally
  - Get used to looking at someone who has a disfigurement
  - Learn about difference
  - Don't avoid people who look different in some way
- As an organisation
  - Increase use of inclusive images
  - Poster campaigns about difference
  - Provide training
  - Encourage staff diversity
  - Welcome EVERYONE!



We're working to create a society that fully accepts and values people with a disfigurement.



For more information, please  
contact Henrietta Spalding  
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Tel: 0345 450 0275

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