



LGBTQIA Inclusion Guide for Running USA

Presented by Equality Institute

EQUALITY

INSTITUTE

June 1, 2022

Introduction

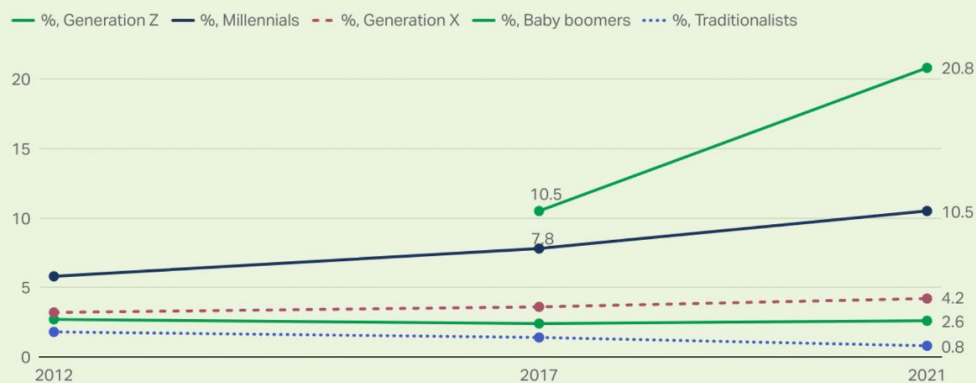
Why should my race care about inclusion?

Demographic shifts have occurred over time in the US and will continue to change. In particular, the demographics of LGBTQIA representation have shown tremendous changes as Gen Z begins to age and enter their 20s. With anywhere from 20%¹ to 30%² identifying as part of the LGBTQIA community, Gen Z is far outpacing Gen X (X%) and Millennials (X%) in representation.

Nearly 1 in 5 young adults say they're not straight, global survey finds

The survey, conducted in 27 countries, also found that 4 percent of those in Generation Z identify as transgender, nonbinary, gender-nonconforming or gender-fluid.

Trend in LGBT Identification by Generations of U.S. Adults, 2012, 2017 and 2021



--Generation Z are those born between 1997 and 2012. In 2017, only those born between 1997 and 1999 had reached adulthood. In 2021, only those born between 1997 and 2003 had reached adulthood.
--Millennials are those born between 1981 and 1996. In 2012, only those born between 1981 and 1994 had reached adulthood.
--Generation X are those born between 1965 and 1980.
--Baby Boomers are those born between 1946 and 1964.
--Traditionalists are those born before 1946.

GALLUP

¹ Julie Moreau, *Nearly 1 in 5 young adults say they're not straight, global survey finds*, <https://www.nbcnews.com/feature/nbc-out/nearly-1-5-young-adults-say-they-re-not-straight-n1270003>

² John Schneider and David Auten, *The \$1 Trillion Marketing Executives Are Ignoring*, <https://www.forbes.com/sites/debtfreeguys/2018/08/14/the-1-trillion-marketing-executives-are-ignoring/?sh=3b55333ea97f>

This demographic shift is likely less about there being more LGBTQIA people in that generation, rather that it is more likely it is that they are more comfortable publicly expressing their identity than in past generations. In addition, this generation are more concerned with inclusion of groups that have been historically marginalized. They are less likely to patronize brands that do not make clear statements and have inclusive policies.

As Gen Z ages and becomes a larger part of the market the influence of their positions will only strengthen.

In the current day, although LGBTQIA people are more comfortable being out in general, many still do not always feel comfortable being out at races or are unsure if the event will be welcoming to them.

At present, trans and nonbinary inclusion is at the forefront. For nonbinary participants the issues are primarily based on registration options that will allow them to register as nonbinary not as M or F. Registering as a binary gender is something that can reduce the nonbinary participants sense of self and can cause varying levels of distress. But there is also the issue of parity in terms of awards and prizes, accessibility to gendered spaces such as restrooms or changing areas, and how to handle things like bike lead or finish line tape.

Issues surrounding transgender participations has been rooted in the comfort level of cisgender participants. This is based on the perceptions that transgender women are all high-level athletes that are going to be competing for prizes with the strength and speed of a cisgender man. These perceptions have been perpetuated by bad faith arguments from various organizations like the Family Research Council, and by former athletes who have limited understanding of the real issues at stake. This is further exacerbated by the current spate of anti-LGBTQIA legislation, mostly aimed at transgender youth, in state governments across the US.

The reality has been that while yes there are some talented trans women in athletics³, there are very few overall, and many others that simply are looking to participate in sport as a healthy outlet and a way to connect with community. And as stated by Frankie de la Cretaz “trans inclusion policies — and trans participation in sport, broadly — are overwhelmingly determined by cis people’s understanding of and feelings about trans identity, rather than by trans athletes’ right to be fairly included.”⁴

³ Tom Blunt, *Don’t Believe Everything You Read About Trans Women in Sports*, <https://www.athleteally.org/tom-blunt-trans-women-sports/>

⁴ Frankie de la Cretaz, *Cis Feelings Shouldn’t Dictate the Fate of Trans Athletes*, <https://www.mic.com/impact/trans-athletes-inclusion-policies-phf-ioc>

Glossary of Terms

Cisgender: Individuals whose gender identity and expression line up with their birth-assigned sex.

Gender identity: A person's perception of their gender, which may or may not correspond with their birth sex.

LGBTQIA: Acronym encompassing the diverse groups of lesbian, gay, bisexual, pansexual, transgender, queer, intersex, and asexual populations and allies/alliances/associations.

Marginalized group: This term refers to people "on the margins", who have traditionally been excluded from economic, educational, and political systems.

Microaggression: This term was coined by psychiatrist and Harvard University professor Chester M. Pierce in 1970 to describe the tiny, casual, almost imperceptible insults and degradation often felt by any marginalized group.

Nonbinary: Any gender identity that does not fit the male and female binary.

Pronouns: A gender pronoun is a consciously chosen set of pronouns that allow a person to accurately represent their gender identity. Some pronouns include she/her; he/him; and they/them. Nonbinary people often use they/them as singular pronoun.

Sexual Orientation: A term describing who you love. Examples include straight, gay, bisexual, pansexual, and bisexual.

Transgender: Someone whose gender identity does not align with the gender they were assigned at birth. This is an umbrella term which also includes nonbinary people. Someone who is transgender may or may not medically transition from male to female or female to male.

Transgender Man: Someone who identifies themselves as a man but was not assigned male at birth

Transgender Woman: Someone who identifies themselves as a woman but was not assigned female at birth.

Transgender and Nonbinary Inclusion Policy Template

This Race Inclusion Policy presupposes that your race will be offering nonbinary registration and timing/scoring category.

This template should be used with no customization beyond that which is already suggested within the template itself. If you require more intensive customization, work with your LGBTQ advisory council, or contact Equality Institute (patti@theequalityinstitute.com) to help you make changes specific to your event, while still encouraging inclusion.

Objectives:

To establish rules with a strong emphasis on inclusion and to encourage the participation in [RACE NAME] by transgender and nonbinary participants while respecting the rights and dignity of all entrants and preservation of the integrity of the competition (awards and records) at [RACE NAME].

Rules:

- Self Determination:
 - Gender of entrant recognized at face value – You are who you say you are
 - No basis for, or tolerance of, any challenge to a participant's self-declared gender

[below are additional optional rules that are only recommended to be included if there are awards or prizes, but are not required in those situations]

- Gender cannot be challenged unless there is an age group/Top 3 award at stake (see Enforcement section below)
 - No basis for, or tolerance of any challenge to a participant's self-declared gender unless an Age Group/Top 3 award at stake.
- General Rules:
 - Trans men will enter the male category
 - Trans women will enter the female category
 - Nonbinary participants will enter the nonbinary category
 - Anyone can enter the male category regardless of gender

[below is an optional rule if there are awards/prizes that will be subject to medical requirements by trans participants]

- If age group or overall awards are available, trans and nonbinary athletes may be required to submit medical information if they are challenged (see section below)

[Optional Section Regarding Challenges to Gender]

- Challenge:
 - A runner's self-declared gender at registration will be accepted at face value.
 - The only challenge to a participant's gender could occur if that athlete finished top [3] overall or is up for an age group award/prize in a gendered category.
 - In the case of a top [3] finish in a female category [RACE NAME] race director will have sole discretion to review.
 - No challenges based on gender identity in the male or nonbinary categories are accepted
 - Any such challenge must be made in person or writing to the race director with the utmost discretion and respect for the privacy of all parties involved. [RACE NAME] in its sole discretion will determine whether there is a legitimate basis for the challenge.
- Gender Status Review
 - In the event of a challenge, [RACE NAME] may ask the runner for documentation from a medical doctor or healthcare provider or other qualified professional certifying that the entrant has undergone continuous, medically supervised hormone treatment for gender transition for at least one year prior to the race.
 - Transgender participants, at their option, may provide the medical documentation related to their gender transition to the Race Director prior to the race.
 - All information about the runner's gender identity and medical information, including any information provided pursuant to this policy, shall be kept strictly confidential.
 - The final decision regarding the entrant's gender status for registration purposes shall be within the sole discretion of the [RACE NAME] race Director.
 - If it is determined that the runner is not in compliance with [RACE NAME]'s rules for Transgender participants, the participant will be allowed to keep their [RACE NAME] finisher's award but any top [3] finisher or age group awards shall be returned.
 - [RACE NAME] will attempt to protect the runner's privacy interests to the maximum extent possible.

[Optional Section Regarding Drug Testing as it relates to Transgender participants]

- Drug Test Program
 - If a transgender runner is selected for drug testing at [RACE NAME] and tests positive for a banned substance, it will be considered a legitimate medical use under [RACE NAME]'s Drug Testing Policy and Protocols if the runner can demonstrate that the banned substance was being taken in connection with the person's medically supervised hormone treatment for gender transition.

Code of Conduct

To signal that all are welcome, and name the harassment that is not welcome, publish a public statement like this Organizational Commitment below. In addition, incorporate code of conduct statements into your registration or waiver process that will require participants and volunteers to sign off to participate. This will show that homophobic, racist, sexist, transphobic or other discriminatory language at events is not tolerated. Develop a reporting process so that if a complaint about a breach of the code has been made that your event team and organization will address the situation based on your commitment.

Organizational Commitment

The organization will not tolerate harassment of any kind based on gender, gender identity, gender expression, sexual orientation, [additional identities – race, ethnicity, disability, veteran status, others] from any participants, volunteers, staff, spectators, or bystanders and will make every effort to disqualify, or otherwise remove any person harassing anyone who is racing, watching, or volunteering at [RACE NAME]. In addition, [Organization] will take any and all legal recourse at its means in order to ensure the safety of all the stakeholders of [RACE NAME].

Volunteer Code of Conduct

I [NAME], as a volunteer for [RACE NAME] agree to refrain from harassment of any kind based on gender, gender identity, gender expression, sexual orientation, [additional identities – race, ethnicity, disability, veteran status, others]. I agree to bring to the attention of the race director any instance of harassment of any kind based on gender, gender identity, gender expression, sexual orientation[, additional identities – race, ethnicity, disability, veteran status, others] in order to ensure safety of all those at [RACE NAME].

Participant Code of Conduct

I [NAME], as a participant in [RACE NAME] agree to refrain from harassment of any kind based on gender, gender identity, gender expression, sexual orientation, [additional identities – race, ethnicity, disability, veteran status, others]. I agree to bring to the attention of the race director any instance of harassment of any kind based on gender, gender identity, gender expression, sexual orientation [, additional identities – race, ethnicity, disability, veteran status, others] to ensure safety of all those at [RACE NAME].

Marketing

LGBTQIA Advisory group

Engagement with members of the communities you serve is important. As such it is recommended that you connect with members of your local LGBTQIA running community to ensure that your race strikes the right tone with the local LGBTQIA community. You can structure this as an advisory group, that meets on a regular or ad hoc basis to offer their perspective and input to help your organization serves the community. As a reminder, this group will be helping to increase participation and race entries and will serve to educate at some level so consideration on compensation should be taken seriously. Talk to the members of this group to discuss payment, whether it is race entries or other in-kind payment, or if it involves remunerative payment.

Working with your advisory group, begin to develop relationships with local LGBTQIA organizations. Create programming that you can produce during Pride Month (generally June but may be different in your region) or other key LGBTQIA days such as Trans Day of Visibility, or Nonbinary Awareness Day. Don't forget to ensure that these efforts are done in a way that is authentic and involves members of the communities that are being featured. Other suggested ways to work with the LGBTQIA community and advisory group is to create public statements condemning negative actions towards the community like legislative and other bans on trans youth participation in sport, or anti-LGBTQIA directed legislation.

Website

If you have engaged with local LGBTQIA runners and have done some of this work such as trans and nonbinary inclusion policy, anti-harassment codes of conduct, advisory groups, it might be time to consider adding a statement of your commitment to your website.

This can be as simple as a paragraph on your "About" page outlining that commitment, and work done to date. Or you may choose to create a section outlining commitments, the work you have done, and what you intend to do in the future. Your codes of conduct, trans and nonbinary inclusion policies, and organizational promises could also be available on this page.

It would also be recommended that you include graphics on your main page, as a permanent addition, small rainbow and trans flags to signal to your LGBTQIA stakeholders that you are a safe space for their participation. Be assured, if you add these before you make the commitment, and your race does not have the work done, it may ring hollow. So please make sure that you have consulted with your advisory group to receive their feedback.

Email or other external communications

Be sure to use inclusive language when you are sending out emails to your contact lists. This can be as simple as removing gender when it is not necessary (from “Ladies and Gentlemen” to “Athletes” or “Participants”). Other electronic communications such as social media posts, should consider what sort of language is used as well. Take time to work with anyone connecting directly with your participants or volunteers on how to use inclusive language. To ensure you are using the right language, be sure to work with your advisory group on what terminology is used, and have your emails, social media posts, and other outgoing communications proofread by the relevant community members. Again, to ensure you are not creating a situation where you someone from a marginalized work is doing this work for free, make sure to offer compensation to the person who is doing this work.

Registration systems

Suggested Demographic Survey Questions

The purpose of this survey is to ascertain what approximate percentage of your racing community is from the LGBTQIA community so that your organization will connect to that group in a more authentic way and ensure representation of the relevant groups in your event community. Be certain to include the Introductory paragraph and abide by the principle of anonymity for all demographic data collection. In addition, these demographic questions can be asked in the registration process or can be asked via a separate survey via email or other method that will help ensure anonymity.

Demographic Survey

Collection of data for the following questions is for analysis only, and their collection will not be used to identify any individual. Answering these questions is voluntary, and you may choose not to answer with no adverse effect.

1. What is your gender identity?
 - a. Woman
 - b. Man
 - c. Genderqueer or nonbinary
 - d. Agender
 - e. None of the above, please specify [Free form text entry box]
2. What is your racial or ethnic identity? Multi Select
 - a. African American/Black
 - b. American Indian/Alaska Native
 - c. East Asian
 - d. Hispanic/Latinx
 - e. Middle Eastern
 - f. Pacific Islander
 - g. South Asian
 - h. Southeast Asian
 - i. White
 - j. None of the above, please specify: [Free form text entry box]
3. What is your age?
 - a. 18-24
 - b. 25-34

- c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 75 or older
4. What is your sexual orientation? Multi select
- a. Asexual
 - b. Bisexual
 - c. Gay
 - d. Heterosexual or straight
 - e. Lesbian
 - f. Pansexual
 - g. Queer
 - h. None of the above, please specify: [Free form text entry box]
5. Do you identify as transgender (or another non-cisgender identity)?
- a. Yes
 - b. No
6. Are you a person with a disability?
- a. Yes
 - b. No
7. Are you a Veteran?
- a. Yes
 - b. No

Registration questions regarding gender

Based on your commitments here to enact a trans inclusion policy, the Male and Female category will be selected by your participants based on who they say they are. These two categories are in every system.

A prompt to request collection of a participant's pronouns could be made during the registration process to ensure that correct pronouns would be visible during the race day and expo/packet pickup experience.

Nonbinary registrants

Check with your registration platform to see if the option for Nonbinary as a scoring/timing category exists on their platform natively. If it does, this part will be easy. Make sure it is available for all registrants.

In the case that your registration platform does not offer this option, discuss alternate ways to accommodate more than just M/F as scoring/timing categories. In many systems there are ways to turn off their 'Gender' field in the registration form, and then create a custom question to ask gender and allow you to have Male, Female and Nonbinary options. Make sure to discuss this with your timing service as well, as they may have to alter how their system works to accommodate this third gender category.

Alternative Categories

Is your race populated by two constituencies; one that races competitively, and another, far larger, group of people who are signing up to participate, for fitness, for fun, to run with friends or family? Why not create another registration category for those who may want to have a fun time but aren't concerned with placement in a gender category. Some races are calling this category "Participant". Timing and racing are the same, but the registrant isn't registering based on their gender. This also can allow a transgender or nonbinary participant the opportunity to sign up without showing in a gendered category, which is great for your runners who may not be 'out' and want to be able to race without having to select a gender that will either 'out' them, or not feel right to their innate sense of gender.

Event Planning & Production

Medals/Prizes

Ensure that if you are awarding medals or prizes to gendered categories, you mirror that for nonbinary categories. This may result in awarding every single nonbinary participant with a 1st place award. And that is ok! You are on the forefront of this category, and eventually there will be more than a handful of participants. If you build it, they will come!

Facilities

If you place period products into the women's restroom, consider leaving some in the other restrooms as well. Mark any single stall restroom as available for all genders (some still will say M or W even if it is a locking single use room). Both suggestions can be done even if the facility you are using doesn't have signage that indicates that facilities are for any gender. Some events go a step further and make every restroom, including those with multiple stalls, into gender neutral bathrooms. Signage can be made to indicate what facility types are in the bathrooms (toilets, urinals, baby changing stations, disabled accessibility).

If there are other gendered spaces, consider how these spaces are being used, and whether they really need to be gendered. Make sure to include comparable gender-neutral spaces as well.

If you have events that include an expo, offer pronoun stickers, or other ways of voluntarily displaying personal pronouns, to those who exhibit, and attend.

Swag

Include language on the swag clothing selection page or section that will de-emphasize the gender of who wears the clothing, and more specifically speaks about the clothing style. An example could be changing the terminology from Men's shirt and Women's Shirt to Unisex shirt, and Fitted Shirt, or similar gender free wording.

Vendors/Suppliers

Ask your suppliers if they undertake their own DEI initiatives and consider their level of commitment to DEI as one of your procurement qualifications. Seek out diverse suppliers. Diversification of your suppliers can also help organizations more authentically involve communities they are welcoming to their events.

Staff/Volunteer Training

Develop training for your permanent and volunteer race staff on working with LGBTQIA community members. This training can include “customer service” training on face-to-face interactions, phone call etiquette, and other point of contact training. If you have added a prompt for a participant’s pronouns during registration, make sure that this information is visible to event staff and volunteers during any potential interaction with participants. This can be done by having pronouns visible on screens, and/or printed onto race packets. Make it easy for volunteer staff to use the correct pronouns for your participants.