



## West Mount Airy, PA’s Successful Integration Intervention

Adapted from *Just Action* (Rothstein and Rothstein, 2023)

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Some communities across the U.S. that were once segregated implemented successful interventions to integrate Black and White populations. *Just Action*, by Leah and Richard Rothstein, describes successful strategies:

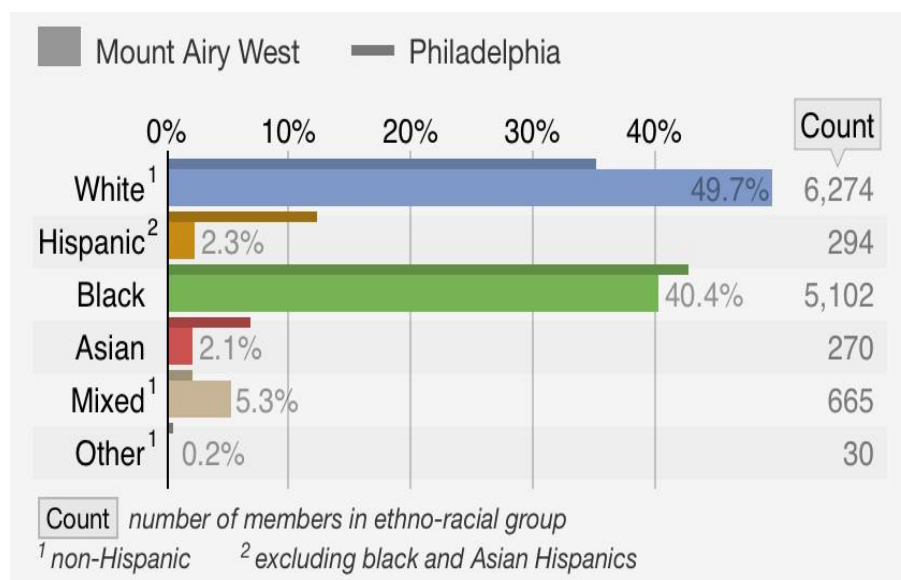
### West Mount Airy, Pennsylvania<sup>2</sup>

West Mount Airy, Pennsylvania was segregated in the mid-twentieth century but has since cultivated shared values and an identity centered around integration. Here are the strategies that were used:

- Religious groups developed sermons, living room conversations, and pamphlets on the economic and cultural benefits of integration.
- The West Mount Airy Neighbors Association (WMAN) mobilized people to support and promote integration. Specifically, WMAN
  - asked and persuaded local bankers to offer equally favorable loan terms to any qualified buyer regardless of their race.
  - developed contacts with realtors and asked them to sign a code of ethics that required them to show available homes to all home buyers regardless of their race.
  - magnified their efforts by inviting United Nations Delegates to stay with West Mount Airy families, during which Europeans stayed with Black families and Africans with White families.
- Through various marketing campaigns for the integrationist ideal, the WMAN boosted housing demand, raised property values, therefore incentivizing White people to stay and Black people to achieve economic stability.
- Recent activists are reviving “parent organizations, monthly school tours, campus beautification, new music, science, technology, and math curricula, and a principal committed to integration” (p. 224, *Just Action*).

### Recent ethnic-racial demographics of West Mount Airy, Pennsylvania<sup>1</sup>

Chart adapted from <http://statisticalatlas.com/>



<sup>1</sup>Overview of the United States. The Demographic Statistical Atlas of the United States - Statistical Atlas. (n.d.). <http://statisticalatlas.com/>

<sup>2</sup>Rothstein, R., & Rothstein, L. (2023). *Just action: How to challenge segregation enacted under the color of law*. Liveright Publishing Corporation, a division of W.W. Norton & Company.