



Definition Redefined an Open Letter

We, the undersigned, stand in full support of the Definition Redefined campaign by Soul Purpose 360, which is committed to challenging and changing the harmful narrative surrounding Black women in Britain.

We believe that the current narrative is deeply entwined with Britain's colonial past and the enslavement of African people. This outdated and damaging perspective has shaped the foundation of institutionalised racist and sexist practices, policies, and attitudes in sections of British society. These views do not reflect the values of modern Britain.

The time for change is now. Historical research and analysis have underscored the urgent need to re-evaluate and transform this narrative for the benefit of all. Black women make significant contributions to Britain's social, economic, and political landscapes, despite the barriers created by these negative narratives. There is substantial evidence of racial inequalities towards Black Women across many aspects of UK life—from health to housing, education to employment, and crime and policing to criminal justice. We believe that these harmful perspectives are a key factor in the many instances where Black women are at a disadvantage, including, but not limited to, the following:

- Black women are four times more likely to die in childbirth.
- Black women are overrepresented in mental health institutions and the criminal justice system.
- Black women are more likely to experience racism in the workplace.
- Black women are more likely to be diagnosed with more advanced breast cancers and types with fewer treatment options, such as triple-negative breast cancer.
- Black women are more likely to suffer from common mental health issues compared to white women.
- Black women are affected by the gender-race pay gap, earning less than their peers.
- Black women are worst affected by the cost-of-living crisis... and much more!

We also call attention to misogynoir, where the intersection of race and gender deepens the contempt, and entrenched prejudice against Black women. We believe that when considering policies where Black women are disproportionately impacted, it is essential to view these issues as interconnected rather than in isolation, to ensure a comprehensive understanding and response.

There is an urgent need for in-depth research into the effects of racism and intersectionality from childhood onwards, including the internalised responses that lead to limiting beliefs and restricted life opportunities—issues that Soul Purpose 360 supports members with daily.

As supporters of this open letter, we call for the following actions:

- Public condemnation of all individuals who use racist and sexist language to demean, harass, or bully Black women in public spaces, online, or in the media.
- Further research into the impacts of negative perceptions of Black women across all areas of life, to begin seeking justice and redress.
- Awareness-raising through the national curriculum for children and students, to break the historical cycle of discrimination that has persisted for hundreds of years.
- Funding to support the #DefinitionRedefined campaign, enabling it to reach and engage Black girls and women, empowering them to challenge microaggressions, harassment, and bullying in the workplace and education system without fear of reprisal.
- Funding is needed to conduct in-depth research to fully understand the profound impact that a negative narrative has on Black Women from early childhood through to adulthood. This research is crucial to inform the development of effective social policies that can drive meaningful and immediate social change.

We call for immediate and concerted action to address these issues and to acknowledge the broader benefits and opportunities that racial diversity brings to British society.

We urge you to stand with us in supporting the Definition Redefined campaign. Let us dismantle these outdated narratives and build a more inclusive and equitable Britain for everyone.

Sign this letter. Raise your voice. Be the change.

Cultivating Black Women for Social Change

Soul Purpose 360 CIC | 12217224 | www.soulpurpose360.co.uk | soulpurpose@gmail.com