



CROWN CAMPAIGN

ENDING DISCRIMINATION AND INJUSTICE

Support for the CROWN ACT North Carolina

HISTORY

The CROWN Campaign is comprised of Five professionals, Dr. Bernice B. Rumala Ph.D. (Co-Founder), Shemekka Ebony, M.S. (Co-Founder IN NC), Crystal Monique Richardson, Esq.(NC), Dr. Manka Nkimbeng, PhD , MPH, RN (MA), and J.B. Afoh Manin, Esq.(CA), all whom have had experiences with hair discrimination and came together with the purpose of combating discrimination of all forms including hair discrimination.

CROWN ACT

Through advocacy for the CROWN Act (Creating a Respectful and Open World for Natural Hair) that has been signed into Law, our goal is to educate and change policies and practices as part of a community of solutions both locally and globally. In the African American, hair and hairstyles have strong historical, political, cultural, social, and familial significance in terms of identity. Such hairstyles include afros, braids, bantu knots, locs, African thread styles, twists, fades, and leaving hair in various forms of its natural state. Unfortunately, individuals have been discriminated against on the basis of the expression of this cultural identity and practice of natural hair/hairstyles. This has resulted in a number of inequities in activities of daily living such as lack of employment opportunities, discrimination in the workplace, discrimination in school settings, job loss, microaggressions and much more. In a number of case studies, individuals have been told to conform to the dominant culture for assimilation and upward mobility further promoting racist stereotypes.

Dove co-founded the CROWN Coalition (Creating a **R**espectful and **O**pen **W**orld for **N**atural Hair and protective styles) to ensure all women can celebrate the individuality of their natural beauty. The CROWN Coalition, including founding members the National Urban League, Color of Change, Western Center on Law and Poverty and Dove, champions legislation to end race-based hair discrimination in the workplace and schools across the nation and world, including the CROWN Act (CA SB188). The CROWN Act has currently been signed into law in California, New York, New Jersey and two municipalities since July 2019.



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Since February 2019, our team, CROWN Campaign, have been mobilizing to raise the awareness around hair discrimination in the workplace and schools. Read further about our collaboration here www.crowncampaign.com

Advocates of CROWN Act for NC are hopeful to partner with you to move into protecting against racial discrimination as hair discrimination with inclusive language exemplified below to protect our NC natural hair community from further discrimination due to hair styles.

Inclusive language that prohibits race discrimination based on natural hair or hairstyles; defines “race” for certain specific purposes to include, but not be limited to, ancestry, color, ethnic group identification, and ethnic background, and to include traits historically associated with race, including but not limited to, hair texture and protective hairstyles; and defines “protective hairstyles” to include, but not be limited to, such hairstyles as braids, locks, and twists.

DOVE survey reported biased behavior towards Black women's hairstyles in the workplace affects the perception of her 'job readiness':

- When shown two images of the same hairstyle on both Black and white women, the same hairstyle on a White woman was rated 25% higher in 'job readiness' than the exact same hairstyle on a Black woman.
- The survey shows that Black women were 1.5 times more likely to have reported having been sent home or know of a Black women sent home from the workplace because of her hair.
- Natural Black hairstyles such as locs, braids, bantu knots, etc3. were ranked the lowest for 'job readiness.'
- Black women fear scrutiny and discrimination when expressing their natural beauty in the workplace
- Black women report receiving formal grooming policies at a rate significantly higher than White women.



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- **Black women reported they are 80% more likely to change their natural hair to meet social norms or expectations at work. Dove CROWN Study**

Moving the CROWN Act for North Carolina is important to Black Women and we would love your support. Contact your House and Senate Representatives and tell them you want the CROWN Act introduced in 2020! We are here to help.

Connect with us at www.crowncampaign.com

Shemekka Ebony & Dr. Bernice B. Rumala
Co-Founders of the CROWN Campaign

www.crowncampaign.com

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