

ALLYSHIP IN A CULTURAL CONTEXT

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Hi! I am sharing my level of reasoning with you on this topic of allyship in a cultural context. I hope this helps to bring more clarity to those who need more actionable guidance on how you can help and contribute to our cultures.

Based on my experience and knowledge as a Jamaican Cultural Ambassador, University Lecturer, Educator, and Advocate for the African Diaspora, I want to use my voice to share 5 tips that you can follow to build alliances in the cultural context that will support the people and cultures of the African Diaspora. *Please note that although I will be speaking as a representative of black cultures, these tips are generally applicable to also supporting all people of color (POC's).*

But first....

The word “Ally” is a powerful word. Do you know how to use it in a cultural context spiritually, mentally, and physically? ***Ask yourself this and let it soak in.***

In order for you, as a guest to our culture, to understand how the word “Ally” works in a cultural context you will have to first know and understand the general definition and meaning of being an “Ally”.

The universal definition of “Allies” is to unite formally.

As we all know, “Allies” can be used in a political context, racial context, military and police contexts, and more. But since I am speaking about the context of culture and, **specifically, the African Diaspora**, then now you have to consider and understand how it now works in this context, and what is the formula for this type of alliance.

Now that I have **set the stage** for you to understand the lens I'm speaking through and my references, **below are the 5 tips (actions!) that you can follow to build alliances in a cultural context** to support the people and cultures of the African Diaspora (and other POC's).

1. ● **Be supportive. Start by offering your support to others when you can see that they need it.**

First, "see when they are in need" does not only mean to only think about "what they may need" in the moment but instead to ask yourself: how can I support these cultures for a lifetime? How can you keep contributing, and not just contribute in the moment. ***This about this.***

2. ● **Nurture your allies. Know that one good deed will not be enough to form an alliance.**

Now let me do the breakdown of nurturing your Allies. The last thing the people of African Descent want to feel in a time like this or in anything that has to do with culture, activists, and fighting vs. system: is people feeling pity on us. You can say you're sorry with your actions. We love to see people fighting a good fight with us.

For example (Analogy): You're a guest to our culture and you're in my house, and I'm the host. My house gets on fire. This analogy is for you, the guest, to not watch me working so hard to put out the fire out, while you keep saying "I'm sorry". That doesn't help me. You can show me you're sorry by actually helping me to put the fire out.

The 2nd part of this point is “one good deed will not be enough to form an alliance”. In other words: you have to be consistent. The more consistent you are, the more we will believe that you’re with us. *Now let this all soak in once again.*

3. Communicate effectively.

Communication is key. Without communication there can be misunderstandings. If both sides can show that they can express themselves to each other and open the dialogue for us to have conversation - this is how we can all help to move forward.

4. Don't ask for too much.

Don't expect that because you're helping us that you deserve something in return. Don't make it become a thing where “if you help me, I have to help you in return”. Your action needs to be genuine. This is coming from experience of seeing people go in to help with the intention of wanting something back in return (it can be tangible like monetary compensation OR intangible like adding to a person's reputation and bio).

Instead, help us only if you truly want to help. Help because you know this will help humanity.

5. Don't take offense.

Don't take offense when we as people of African Descent are expressing to you what we need and how we can move forward based on the pain that we're feeling. We use reference and examples from history to get our points across.

One example: If I share with you that "listen, your ancestors may have racist tendencies", do not take offense to the history of that. I'm not calling you racist. I am just pointing out an observation that once we're on the same page of what happened in history that caused the current situations, we can now ask ourselves together: how do we move forward?

So just try your best to understand and be open minded.

This is just a starting point and by no means ends here.

You can keep building on these for years and years to come. No matter where you are in your level of action and understanding, I encourage you to keep doing the work and research to educate yourself and be an ally. The world needs more alliances for greater peace, love, and compassion between people.

If you're curious to learn more from me and are in need of more mentorship, guidance, resources, and coaching, join my paid membership online education. This is where you can join the more in-depth dialogue with me through interactive webinars. We'll delve deeper into these topics and more. To inquire and/or join go to: online.ketchdivybz.com

As always and forever, as part of our mission at Ketch Di Vybz Production Company as well as my personal mission, I'm here to connect you to the

roots of the cultures of Jamaica and the African Diaspora through education, history, and dance.

We appreciate you taking the time to educate yourself with us.

Stay Bless,

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