



# Antiracist.

More than just a word. What does this mean?

“In a racist society, it is not enough to be non-racist, we must be anti-racist.” Angela Davis

We will reaffirm our commitment publicly to creating an agency that doesn't use diversity and inclusion as a buzzword, but lives and breathes it, for we know without diversity in the company, there can be NO diversity in terms of thinking, culture and the work we create.

## ● Our agency

Freedom to be yourself is crucial. For our agency to thrive, we will make sure it's a place where you can be you.

## ● Our people

A building is only as strong as its foundation. Without the people we have at our agency we are nothing. We want our agency to represent the best and brightest in the world of advertising, this means ensuring we are racially representative of the world we inhabit.

Every individual at Weave Health is valued. And that means ensuring everyone, especially black and ethnic minorities knows and feels their voice is heard, and their opinions valued and listened to.

## ● Our work

As an agency with many global clients, we will ensure at every stage our strategy and creative output is racially inclusive so that it resonates worldwide, not only with clients but also our intended audiences.

## ● Our partners & clients

We will make it a priority to not only have diversity and inclusion within the agency, but also those we work closely with. We will ensure existing/potential new partners and clients are aligned to our diversity and inclusion values.

## ● Our community

It takes a tribe to raise a child. In order to make the world of advertising a reflection of the world we are in, we will do more than just ensure our workplace is racially diverse – we will guarantee the future of it will be too. We will form relationships within and outside our network. We will ensure that black and ethnic minorities are aware of (healthcare) advertising as a career choice and a place to invest in their own talent.