



Planning, Communicating & Measuring DE&I Programs

Shana Davis

January 28, 2021



BLACK WOMEN'
HEALTH IMPERATIVE



About Us

BWHI is a national nonprofit founded on the campus of Spelman College in 1983 as the only national organization dedicated to improving the health and wellness of the nation's 21 million black women and girls – physically, emotionally and financially.



Our 2020 Vision Realized

Since 2014, the Imperative and its partners have invested more than \$25 million to realize the vision of increasing the number of healthy Black women from 9 million to 12.5 million by.



Our Programming Priorities

Through the BWHI Lens, we focus on our core issues and their interconnectivity to advance our mission. These include: sexual health and reproductive justice, wellness and avoidable chronic disease mortality, and access to care.



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What We Know

Diversity, Equity & Inclusion Programs:

- ✓ Often developed and implemented to reach HR goals
- ✓ Often an organization objective to solve a reputation blemish
- ✓ Inform, impact behavior, and challenge to act as conscious humans
- ✓ Opportunities for organizations to become more innovative, collaborative, and develop stronger leaders



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What DE&I Means to Nonprofits

Diversity, Equity & Inclusion Programs:

- ✓ Often developed and implemented to drive mission
- ✓ Often a cultural norm
- ✓ Inform, impact behavior, and drive accountability against societal norms
- ✓ Opportunities for organizations to become more innovative, collaborative, and build stronger leaders who drive external goals



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Impactful Strategies

Develop, Execute and Measure Marketing Campaigns:

- ✓ Keep the end in mind
 - Set SMART objectives based on the needs of those served
- ✓ One-size doesn't fit all
 - Clearly define and segment your target audiences
- ✓ Articulate the audience journey
 - Define your benchmarks and comparisons based on previous campaign performance
- ✓ Build on your data story
 - Every campaign is another chapter in the book of data



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What Success Looks Like

Focus on the learnings: Building the DE&I Strategic Program Framework

People

➤ What are your people saying?

- Perceptions vs. Realities
- Needs vs. Wants
- Motivations
- Experiences

Impact

➤ Are we moving the needle?

- Good place to invest?
- Do I see myself here?
- Do I trust and believe in this mission?

Insights

➤ What's new?

- Prioritization
- Do now vs. later
- Ignore?
- Learn more?





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THANK YOU