

2018 – 2020 STRATEGIC PLAN OVERVIEW



2018-2020 STRATEGIC PLAN OVERVIEW: **MISSION**

To foster positive health behavior change through the power of hip hop music.



2018-2020 STRATEGIC PLAN OVERVIEW: VISION

Youth around the globe are empowered with the knowledge and skills to make healthier choices, reducing preventable health conditions and the rising tide of childhood obesity.



2018-2020 STRATEGIC PLAN OVERVIEW: PRIORITIES

CREATE

Develop innovative, culturally-tailored, and evidenced-based health literacy music and media tools for children and families.



ENGAGE

Partner locally, regionally and internationally to foster and strengthen strategic partnerships with health focused institutions, companies and community organizations.



AMPLIFY

Empower stakeholders around the U.S. and the globe to infuse Hip Hop Public Health resources into youth health and wellness programming.



2018-2020 STRATEGIC PLAN OVERVIEW: PRIORITIES



PRIORITY 1:

CREATE

Develop innovative, culturally-tailored, and evidenced-based health literacy music and media tools for children and families.

STRATEGIES

- Create new content and resources that motivate and inspire youth to be more physically active, complementing HHPH's nutrition education resources
- Design and produce health and wellness resources for partner organizations
- Align all tools and resources to developmentally and age-appropriate national learning standards, including health education, physical education and Healthy Out of School Time standards.
- Formulate grade level resource implementation guides to guide teachers/instructors with integrating HHPH materials into health and wellness programs
- Refine the train-the-trainer curriculum for the Ambassador Program and create an accompanying web-based professional development training series.

2018-2020 STRATEGIC PLAN OVERVIEW: PRIORITIES



PRIORITY 2:

ENGAGE

Partner locally, regionally and internationally to foster and strengthen strategic partnerships with health focused institutions, companies and community organizations.

STRATEGIES

- Strengthen relationships and build an ecosystem of key health and wellness partner organizations as a path to achieving programmatic objectives including – but not limited to – *The American College of Sports Medicine (ACSM)*, *The Partnership for a Healthy America (PHA)*, *The Alliance for a Healthier Generation* and *The Society for Health and Physical Education (SHAPE America)*
- Leverage and foster relationships with HHPH artists and socially conscious entertainment industry leaders to drive awareness of HHPH resources and cultivate fundraising opportunities
- Bolster relationships with local, regional and global health departments, K-12 school systems and higher education institutions to deepen collaborations and partnerships
- Create Marketing plan with integrated social media strategy to enhance public and stakeholder awareness of HHPH resources
- Develop a diverse fund development portfolio to build capacity and sustainability

2018-2020 STRATEGIC PLAN OVERVIEW: PRIORITIES



PRIORITY 3:

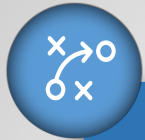
AMPLIFY

Empower stakeholders around the U.S. and the globe to infuse Hip Hop Public Health resources into youth health and wellness programming.

STRATEGIES

- Foster strategic partnerships with key education and health related organizations to deepen the spread and scale of HHPH's Ambassador Program, with a focus on urban communities
- Cultivate dedicated sponsorship to launch an inaugural Ambassador Summit
- Provide on-demand, capacity building web-based professional development opportunities for Ambassadors
- Present at key regional, national and international conferences to deepen public and stakeholder awareness of HHPH's resources
- Create a system to track Ambassador Program reach and impact
- Upgrade the Ambassador Program's mobile app and website for optimal user experience
- Strengthen Advisory Board infrastructure

2018-2020 STRATEGIC PLAN OVERVIEW: INTERNAL BUILDING BLOCKS



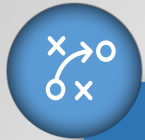
BOARD ENGAGEMENT and DEVELOPMENT

In order to achieve the goals and objectives of the three priority areas, Hip Hop Public Health will build upon current strengths and bolster its internal capabilities and resources

STRATEGIES

- Conduct a review of Board composition and committee structure. Ensure that the Board configuration aligns with and advances the mission, vision and strategic goals of the organization
- Establish and implement Board engagement standards and Advisory Board engagement standards
- As part of the budget approval process, the Board will set annual fundraising and Board giving goals.
- Host annual Board retreat to review progress towards Strategic Plan goals and determine future strategy
- Create formal structures to foster collaboration amongst the Board, Advisory Board and Youth Advisory Board

2018-2020 STRATEGIC PLAN OVERVIEW: INTERNAL BUILDING BLOCKS



STAFFING STRUCTURE and SUPPORT

In order to achieve the goals and objectives of the three priority areas, Hip Hop Public Health will build upon current strengths and bolster its internal capabilities and resources

STRATEGIES

- Pursue organizational capacity fund development opportunities
- Increase and diversify revenue streams to create sustainable staffing model
- Recruit interns and fellows from higher education institutions focused on public health, education and communications/marketing
- Develop public relations and social media strategy integrated with relationship management systems
- Create a volunteer engagement and activation plan
- Clarify and streamline the interdepartmental and interdisciplinary relationships between HHPH, Columbia University Medical Center and Harlem Hospital
- Foster a learning community in which HHPH staff, volunteers and partners share insights across disciplines and sectors and use that learning to assess impact and develop future strategies