Harnessing The Transformative Power of Music, Art and Science To Improve Health Literacy and Inspire Behavior Change in Young People and Their Families
ENGAGE
We team up with partners across sectors to tap into shared strengths, deepen collective capacity, and tackle key public health issues.

CREATE
We harness the transformative power of music, art, and science to create innovative, culturally-relevant music and multimedia "edutainment" resources for children, families, and communities.

AMPLIFY
We support a diverse network of young people, educators, entertainers, and health professionals around the world to create opportunities that enhance health literacy and inspire healthy behaviors in their communities.

INFLUENCE
We are a transdisciplinary collective of socially conscious artists and public health leaders determined to spark conversations that address systemic health disparities and foster individual and societal behavior change.

BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART AND SCIENCE

LOOKING AHEAD:
2022-2024 STRATEGIC PRIORITIES
NEW: SUITE OF MENTAL HEALTH RESOURCES TO ADDRESS:
- ADVERSE CHILDHOOD/COMMUNITY EXPERIENCES (ACES)
- RACISM & THE CONNECTION TO STRESS & HEALTH
- COMBATING TOXIC STRESS
- THE ONGOING COVID-19 PANDEMIC

NEW: WRAP-AROUND CURRICULUM & INSTRUCTIONAL MATERIALS TO ENHANCE AND COMPLEMENT EXISTING HIP HOP PUBLIC HEALTH PROMOTION & DISEASE PREVENTION RESOURCES

EXPANDED ORGANIZATIONAL AGILITY AND CAPACITY TO ADDRESS PRESSING AND EMERGING PUBLIC HEALTH NEEDS WITH TAILORED RESOURCES

NEW: *MORPH* INTERACTIVE WEB-BASED RESOURCE REPOSITORY & CREATOR STUDIO
MULTIMEDIA
OPEN SOURCE
REMIXING
PUBLIC
HEALTH
NEW: ESTABLISH DEDICATED, NATIONAL ADVISORY BOARDS:
- MEDICAL ADVISORY BOARD
- YOUTH ADVISORY BOARD
- ARTIST ADVISORY BOARD
- EDUCATOR ADVISORY BOARD

EXPAND STRATEGIC ORGANIZATIONAL PARTNERSHIPS WITHIN PUBLIC HEALTH, MEDICINE, K-12 EDUCATION, HIGHER EDUCATION, CULTURAL, FAITH-BASED, ENTERTAINMENT, AND CORPORATE SECTORS

EXPAND THE BOARD OF DIRECTORS, FORTIFY THE BOARD MEMBER RECRUITMENT PIPELINE AND CREATE AN INAUGURAL JUNIOR BOARD

NEW: SCAFFOLDED DONOR RECOGNITION STRUCTURE AND EXPANDED DONOR ENGAGEMENT OPPORTUNITIES

BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART AND SCIENCE
REFINE AND LAUNCH THE NATIONAL HIP HOP PUBLIC HEALTH AMBASSADOR PROGRAM WITH A FOCUS ON HIGH SCHOOL AND COLLEGE AGE YOUTH

NEW: SUITE OF ENGAGING DIGITAL RESOURCES TO ESTABLISH STRONGER BRAND IDENTITY ACROSS TARGET AUDIENCES:
- YOUNG PEOPLE
- PARENTS/CAREGIVERS
- EDUCATORS
- DONORS
- PARTNERS
- POLICY MAKERS

DEVELOP AND IMPLEMENT AN EXPANDED COMPREHENSIVE, COMMUNICATIONS, AND PUBLIC RELATIONS STRATEGY COUPLED WITH A RESEARCH AND EVALUATION STRATEGY TO SUPPORT AND UPLIFT HIP HOP PUBLIC HEALTH PRIORITIES

AMPLIFY
BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART AND SCIENCE

2022-2024 STRATEGIC PRIORITIES

EXPANSION OF VIRTUAL AND IN-PERSON CONVERSATIONS, TOWN HALLS AND EVENTS ENGAGING TARGET AUDIENCES:
- YOUNG PEOPLE
- PARENTS/CAREGIVERS
- EDUCATORS
- YOUTH ARTISTS/ARTISTS
- PARTNERS
- POLICY MAKERS

ESTABLISH HIP HOP PUBLIC HEALTH AS THE GO-TO AND FOREMOST VISIONARY THOUGHT LEADERS IN THE CHANGING PUBLIC HEALTH LANDSCAPE

2022-2024 STRATEGIC PRIORITIES

INFLUENCE
BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART AND SCIENCE
2022-2024 FUND DEVELOPMENT STRATEGIC PRIORITIES SUMMARY

• Refine and re-launch a scalable, replicable national student ambassador program accompanied by a sophisticated, interactive content delivery and training platform (MORPH) with a focus on High School and College Age Youth.

• Deepen engagement with emerging youth artists as artist ambassadors and content creators focusing on addressing mental health issues, combating toxic stress, and responding to emerging public health issues facing youth.

• “Moving The Needle” national health literacy initiative: Curating spaces for vulnerable dialogue between the hip hop community and medical professionals of color to build trust-based relationships. Through a cadence of intentional, ‘off the record’ and ‘on the record’ experiences to engage, educate and empower artists (from the guardians of hip hop to a younger generation) to lead in efforts to illuminate and address health disparities.

• Build internal capacity for research, evaluation and scientific rigor.
OPERATIONAL PILLARS

- **FINANCIALLY SUSTAINABLE**
  - Build and sustain financial stability and foster exponential growth

- **AGILE & NIMBLE**
  - Dexterity to respond to pressing and emerging public health needs

- **CONTINUOUS LEARNING ENVIRONMENT**
  - Team views challenges as opportunities within a culture of excellence and inclusivity

- **RESPONSIVE STAFFING STRUCTURE**
  - Organizational structure, talent and skills are aligned to support strategic pillars, goals and values
BUILDING HEALTH EQUITY THROUGH THE TRANSFORMATIVE POWER OF MUSIC, ART, CULTURE & SCIENCE
MULTISENSORY MULTILEVEL HEALTH EDUCATION MODEL
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MULTISENSORY MULTILEVEL HEALTH EDUCATION MODEL

SOCIAL ECOLOGICAL MODEL LEVELS OF INFLUENCE

NEUROSCIENCE OF LEARNING & BEHAVIOR CHANGE SCIENCE

THE COLLECTIVE POWER OF ART, CULTURE & SCIENCE

CULTURALLY TAILORED RESOURCES & INITIATIVES

CHILD MEDIATED HEALTH COMMUNICATION

ACADEMIC RESEARCH & SCIENTIFIC RIGOR