wholespire

Inspiring wellness in all communities

Strategic Plan
2021 - 2023

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The JINKS Perspective
See the goal. *Chart* the path. *Lead* the way.

Definitions

The words we use are important. In the spirit of creating a shared understanding of our language, the following words represent our operational definitions of key concepts in our work.

Accessibility

The extent to which a space is readily approachable and usable by people with disabilities.

Advocacy

An informative process directed towards decision-makers within organizations and governing bodies that lends support for, or recommendations of, a specific cause, policy or initiative.

Advocate (v)

To present supporting information, documentation or testimony regarding a particular cause, policy or initiative.

Advocate (n)

An individual providing supporting information, documentation or testimony regarding a specific cause, policy or initiative.

Brand

The perception someone has about a product or service. This is different from the brand identity which represents the tangible elements of a brand such as logo, name, colors, etc.

Champion

A decision-maker with influence on the outcome of a specific cause, policy or initiative.

Chapter

A local, county level group representing Wholespire's brand in their community, including a signed Memorandum of Agreement.

Coalition

A group of organizations and individuals collaborating to increase impact on the community and state.

Collaborate (v)

To work together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

Collaboration (n)

The process of two or more people, entities or organizations working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

Collaborative (adj)

Describes effort in which of two or more people, entities or organizations are, or have been, working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

Definitions

Collective Impact

Different sectors collaborating to achieve a common agenda through shared activities and communication.

Community

Group with shared geographic space.

Cultural

The languages, customs, beliefs, rules, arts, knowledge, and collective identities and memories developed by members of all social groups that make their social environments meaningful. (Source: Center for the Study of Social Policy)

Cultural Competence

The ability to understand, communicate with, and effectively interact with people across cultures. Grounded in the respect and appreciation of cultural differences, cultural competence is demonstrated in the attitudes, behaviors, practices, and policies of people, organizations, and systems. (Source: Center for the Study of Social Policy)

Discrimination

The unequal treatment of people based on categories (i.e., race, gender, social class, skin color, sexual orientation, religion and others).

Diversity

The presence of difference that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis)abilty, age, religious commitment or political perspective. Populations that have been – and remain – underrepresented among practitioners in the field and marginalized in the broader society. (Source: https://dei.extension.org)

Equality

The effort to treat everyone the same or to ensure that everyone has access to the same opportunities.

Equity

Promoting justice, impartiality and fairness within the procedures, processes, and distribution of resources by institutions and systems. (Source: Tuskegee University Cooperative Extension)

Ethnicity

Denotes groups that share a common identity-based ancestry, language or culture.

Gender Pronoun

The term one uses to identify themselves in place of their name.

Health Equity

Thriving with conditions that support low-disease risk, education, employment and stable economy.
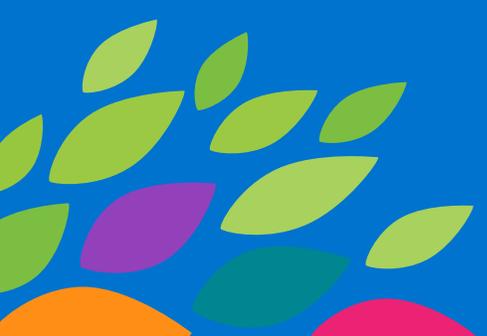
Definitions

Health Disparity

Preventable differences in populations' health and disease likelihood.

Health Inequity

The disproportionate distribution of resources to specific populations based on social conditions such as race, ethnicity, age, zip code.

Implicit Bias

A belief or attitude that affects our understanding, decision, and actions; and exists without our conscious awareness.

Inclusion

An outcome to ensure those who are diverse actually feel welcomed. Inclusion outcomes are met when you, your institution, and your program are truly inviting to all. To the degree to which diverse individuals are able to participate fully in the decision-making processes and development opportunities with an organization, group or governing body. (Source: Tuskegee University Cooperative Extension)

Infrastructure Support

Operational support that may include, but not limited to, organizational structuring and documentation, networking opportunities and engagement of additional participants.

Intersectionality

The way in which race, class, gender, and other aspects of one's identity overlap and interact with one another.

Lobbying

Influencing a public, elected official and asking for a vote on a particular policy before a governing body.

Messaging

A communication component that creates meaning and headlines the issues that need to be discussed. Messages help create a perception in the minds of the audience of focus and enable media and influencers to write or say the right things about the organization.

Metrics

Measurements to determine level of impact.

Partner

Organizations working together transparently with clear and thoughtful communication to determine commonalities in intentions and efforts.

People of Color

Political or social identity among and across groups of people that are racialized as non-white.

Racism

Prejudice, discrimination, or antagonism directed against a person based on membership in a particular racial or ethnic group, especially to distinguish them as inferior or superior to one another.

Definitions

Racial Equity

The condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares. When we use the term, we are thinking about racial equity as one part of racial justice, and thus we also include work to address root causes of inequities not just their manifestation. This includes elimination of policies, practices, attitudes and cultural messages that reinforce differential outcomes by race or fail to eliminate them. (Source: Center for Assessment and Policy Development)

Resources

A source or supply from which a benefit is produced. Resources may be non-financial (e.g., coaching, training, networking) or financial.

Social Determinants of Health

Conditions (e.g., social, economic and physical) in the environments and settings (e.g., school, church, workplace and neighborhoods) in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. (Source: Healthy People 2020)

System

A group of interacting or interrelated entities that operate together.

Systemic Racism

Policies, laws, and practices that generate different outcomes for persons of a different race. While not explicitly naming a racial group, advantages for white persons and disadvantages for people of color are created by these policies, laws and practices.

Stakeholder

Individuals or organizations with interest in Wholespire, such as local coalitions, board of directors, partnering organizations for projects and funders.

Structural Racism

Confluence of racist concepts and theories that control economic, political and social systems.

Technical Assistance

Non-financial forms of help like connecting coalitions to funding, sharing information, providing training, consulting on projects and leadership coaching.

Values

Principles that guide the organization's culture and operations.

Mission Construct

Why We Are Here

OUR PURPOSE

Many people are chronically ill because they do not have access to healthy opportunities and choices. Communities across South Carolina aspire to change this reality but need infrastructure support and technical assistance.

What We Want

OUR VISION

We want informed influencers and empowered communities who work together to ensure an equitable South Carolina, where everyone has access to healthy choices.

What We Do

OUR MISSION

We provide communities with proven and sustainable approaches that lead to increased access to healthy choices for all people.

Mission Construct

How We Do It

OUR APPROACH

Our approach has four tenets:

- We promote healthy eating and active living (HEAL) as a key component of public health.
- We inform, engage, and influence decision-makers to include health in policy decisions.
- We provide support at the local level for communities to achieve healthy change.
- We champion equity.

What We Are Doing

OUR 3-YEAR STRATEGY

EACH STRATEGY IS EQUALLY IMPORTANT AND IS PRESENTED IN NO PARTICULAR ORDER OF PRIORITY.

- Integrate our core values of diversity, equity, and inclusion with a focus on racial equity throughout the entire organization.
- Strengthen and focus our advocacy efforts to align all levels on the equity component of our work.
- Scale The Healthy Young People Empowerment (HYPE) Project for mission impact in and beyond South Carolina.
- Foster statewide collective success with diverse stakeholders.
- Re-imagine a cohesive brand and messaging framework.

Strategic Intentions

DIVERSITY, EQUITY, AND INCLUSION

Integrate our core values of diversity, equity, and inclusion (DEI) with a focus on racial equity throughout the entire organization.

Our Aspirations

- Racial equity is incorporated into organizational practice.

- Diversity, Equity, and Inclusion are promoted among local Wholespire chapters.

- Health disparate populations have increased access to options for healthy eating and active living.

- Metrics are in place demonstrating success in racial equity.

Our Strategies

- Assess our organizational DEI landscape.

- Train and educate ourselves, including Wholespire chapters, on DEI.

- Institutionalize DEI (practices, standards, policies, etc.).

- Overlay formalized standards on our current body of work (re-assessment).

Strategic Intentions

ADVOCACY

Strengthen and focus state and chapter level advocacy efforts to align with the equity component of our work.

Our Aspirations

- We have active champions in policy-making positions.
- We have collectively influenced policy changes that advance our mission and the work of Wholespire chapters.
- We have diversity within campaign lead partners and advocates.

Our Strategies

- Structure and strengthen advocacy at the chapter level.
- Increase the organization's presence and role at municipal and state hearings across the state.
- Explore ways to formalize and mobilize policy work.
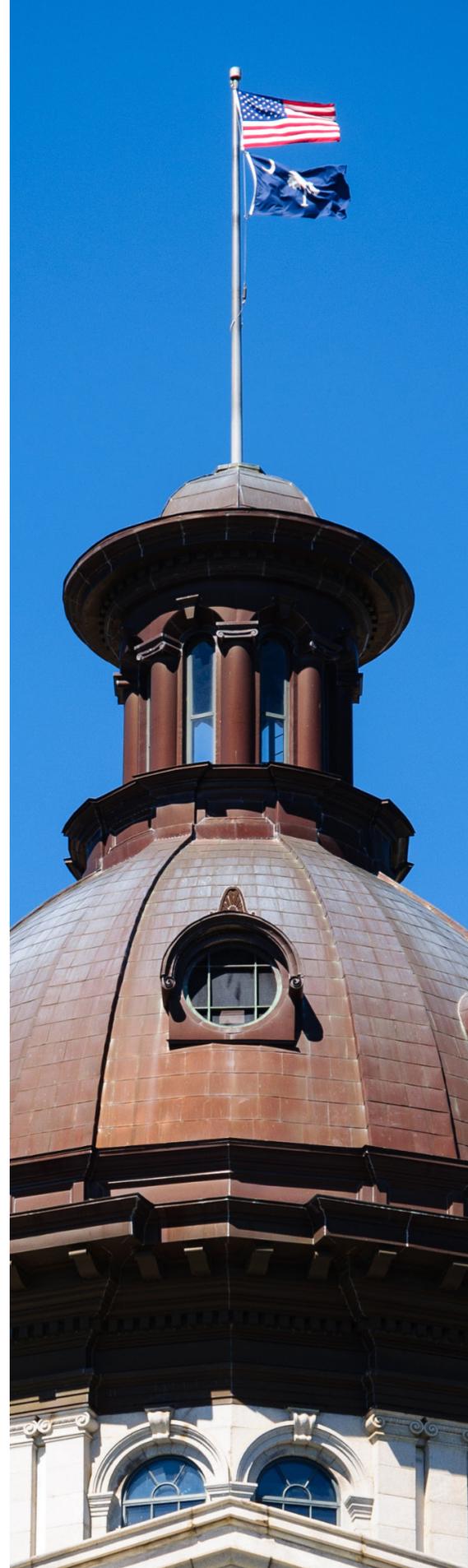
Strategic Intentions

HEALTHY YOUNG PEOPLE EMPOWERMENT

Scale The Healthy Young People Empowerment (HYPE) Project for mission impact in South Carolina and beyond.

Our Aspirations

- HYPE is self-funded.
- HYPE is evidence-based.
- HYPE is scaled, sustainable, and franchised.
- Increased youth engagement with state office and overall local healthy eating and active living (HEAL) efforts.
- HYPE alumni in public health and other HEAL-based employment.

Our Strategies

- Increase staff capacity to deliver and franchise HYPE.
- Ensure HYPE access to underfunded communities.
- Build autonomous measurements system for increasing funder support.
- Show youth a path to long-term engagement in HEAL (e.g., employment in the arena).
- Franchise HYPE for expansion and revenue.

Strategic Intentions

COMMUNITY ACTION

Foster statewide collective success with diverse stakeholders.

Our Aspirations

- Our diverse stakeholders commit resources to a common statewide agenda.
- Our chapters are aligned with state-level work while meeting their unique community needs and interests.

Our Strategies

- Implement a 3-C approach to increase collaboration:
    - Convene strategically-selected stakeholders around collective opportunities.
    - Connect internal and external stakeholders to each other.
    - Communicate issues, opportunities, and success across our collective network.
- Build capacity with Wholespire chapters.

Strategic Intentions

REBRANDING

Re-imagine a cohesive brand and messaging framework.

Our Aspirations

We have a simplified, unified, inspiring brand that promotes our value proposition and engages diverse stakeholders in our work.

Our Strategies

- Explore complete rebranding.
- Consolidate fragmented messages and delivery systems.

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