The U.S. Department of Health and Human Services (HHS), Office of Human Resources (OHR), Diversity & Inclusion (D&I) Division is actively engaged in a number of initiatives in support of Executive Order 13583, which directs departments and agencies of the Federal Government to develop and implement a more comprehensive, integrated, and strategic focus on diversity and inclusion as a key component of their human resource strategies.

**Vision:** A workforce that delivers the best public service within an environment that leverages and fosters diversity and inclusion, and encourages high performance, collaboration, flexibility and fairness.
D&I ORGANIZATIONAL CHART

Bonita V. White
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HHS D&I STRATEGIC COMMUNICATIONS PLAN
ABOUT THE PLAN

PURPOSE

To facilitate the development and establishment of D&I multi-channel communication platforms.

OBJECTIVES & AUDIENCE

• Disseminate clear, concise and accessible information about HHS-wide D&I initiatives and activities to a broad audience, with a focus on HHS senior leadership, D&I, EEO and OHR professionals, Employee Resource Groups (ERGs), and Affinity Groups

• Strengthen strategic partnerships with HHS OPDIV EEO/Diversity Offices, ERGs and Affinity Groups, and other Federal Agencies

• Expand external outreach to increase visibility and marketability of D&I programs across HHS
RETURN ON INVESTMENT (ROI)

- Clear, marketable and 508 compliant D&I products available to download.
- Solid presence on virtual platforms such as HHS.gov, MAX.gov, and YouTube.
- Increased visibility and expanded outreach for activities and initiatives conducted by the HHS D&I Division and HHS OpDivs.
- Stronger strategic partnerships with all D&I stakeholders.
- Enhanced employee engagement throughout the Department by addressing day-to-day concerns of HHS employees, supervisors, and managers by highlighting best practices and enhancing their skill levels in applying D&I principles to workplace situations.
PRODUCTS

Comprehensive 508-compliant products designed to: 1) market D&I related activities and initiatives; 2) facilitate employee engagement; 3) increase event participation; 4) exchange information; 5) promote HHS-wide D&I efforts; and 6) enhance D&I Division exposure to ensure continuous consciousness and visibility of the HHS D&I Program.
D&I NEWSLETTER

WHAT: Newsletter that showcases efforts to promote D&I across the Department

WHEN: Quarterly

WHERE: HHS NEWS, E-Blasts, HHS.gov & MAX.gov

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, stakeholders, and the general public
D&I VIRTUAL EXCHANGE

WHAT: Vehicle to share D&I-related articles, videos and other media of interest

WHEN: Weekly

WHERE: E-Blasts to D&I Mailing List

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, and stakeholders
D&I CALENDARS

WHAT: Calendars of HHS-wide D&I events and D&I-related Special Emphasis Observances announced by Presidential Proclamation

WHEN: Monthly

WHERE: D&I Bulletin Board & E-Blasts

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, and stakeholders
WHAT: Display board for promoting D&I Special Emphasis Observances, Day-to-Day D&I Lunch & Learn sessions, and D&I-related initiatives and activities

WHEN: Monthly

WHERE: HHH Bldg. – PH level – Outside of Humphrey Café

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, stakeholders, and visitors
ADDITIONAL PRODUCTS

WHAT: D&I E-Blasts, customer satisfaction surveys, promotional flyers, D&I Events checklist, and D&I After-Action Report

WHEN: As needed

WHERE: As applicable

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, and stakeholders
DAY-TO-DAY D&I

Designed to address the day-to-day concerns of HHS employees, supervisors, and managers by highlighting best practices and enhancing their skill levels in applying D&I principles to workplace situations.
**SUMMARY**

**WHAT:** Special “Lunch & Learn” Series sponsored by D&I Division to help create a more inclusive environment

**WHEN:** Monthly, on the 3rd Wed., 12:00 p.m. to 1:00 p.m.

**WHERE:** Logistics provided via HHS NEWS E-Blasts

**WHO:** HHS employees, managers and supervisors
EXAMPLES OF SESSIONS

Wed., May 18, 2016: Anti-Bullying Prevention Training

Wed., June 15, 2016: Guidance on Fostering a Safe Workplace for Sexual and Gender Minority Employees

Wed., July 20, 2016: Federal Employee Viewpoint Survey (FEVS) HHS Results

Wed., August 17, 2016: Personality Types: Workplace Conflict & Cooperation

Wed., Sept. 21, 2016: Alternative Dispute Resolution (ADR)
WEB PORTALS

Virtual platforms that increase HHS-wide awareness of D&I-related initiatives and activates, promote employee engagement, facilitate internal and external collaborations, and enhance Division visibility
GOVERNMENT-WIDE INTERNAL SITE

WHAT:  Facilitates information about D&I initiatives and activities, and increases awareness of D&I Division initiatives with other government agencies,

WHEN:  As needed

WHERE:  https://community.max.gov/x/WgegKw

WHO:  Executive Branch workforce, D&I and EEO professionals, and stakeholders
WHAT: Vehicle that reaches over 90,000 HHS visitors per week, increases D&I Division visibility, interest and participation in Day-to-Day D&I “Lunch & Learn”, as well as Special Emphasis Observances.

WHEN: As needed

WHERE: http://intranet.hhs.gov/hr/di-lunch-learn.html

WHO: HHS employees, managers and supervisors, D&I and EEO professionals and stakeholders
WHAT: Provides general information about the D&I Division and D&I-related resources.

WHEN: As needed


WHO: HHS employees, managers and supervisors, D&I and EEO professionals, stakeholders, and the general public
D&I YOUTUBE CHANNEL

WHAT: Platform to view recorded Special Emphasis Observances and D&I-related Events ON DEMAND

WHEN: As needed

WHERE: https://www.youtube.com/playlist?list=PLrl7E8KABz1F049v_BgLzZdxE3_X8FFAz

WHO: HHS employees, managers and supervisors, D&I and EEO and professionals, stakeholders, and the general public
TECHNOLOGY-DRIVEN EVENTS

Webcasts that dramatically widen access to information and events, enabling the D&I Division to achieve maximum participation by the HHS Workforce
SUMMARY

WHAT: Webcasts via HHS.gov of Special Emphasis Observances, 2016 HHS Diversity Day and the 4th Annual HHS ERG Forum

WHEN: As scheduled

WHERE: Logistics provided via HHS NEWS E-Blasts

WHO: HHS employees, managers and supervisors, D&I and EEO professionals, stakeholders, ERGs, and the general public

HHS D&I STRATEGIC COMMUNICATIONS PLAN
EXAMPLES OF EVENTS

Mon., May 9, 2016: FAPAC HHS Pre-Conference Agency Forum
Thu., June 9, 2016: LGBT PRIDE Month Observance
Tue., June 21, 2016: 4th Annual HHS ERG Forum
Sept. 22, 2016: Hispanic Heritage Month Observance
Wed., Dec. 7, 2016: 3rd Annual HHS Diversity Day
EXAMPLES OF COLLABORATIONS

Engaging with Internal and External Offices to become a shining example of collaboration and partnership in enhancing diversity and inclusion in the Department
WHITE HOUSE LEADERSHIP DEVELOPMENT PROGRAM (WHLDP)

WHAT: Development of WHLDP MAX.gov site that will serve as the main portal for agencies to receive information about the Program

WHEN: Ongoing

WHERE: www.max.gov

WHO: WHLDP fellows and federal employees
HHS-ERG COLLABORATION

WHAT: Leveraging networks and partnerships to enhance diversity and inclusion in HHS’ overall recruitment and outreach efforts. Providing opportunities for ERGs to become more involved in HHS-sponsored career fairs and other activities, serving as resources and auxiliary recruiters.

WHEN: Quarterly

WHERE: Humphrey Building

WHO: D&I Division, TAD, ERG Leadership and Members
SPECIAL EMPHASIS OBSERVANCES

WHAT: Events designed to promote cultural awareness, celebrate achievements, enhance appreciation of workforce diversity and inclusion and strengthen employee engagement

WHEN: As Scheduled

WHERE: Various Locations

WHO: Federal Occupational Health
HHS ERGs (BIG, FAPAC, GLOBE, HEO, NAPAW, etc.)
HHS OPDIVs
OHR/Workforce Relations/Benefits
OHR/Talent Acquisition Division
Office of Minority Health
Office of Women’s Health
Secretary’s LGBT Coordinating Committee
and Others
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