



**HHS DIVERSITY & INCLUSION (D&I)  
STRATEGIC COMMUNICATIONS PLAN**

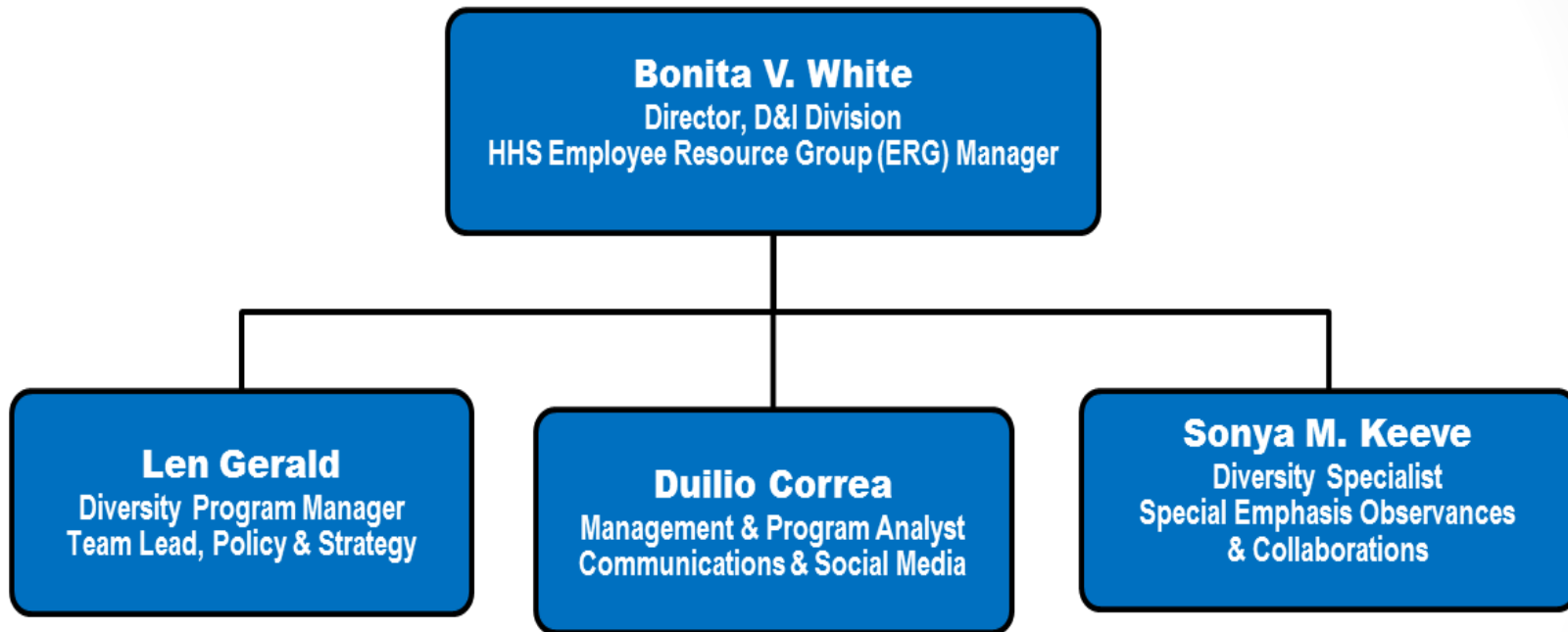
# **INTRODUCTION**

# BACKGROUND

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



# ABOUT THE PLAN

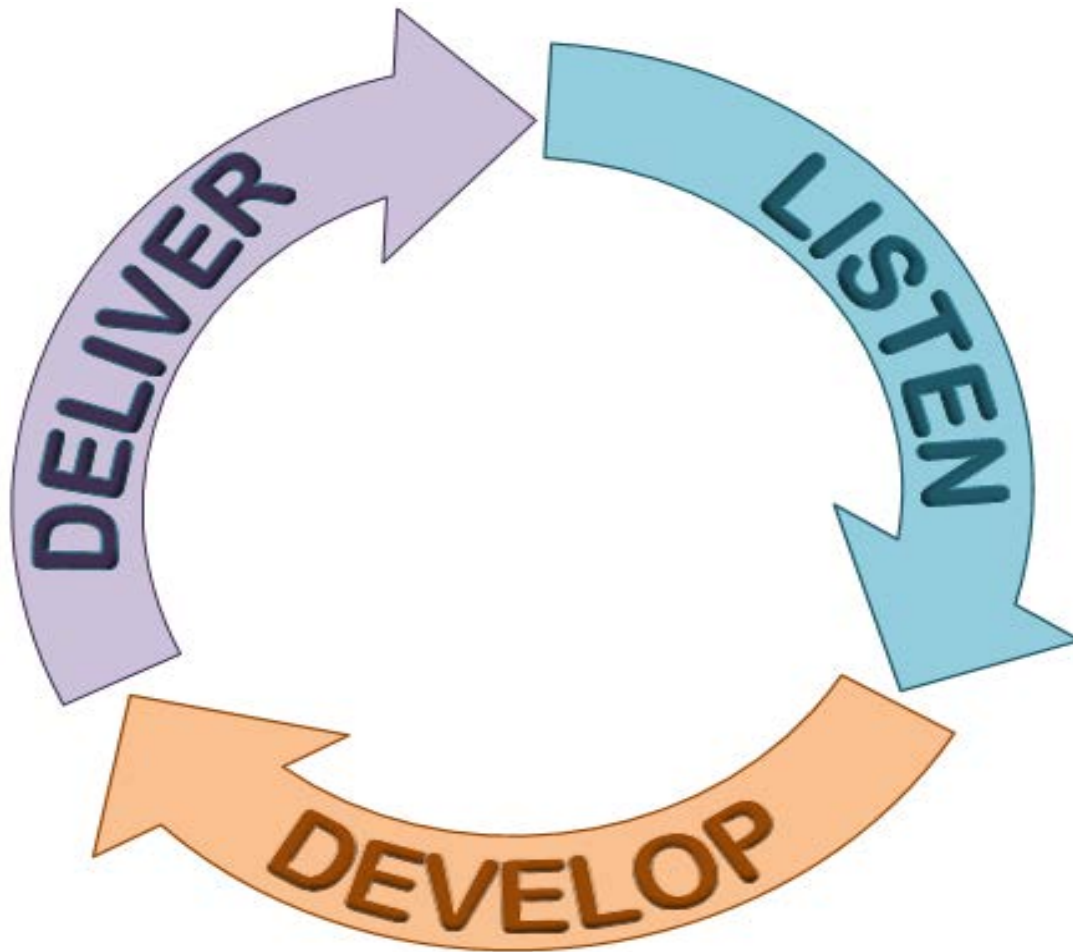
## PURPOSE

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

# HUMAN-CENTERED DESIGN MODEL



# 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

# D&I DISPLAY BOARD

- 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 3<sup>rd</sup> 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

# INTRANET SITE ON HHS.GOV

- 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

# PUBLIC SITE ON HHS.GOV

**WHAT:** Provides general information about the D&I Division and D&I-related resources.

**WHEN:** As needed

**WHERE:** <http://www.hhs.gov/asa/ohr/spd/di.html>


**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=PLrI7E8KABz1F049v\\_BglzZdxE3\\_X8FFAz](https://www.youtube.com/playlist?list=PLrI7E8KABz1F049v_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 4<sup>th</sup> 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

# 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:** 4<sup>th</sup> Annual HHS ERG Forum
- Sept. 22, 2016:** Hispanic Heritage Month Observance
- Wed., Dec. 7, 2016:** 3<sup>rd</sup> 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](http://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

# CONTACT INFORMATION

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