



National Coalition of 100 Black Women, Inc.

National Programs Defined

## Program Information Guide Key Points for Programming

### National Program Committee Team

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## National Programs Defined

National programs exemplify the core values and mission of the National Coalition of 100 Black Women, Inc. Chapter programs are designed and implemented to be transformative and address current issues, concerns and needs that impact the lives of a target population within the Black community.

National initiatives are programs designed and implemented in response to critical national issues that affect the African American community: such as our crisis in education, health, economic empowerment and public policy. Partnerships and participation opportunities are encouraged.

### 2013-2015 Approved National Program Initiatives (Every Chapter must implement at least one of the following initiatives)

Mentoring Initiative  
STEM Initiative  
Childhood Obesity Initiative

### Preparing for Programming: An Informational Guide Key Points for Programming

- ✓ Chapters have a clearly stated #1 goal “To Deliver and Sustain Transformational Programming” as part of its strategic plan.
- ✓ The Chapter program planning process and planned activities/implementation are in line of sight of this #1 goal.
- ✓ The Chapters have identified target group(s) to serve for the 2013-2015 Chapter FY and a target community of focus.
- ✓ Three to five SMART goals for each program are established: Specific, Measureable, Attainable, Realistic, and Time-bound.
- ✓ All chapter members are assigned to a program initiative and are aware of the programmatic focus for 2013-2015.
- ✓ The chapter has a proposed budget for implementing planned program(s), and a process in place for evaluating the success of the program.

National Coalition of 100 Black Women, Inc.  
 Program Strategic Plan Outline

GOALS	WHO IS RESPONSIBLE	START DATE	END DATE	EXPECTED OUTCOME
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**PROGRAMS:**

- I. **HEALTH:** Health is a vital component of a thriving community. NCBW is concerned about the well-being of the whole community and the whole person: physically, emotionally and spiritually.

Childhood Obesity Initiative - Partner with national health care providers, corporate sponsors and not-for-profit organizations to promote preventive health strategies that enable the delivery of health screenings and education as it relates to childhood and family obesity.

**OUTLINE: Chapter Advocacy in Health**

Besides bringing about important change, advocacy will enable members to feel that they have a voice. Advocacy empowers people and educates them. Advocacy is not only our responsibility; as citizens, it is our right.

**A checklist to effective advocacy**

**Identify the problem** - The first step to advocacy is to identify the problem that you would like to address.

**Analyze** - Once you have identified a problem, spend time developing a clear analysis of it.

**Strategize** - The third step to good advocacy is strategizing. Develop a strategic plan.

**Mobilize** - Mobilizing support for your campaign is the fourth step to advocacy and marks the transition from idea to action.

**Educate** - Once you have mobilized all parties, it is time to start educating the public.

**Organize** - If your publicity campaign has been successful, people who have the power to bring about change will have heard about the organization and their goals.

**Evaluate** - If you have a good timeline set out, you will eventually come to the point of evaluation.

**Document** - The final step to good advocacy is writing your story. Highlight positive outcomes.

**Examples of Health Advocacy Initiatives:**

Examine issues and needs that are of interest to the NCBW and the African American community:

Write letters to local and federal political leaders addressing the following issues:

- (1) Advocate on behalf of low-income citizens (in communities) without health coverage. Tell elected officials that they should expand Medicaid Program under the federal Affordable Care Act. Continue to write letters, defend, support and march with other advocates to make sure that all political officials understand that NCBW will not give up, and they must take action to provide healthcare to all individuals.

- (2) Plan educational workshops to inform high school students and parents that Teen Pregnancy is rated the highest in many urban cities. Continue to raise awareness; by planning workshops with health care professionals and other health care models.
- (3) Plan education workshops in local communities (Churches) to educate African American women on the number of African American Women diagnosed with HIV/AIDS in many urban communities.

II. **EDUCATION:** NCBW delivers support services that help youth achieve their educational goals. By supporting positive experiences, fostering a positive self-perception and self-respect, encouraging excellence in education and promoting the pursuit of positive lifelong goals, NCBW is creating future leaders.

**STEM Initiative** - is an approach to teaching and learning that integrates the content and skills of science, technology, engineering, and mathematics to students in urban communities (communities that NCBW's chapters serve).

**Mentoring Initiative** - will consist of the following: scholastic competency; grades; educational expectations; attitudes toward risk; parental trust; truancy; and presence of a special adult. Youth are to be matched with chapter mentors, highlight improvement in three areas: educational-related success, avoidance of risky behaviors and socio-emotional competency.

#### **OUTLINE: Chapter Advocacy in Education:**

*ADVOCACY is the deliberate process of influencing those who make policy decisions. NCBW's use of advocacy will always:*

- ✓ Improve the livelihood of significant numbers of people.
- ✓ Target policy makers.
- ✓ Be rooted in NCBW's field experience and core values.

*ADVOCACY is a strategy that NCBW uses to complement efforts in:*

- ✓ Strengthening capacity for self-help.
- ✓ Delivering relief in emergencies.
- ✓ Addressing discrimination in all of its forms.

#### **Examples of Education Advocacy Initiatives:**

Examine issues and needs that are of interest to the NCBW chapters and the African American communities:

- (1) Advocates in individual states to **STOP** cutting State Public Education budget. Write letters to local elected officials to play a larger role in funding public schools in order to ensure that students have the ability to succeed academically regardless of what zip codes they reside in.
- (2) Advocate and commit to channeling the power of collective action to help “stop the violence” and “close the gap” among black youth in intercity schools. NCBW's members

understand the importance of working together with likeminded organizations, educators and elected officials to help reclaim the future of America's youth.

- (3) Engage issues with school board officials, elected officials and parents to mobilize school reform movements, especially the disparity of educational outcomes between white and minority schools/students.

**III. ECONOMIC EMPOWERMENT** - NCBW's economic programs focus on financial literacy, family wealth building and entrepreneurship. NCBW's empowerment programs include comprehensive workshops and seminars that promote economic self-sufficiency.

**My Sisters Keeper Initiatives** - NCBW promotes this idea by allowing women to tell their personal stories about the direct and collateral impact that the recession has had on them, their families and communities. Through this national program, our hope is to strengthen the resilience of and inform African American women.

#### **Examples of Economic Empowerment Advocacy Initiatives:**

Examine issues and needs that are of interest to NCBW and the African American communities:

- (1) Directly promote public policies and interventions and/or indirectly inform and support policy-making entities that address racial/ethnic and socioeconomic disparities for African Americans. Unemployment rates for African Americans are typically double those of Caucasian Americans. African American men working full time earn (62 percent) of the average earnings of comparable Caucasian men and 85 percent of the earnings of Caucasian women.
- (2) Directly promote public policies and interventions and/or indirectly inform and support policy-making entities that address racial/ethnic and socioeconomic disparities for Minorities. African Americans are more likely to receive high-cost mortgages: African Americans (53 percent), in comparison to Caucasians.
- (3) As we enter this new decade, we can no longer allow black women to slip through the cracks. It is imperative to support the enforcement of policies and legislation such the Lily Ledbetter Fair Pay Act and Dodd-Frank Wall Street Reform and Consumer Protection Act. If properly, implemented they will begin to address the economic challenges African American women face. Addressing these economic challenges has implications not only for Black women's futures, but black children and the African American community as a whole.

## PROGRAM COMMITTEE IMPACT DOCUMENT - TEMPLATE

**Event: (Example):** Title - “Fall Into Fitness – Building a Legacy of Healthy Living”

**Date:** Day, Month, Year & Time

**Location:** Mall, University Campus, School or Community Center

**Purpose: (Example):** To address the health disparities and inequalities of underserved communities, by educating and encouraging the public to access preventative health care screening services and education; promote early diagnosis and treatment of diseases; and emphasize the practice of good family health habits.

**Format: (Example):** Free community mall health fair (set-up in three zones: Kid’s Zone, Stage presentations and Vendor/exhibitor zone)

**Attendance: (Example):** To determine # served, important to sign attendees in

**Targeted Health Initiatives: (Example):** (HIV/AIDS, Hypertension, Childhood and Adult Obesity, Breast Cancer & Breast Health and Diabetes)

**Health Screenings performed: (Example):** (HIV and Blood Pressure)

**Screening Outcome: (Example):** HIV – 30 tested (22 females & 8 males) & Blood Pressure – 75 attendees tested

**Screeners: (Example):** Morehouse School of Medicine & Fulton County Fire Dept. (Blood Pressure)

**Vendors/Partners:** List all financial and in-kind partners

**Stage Presentations: (Example):** MC – local TV or radio personalities, celebrity fitness trainer, Susan G. Komen presenter – Breast Health and Breast Cancer Advocates & Health Authors

**Publicity/Media Promotion: (Examples):** Local TV, radio stations & newspapers (press-release)

**In-Kind Donations: (Example):** Drink products, gift cards, bags & hand sanitizer

**Corporate BRANDING OPPORTUNITIES:** Corporate signage and handouts

**Volunteers: (Example):** Chapter members, health care professionals & students from mentoring programs

**Organizer:** Chapter/Program Committee Chair

## PROGRAM EVALUATION

BEFORE YOUR CHAPTER STARTS A PROGRAM EVALUATION PROCESS, BE VERY CLEAR ABOUT THE ANSWERS TO THE FOLLOWING QUESTIONS:

- ✓ What will be evaluated?
- ✓ What criteria will be used to judge program performance?
- ✓ What standards of performance on the criteria must be reached for the program to be considered successful?
- ✓ What evidence will indicate performance on the criteria relative to the standards?
- ✓ What conclusions about program performance are justified based on the available evidence?
- ✓ How to measure program success?