

Equity Plan Execution for Community Dialogue in Region 4

Equity is an integral part of an iterative and ongoing governance process. This process requires the inclusive engagement of all impacted stakeholders and conflict resolution that accounts for the history and negative legacies of development. (Extracted from the JSA BBBRC Framework for Building Equity)

Goal: Execute a series of Inclusive Community Dialogues to discuss, inform, and engage targeted populations identified in the Alliance Equity Plan from 2024 – 2027. A strategic communication plan will resonate and connect each of the four components identified in the Equity Plan.

Objectives:

1. Identify the affected stakeholders in the Historically Excluded Communities who will be impacted by the pharma ecosystem.
2. Invite affected stakeholders to the table through a series of conversations.
 - a. Contact organizations, community and civic leaders, churches, and institutions that have established trust in these communities.
 - b. Include pharma ecosystem collaborators and partners.
3. Address how these communities can be included in the impact and economic development opportunities of the burgeoning ecosystem - clearly defining their value proposition - and what is in it for them (WIIFM).
4. Increase the capacity for participation.
 - a. Keep all participants informed.
 - b. Make access to information such as educational opportunities, job openings, new business innovations, supply chain diversity, and technology attainable.
5. Facilitate dialogue and not debate.
 - a. Set ground rules.
 - b. Build relationships.
 - c. Demonstrate an environment of respect.
6. Build accountability.
 - a. Monitor and gather data.
 - b. Provide status reports periodically.
7. Address conflicts and disagreements.

Suggested community organizations for participation include but are not limited to: Cameron Foundation, Community Foundation, United Way, Urban League, the MBL, Crater District, SOVA, area churches, and the Alliance partners.