

# LEADERSHIP, ENGAGEMENT, INCLUSION: *THE PATH TO RESULTS*

Forrest L. Alton



vision. strategy. results.

# WHO WE ARE

1000 Feathers was founded to bridge two unique and growing divides:

- 1) A divide between the needs of communities, the organizations who work in those communities, and those who fund the work;
- 2) A divide between vision and strategy!

We work directly with nonprofit, social service organizations, and those who fund them - helping our clients achieve greater impact and return on investment.

**Vision + Strategy**  **Results**



# WHAT WE DO

## CONNECT:

Vision with  
Strategy

## SOLVE:

Complex  
Problems

## DESIGN:

Communications  
Campaigns

## CONDUCT:

Community  
Assessments





# WHO'S HERE? WHY?



# WE HEAR FROM ORGANIZATIONS WHO...

- ... want help with sustainability but can't define the impact they are having in the community
- ... need help with fundraising but don't know how to tell their story.
- ... want help with getting more press, but don't have any media contacts or relationships.
- ... want to engage new partners, but don't understand why or how to do that.



# LEADING & ENGAGING

- **STEP #1: DETERMINE** (your why)
- **STEP #2: DEFINE** (your audience)
- **STEP #3: DISCOVER** (shared value)
- **STEP #4: DELIVER** (your story)
- **STEP #5: DIFUSE** (the concepts)



DETERMINE  
YOUR WHY

# THE MOST IMPORTANT THING YOU WILL READ TODAY...

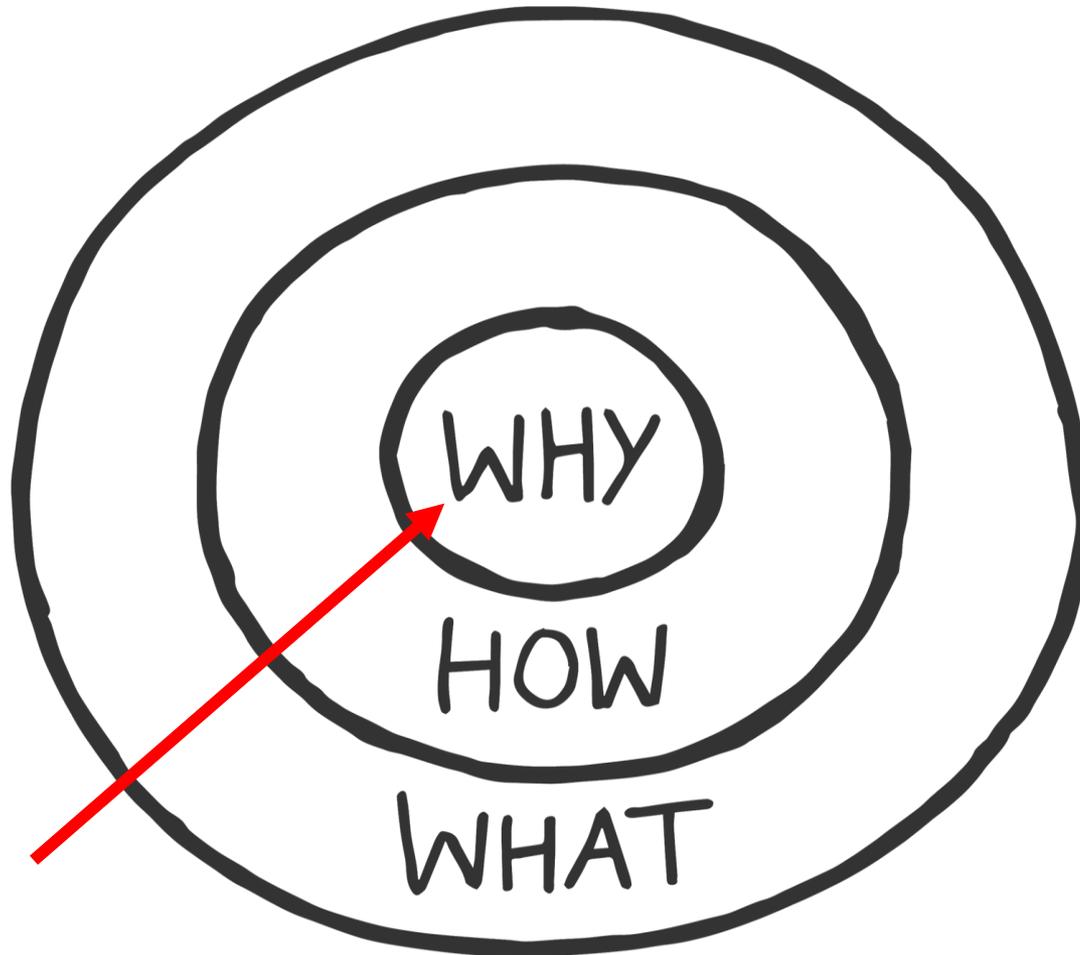


**People don't buy WHAT you do,  
they buy WHY you do it.**

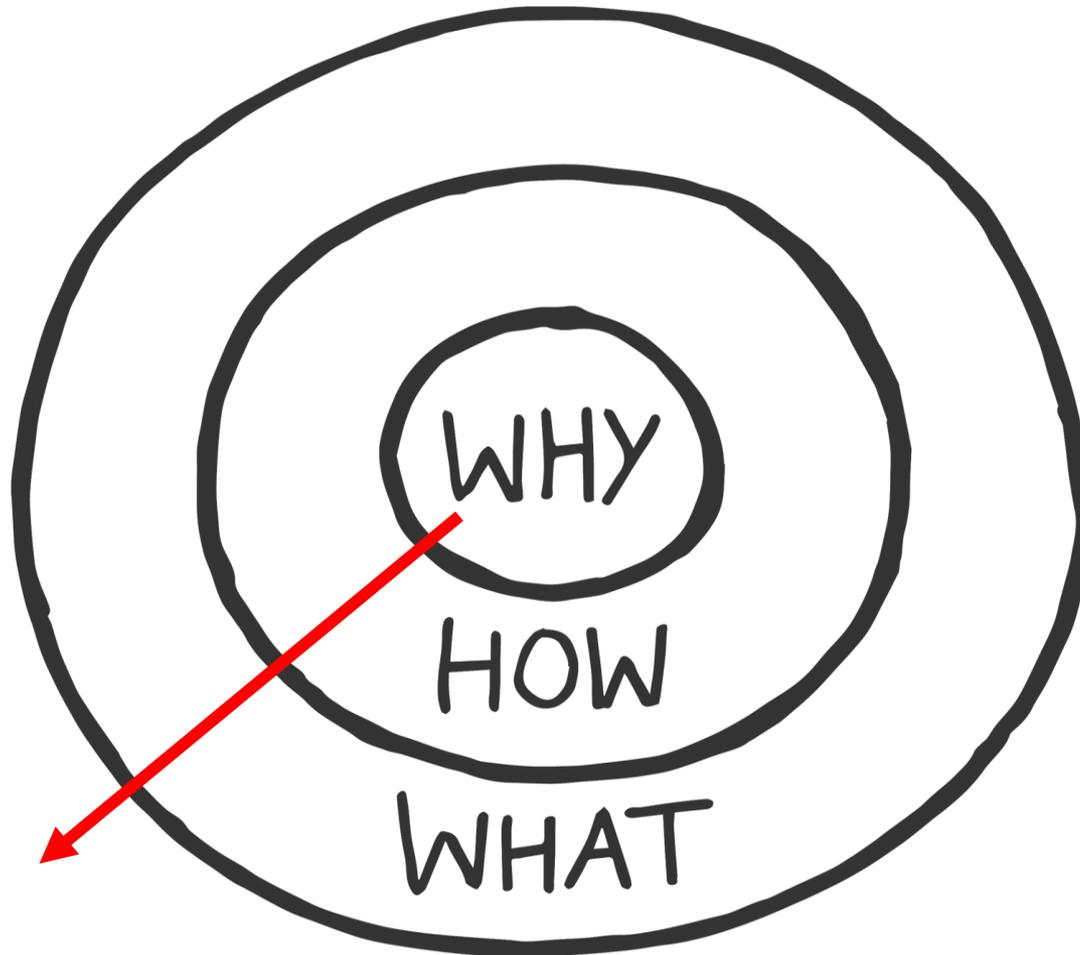
**- Simon Sinek**



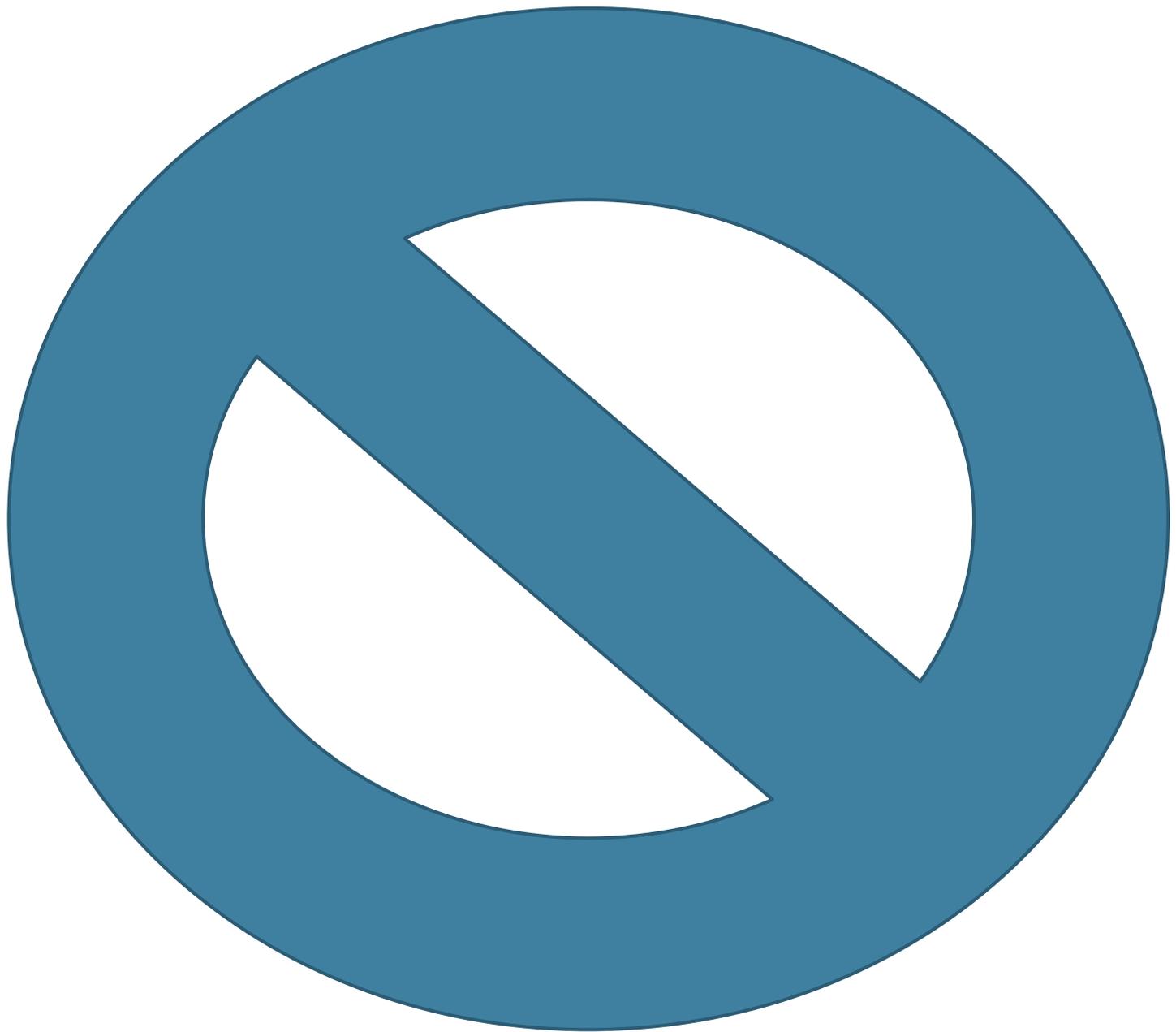
# THE TRADITIONAL APPROACH



# THE GOLDEN CIRCLE

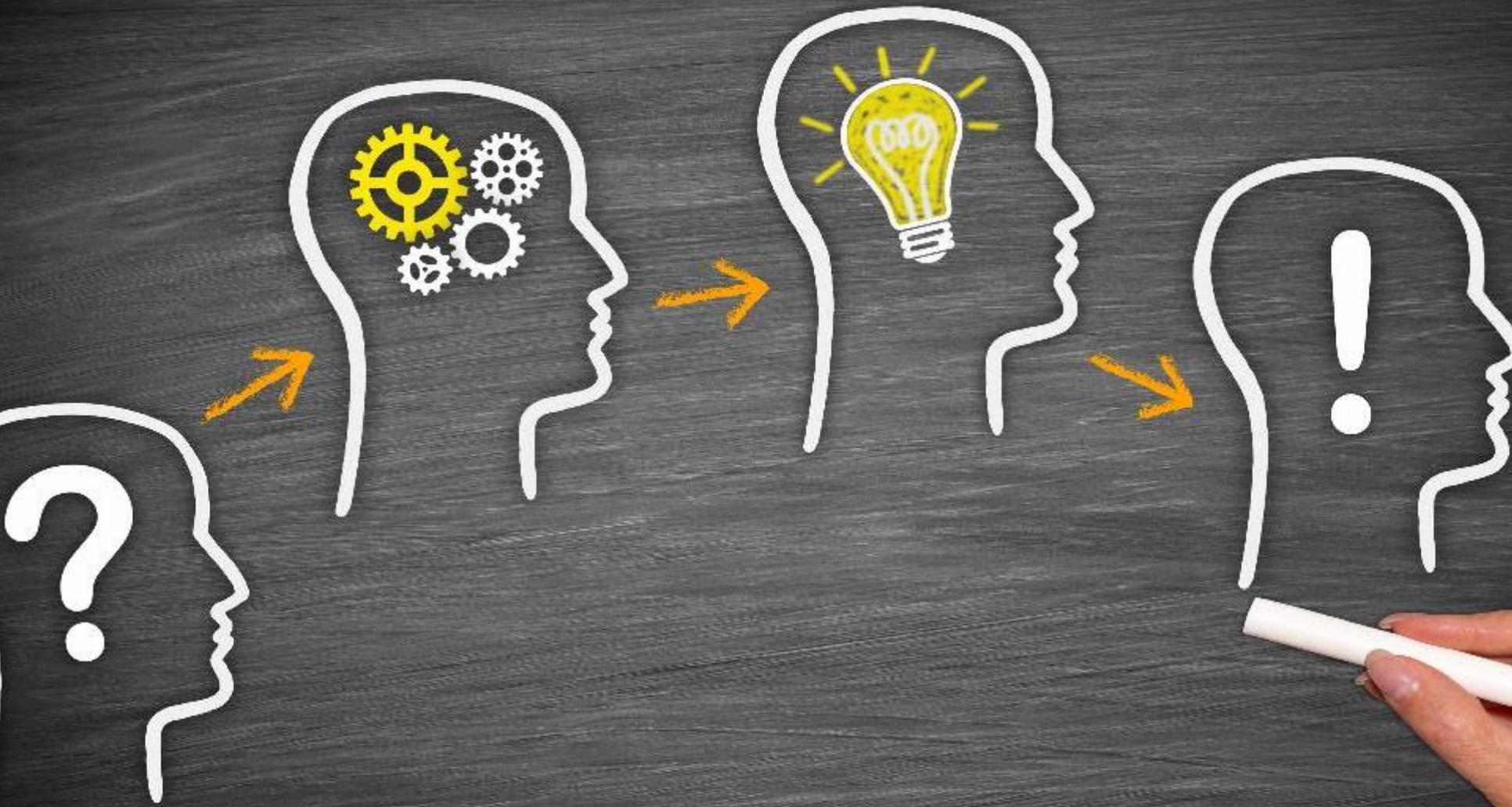


# DEFINE YOUR AUDIENCE



IF NOT THE GENERAL PUBLIC,  
THEN WHO?



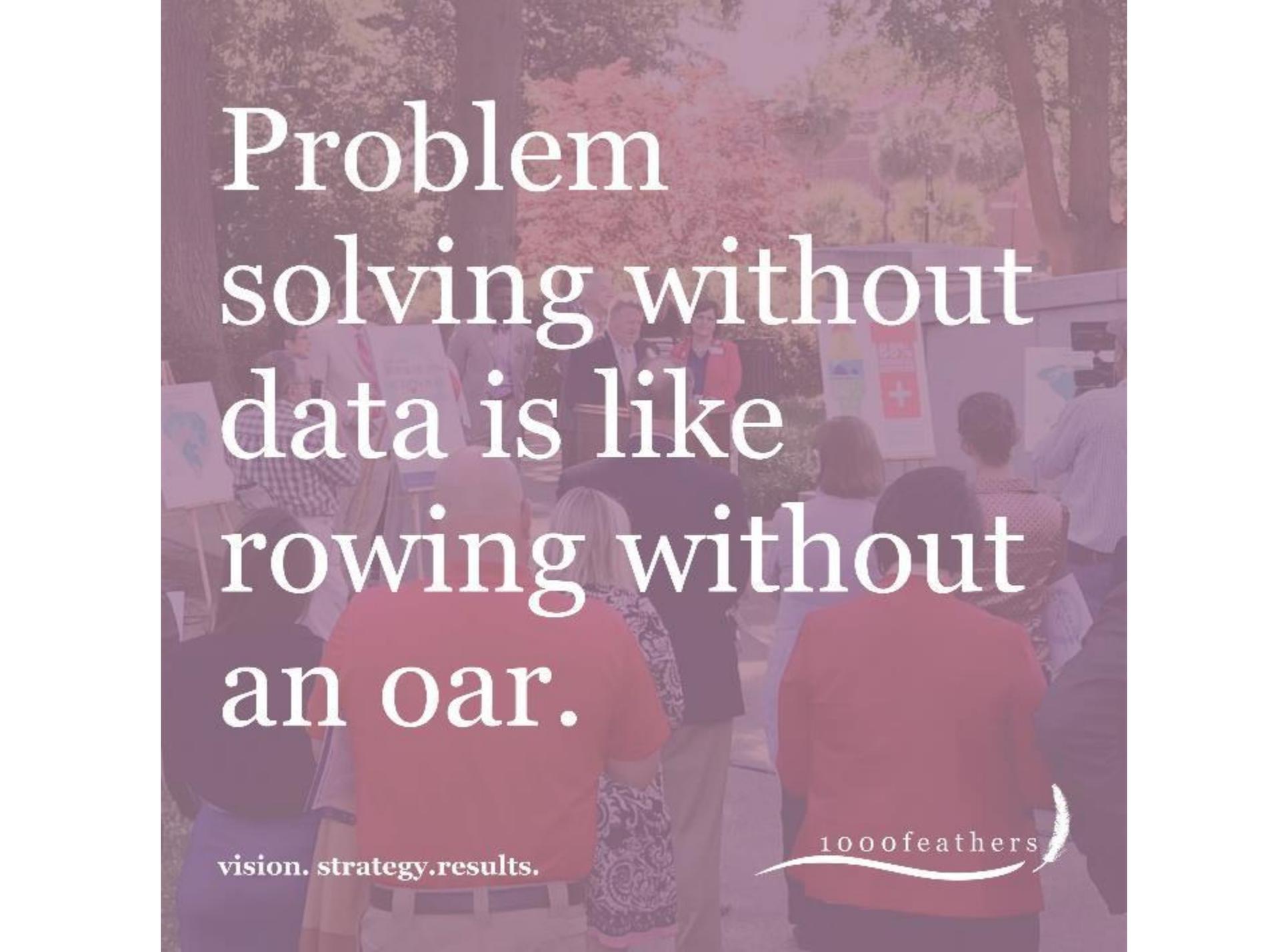


DISCOVER  
SHARED VALUE

# WHAT IS YOUR VALUE?

- val·ue/'valyoō/*noun*1.
  - *the regard that something is held to deserve; the importance, worth, or usefulness of something.*
- This is NOT what you do...
- This is your importance, your worth to:
  - Teens
  - Families
  - Communities
  - The state
  - The world

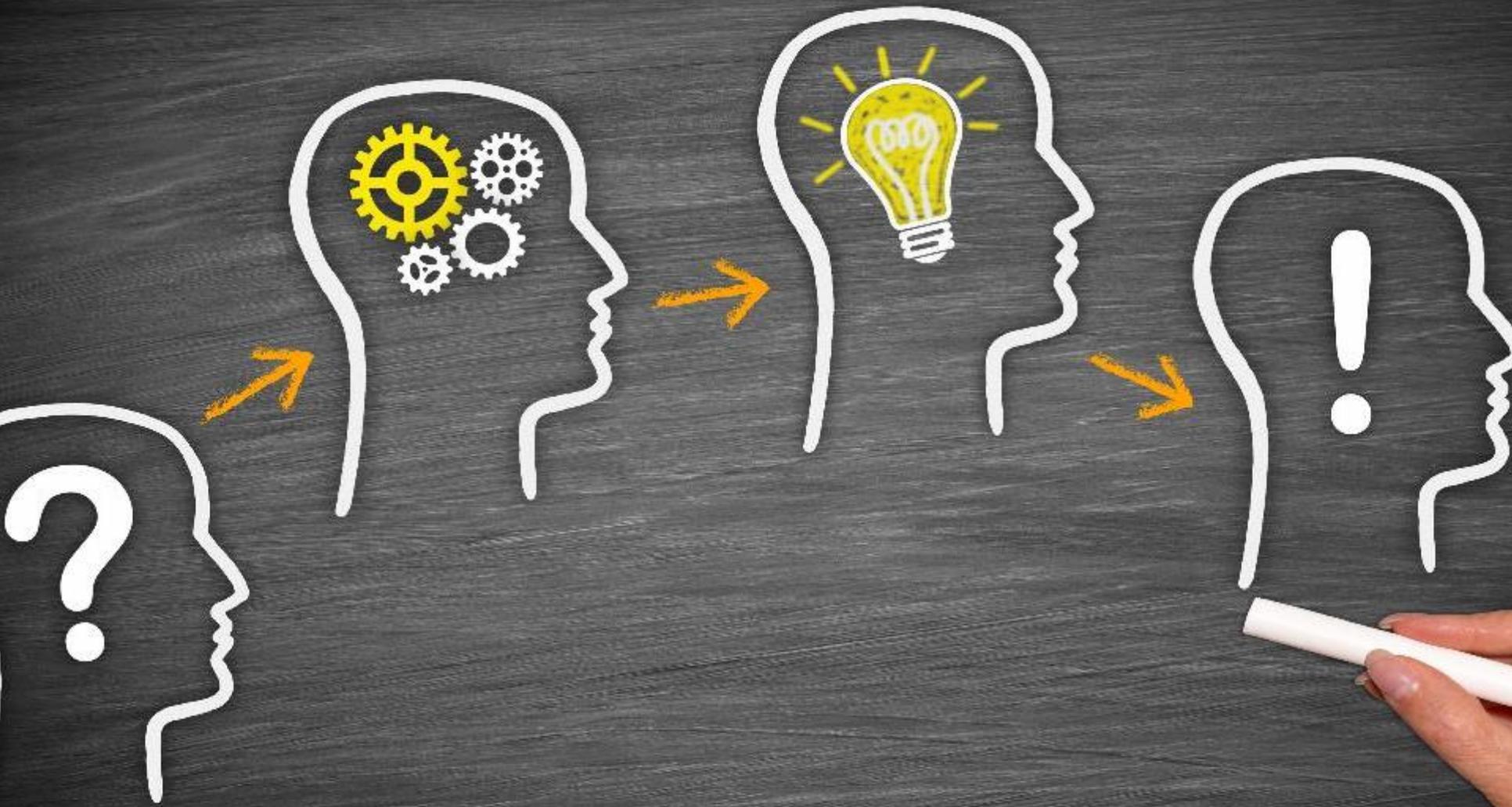


A group of people is gathered outdoors for an event, possibly a conference or a community meeting. They are looking at various informational displays and posters. The scene is set in a park-like area with trees and a building in the background. The overall atmosphere is professional and collaborative.

Problem  
solving without  
data is like  
rowing without  
an oar.

vision. strategy. results.

1000feathers



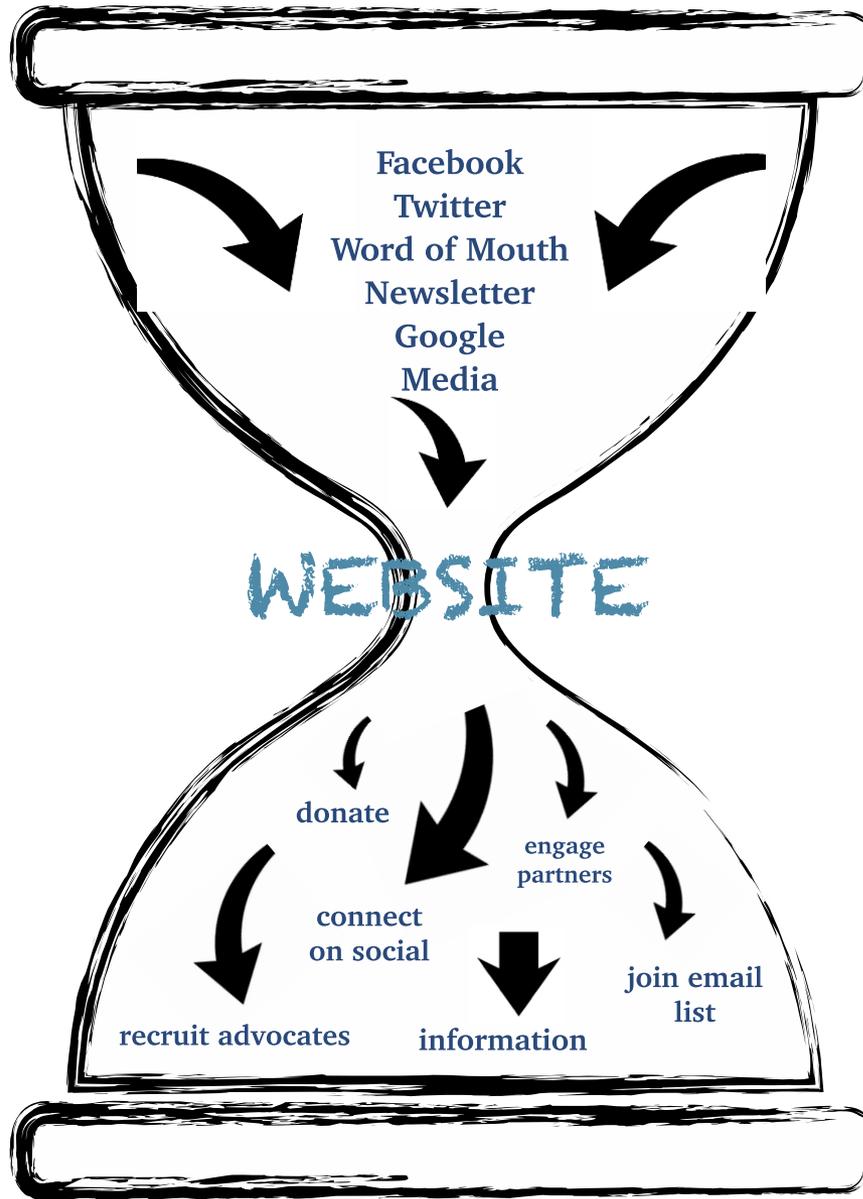
DELIVER YOUR  
STORY

“The **single story** creates stereotypes, and the problem with stereotypes is not that they are **untrue**, but that they are **incomplete**. They make one story become **the only story**.”

**Chimamanda Adichie**



# Hourglass Approach



# TO GAIN SUPPORT

## Public Support For Sex ED

The "jury is in"...

84% of South Carolinians support sex education that emphasizes abstinence and teaches about contraception.<sup>2</sup>

Yes!



No

**Research** shows that most people throughout the US are supportive of comprehensive sex education in schools.<sup>11</sup> It is fair to say that the "jury is in" in South Carolina as well. Over the past 15 years multiple surveys have been conducted with parents of school-aged children, registered voters and other adults across the state. Research shows the vast majority of South Carolinians support comprehensive sex education.<sup>2,4</sup>

Not only do South Carolinians feel strongly about the topic, they also support increases in...

- Time spent on teaching sex ed<sup>4</sup>
- State Funding for teen pregnancy prevention efforts<sup>4</sup>
- Certifications for health education teachers<sup>12</sup>



9 out of 10 South Carolina registered voters think time spent on sex education in public schools should remain the same or increase.<sup>4</sup> Half of those surveyed want more time spent covering the topic.<sup>4</sup>



93% of South Carolinians agree that health education teachers should be certified.<sup>12</sup> Nearly 3 in 4 indicate that certification is very important.<sup>12</sup>



### Why Sex Ed in School Is a Good Idea...

Delays youth from becoming sexually active.<sup>5</sup>

PS: 57% of high school students in SC say they have had sex.<sup>13</sup>

Decreases risky sexual behaviors associated with unplanned pregnancy and STIs.<sup>5</sup>

PS: More than 42% of SC teens did not use a condom the last time they had sex.<sup>13</sup>

Teen pregnancy and high school dropout are strongly linked.<sup>5</sup>



South Carolinians tend to underestimate their **neighbor's** support of comprehensive sex ed.<sup>2-3</sup>



www.teenpregnancysc.org  
www.carolinateenhealth.org

@SCCampaign  
/SCCampaign

Page 2



www.teenpregnancysc.org  
www.carolinateenhealth.org

@SCCampaign  
/SCCampaign

Page 3

# TO SHARE RESULTS

## Beyond Thankful

80% by 2018: Our story of audacity, commitment, & unity



### Getting Off the Plateau

The 80% by 2018 campaign has become one of the most effective and transformative public health campaigns in the history of cancer prevention.

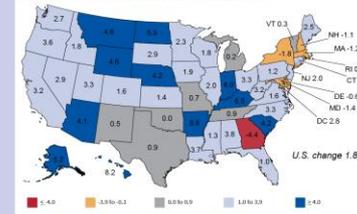
That is a bold claim, but one that is supported by a strengthening of partnerships, increases in local capacity, noticeable momentum, and most importantly, improvements in the colorectal cancer screening rate as reported by the Behavioral Risk Factor Surveillance System.

However, just a few short years ago, a different challenge was facing our nation. After many years where colorectal cancer death rates were declining by approximately 3% per year, concern grew over the leveling off of screening rates.

Enter the 80% by 2018 campaign. To disrupt this stagnation, partnerships were established, resources were developed, and a national, supportive infrastructure was created. The data, counts, and metrics shared in the pages ahead are pointing toward progress.



Change in percentage of people (50-75) up-to-date with colorectal cancer screening (2012 vs. 2016)<sup>1</sup>



The 80% by 2018 goal was nothing if not bold and ambitious. While no state has yet surpassed an 80% screening rate, emerging data trends are promising and show improvements taking place in many states, tribes, territories, and communities around the country.

### CHALLENGE:

One in three adults, 50-75, is not getting screened as recommended.



The 38 million people who have not been screened are more likely to:<sup>2</sup>

- be younger than 65
- have less than a high school diploma
- live in poverty
- be uninsured

### PROGRESS:

Number of U.S. adults, 50-75, up-to-date with colorectal cancer screening is increasing.<sup>3</sup>



### IMPACT:

The 80% by 2018 campaign is making a difference. Eighty percent of partners launched, expanded, or intensified at least one of their colorectal cancer screening activities after getting involved in 80% by 2018.



**300+** organizations and entities have achieved an 80% colorectal cancer screening rate or higher. Visit [nccrt.org/Hall-of-Fame](http://nccrt.org/Hall-of-Fame) to add your organization to the list.

64% of partners report an increase in year-over-year screening rates (2018).

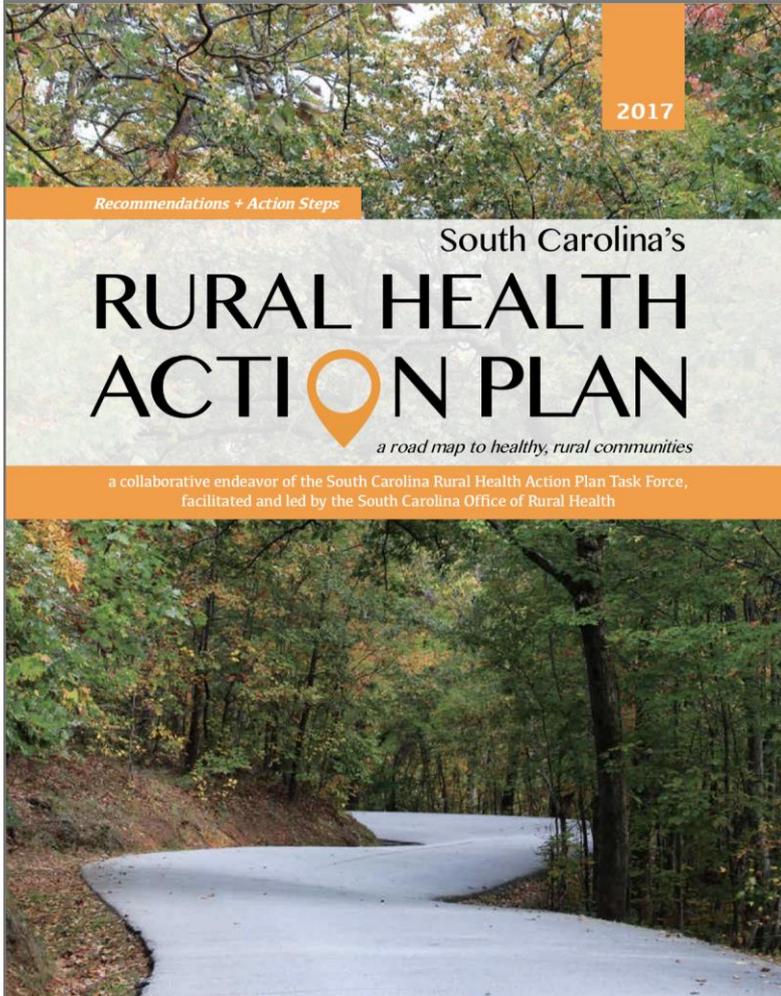
98% of partners say the NCCRT has been effective in helping them reach their goals.



With this initiative, I never saw a single moment where competition got in the way of collaboration.

- Dr. Richard Wender  
Chair, NCCRT

# TO CREATE A PLAN OF ACTION



4

## Recommendations + Action Steps

### 📍 Access to Health Care

Maintaining good health requires us to have more than just access to clinical health care services. However, for our rural communities, sustaining available health care services is critical due to the well-documented, long-standing challenges of health care provider scarcity, rural hospital financial distress and closure, and an inability to adopt new models of care delivery in the absence of adequate reimbursement. There are also increased disease burdens and social challenges in our rural communities, which must be addressed by providing integrated services across clinical, social, and public health sectors.

1 **Ensure every community member has adequate and appropriate access, locally or via telehealth, to primary care and preventive services, emergency care, oral health services, behavioral health services, robust care coordination, appropriate diagnostic and outpatient therapy, and long-term care.**

**ACTION STEP** 🏠  
*Appropriate funding, training, equipment and practice support to suitable entities to fund and/or coordinate with partners to accelerate the spread of best practices and programs that improve health and increase the availability of health care services or workers.*

**ACTION STEP** 🏠  
*Adopt policies that provide additional incentives to rural providers to support medical home development in order to integrate and coordinate behavioral health, oral health, and social support services in communities.*

**ACTION STEP** 🏠 📺  
*Continue to fund and fast-track efforts of Palmetto Care Connections and the South Carolina Telehealth Alliance to deploy technology and equipment to provide telehealth services in communities as well as train staff to efficiently and effectively utilize these services.*

**ACTION STEP** 🏠 🗣️  
*Engage in purposeful, ongoing dialogue with larger, urban-based health care systems as to how they can effectively coordinate with existing rural health and human service providers in their rural service areas.*

10

## 📍 Education

Educated communities are healthy communities. There is an extremely strong association between our educational experience and our ability to be financially independent, physically/mentally healthy, and a contributing member of our local community. Rural communities face inordinate challenges with accessing resources that support life-long learning for residents. Given these challenges, education should be defined in a much broader sense than what only happens during the K-12 school years.

10 **Provide access to vocational, training, and higher education programs that will provide every student and community member the opportunity to develop skills that match with the jobs that are available to them.**

**ACTION STEP** 🏠  
*Supplement the South Carolina Educational Lottery System with specific resources to enable all rural students, regardless of age, to access scholarship funding for a broader range of educational programs provided in the state.*

**ACTION STEP** 🗣️ 🗣️  
*Sponsor mentoring programs for all rural youth, especially those programs that utilize the skills of retirees who are interested in giving back to younger generations in the community, to stimulate a culture of life-long learning and teaching in rural areas.*

**ACTION STEP** 🗣️ 🗣️  
*Share educational and training facilities between school districts, Technical Colleges, and employment programs within communities so that different populations may take advantage of the same physical space, to the maximum benefit of the resource.*

# TO TELL YOUR STORY

.....  
.....  
.....  
.....

## Strategic Direction 2019-2024



SOUTH CAROLINA CENTER  
FOR FATHERS AND FAMILIES

### MISSION

To provide the means for fathers to be great dads.

### WHO WE ARE

For more than 20 years, the South Carolina Center for Fathers and Families (Center) has been committed to reengaging fathers and strengthening relationships with their children as a means to improve overall childhood well-being and reduce poverty. We are a voice for fathers and their children and are committed to providing men the tools and resources they need to be great dads. Our expert team leads a growing, statewide network of fatherhood organizations and partners which extends into each of South Carolina's 46 counties. At the local level we ensure the delivery of quality, father-focused, community-based services while also working more broadly to reduce the systemic barriers fathers face to reengagement and elevating the importance of the role fathers play in the development and growth of their children.

### PRIORITY AREAS



**Strengthen, Grow, and Empower Our Network:** We work to provide high-quality training and capacity building, fidelity monitoring, research and evaluation, partnership development, and sustainable resources to our network of fatherhood programs and partners across the state.



**Cultivate and Invest Resources:** Our approach to sustainability focuses on securing the resources necessary to continue growing a statewide service delivery network and creating a legacy of change and impact.



**Position the Center for Success and Continued Growth:** We aim to be recognized in our state, in the southeast, and nationally as a resource and respected voice about fatherhood and family formation.



THIS IS A TEAM  
SPORT

# SOMETIMES IT CAN BE UNCOMFORTABLE.



**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**



# MAKING CULTURE MATTER

- Great organizations and brands use culture building to:
  - **Educate** – help team members understand what they WHY is and why it's important
  - **Define** – explain what your brand stands for and how it is differentiating.
  - **Activate** – help people understand their own impact on perception, partnerships, and engagement.



# Forrest L. Alton

President

P: 803.600.6102

E: [forrest@1000feathers.com](mailto:forrest@1000feathers.com)

W: [www.1000feathers.com](http://www.1000feathers.com)

T: @ForrestLAlton

1000feathers

