OUR CORE STRATEGY

We achieve each goal listed in this plan by following a simple three-step strategy for victory.

1. Build relationships
   ...with those most impacted, with those who have the power to make change, with those who share our goals and objectives.

2. Tell powerful stories
   ...that make the invisible visible, that reveal the human costs; that show solutions and inspire action.

3. Advocate for healthier solutions
   ...with communities and workers, business owners and leaders, policymakers and regulators, designers and researchers.

VALUES

COLLABORATION
Our motto is: Together we win. Working with a broad and diverse array of people, communities, organizations, and sustainable businesses, we share information and resources to empower our common efforts to eliminate toxins from all aspects of our lives.

AUTHENTICITY
We follow scientific evidence and do not spin or slant it. We are truthful and transparent with everyone with whom we work and expect the same of others. We put the public interest above all else.

JUSTICE
We are committed to an equitable, just, and inclusive society. We are intentionally anti-racist and oppose gender oppression. In all of our decisions, we consistently ask ourselves: Who is most impacted? Who is left out? Who is empowered? Whose voices are not yet being heard? We center justice in our decision-making and aim to dismantle structures of inequality and discrimination.

FORESIGHT
We take the long view, looking ahead to see how decisions made now—in regulation, manufacturing, or the marketplace—will impact people in the future. We are thoughtful about unintended consequences and the full life cycle of materials, products, and policies. We strive to turn off the tap on toxic chemicals before they harm people and communities.

FEARLESSNESS
To make toxic chemicals and products unthinkable, we speak truth to power, reimage what’s possible, push for bold change, and are innovative, tenacious, and persistent.

PROGRAM GOALS

Advocate for transparency, healthier solutions, and the infrastructure needed for transition to a nontoxic, just, sustainable circular economy

Center the voices and needs of frontline BIPOC communities in our work

Advance nation-leading public policies in New York State reflecting our Roadmap for Environmental Health Leadership

ORGANIZATIONAL GOALS

Create a more diverse and anti-racist institution at all levels

Increase the size of our budget and our staff in order to fulfill our program goals

Forge deeper collaboration with strategically expanded cohort of partners and allies
**Program Goals**

1. Advocate for transparency, healthier solutions, and the infrastructure needed for transition to a nontoxic, just, sustainable circular economy.

   This includes in academic, private, and public sectors, building deliberate inter-connections between niches of environmental issues to achieve broader solutions.
   - Collaborate with community and environmental groups addressing different issues (e.g., plastics, waste, climate, air & water pollution) to craft and advance policies that codify key parts of circularity in ways that promote economic and environmental justice.
   - Insert chemical hazard and justice considerations into broad definitions of circular economy in US discussions of the topic.
   - Stress the intersection of toxics with climate, waste, pollution, plastics, etc. Promote synergistic solutions without conflict or competition.

2. Center the voices and needs of frontline BIPOC communities in our work.

   A core tenet of environmental justice is that people speak for themselves.
   - Work with BIPOC communities to identify and prioritize action on toxic threats harming people and families.
   - Be a resource available to BIPOC communities about the ways health is affected by harmful chemicals and prevention strategies.
   - Expand the number of BIPOC centered organizations in the JustGreen Partnership and other collaborative efforts.
   - Create space for expanded leadership of BIPOC-centered organizations in those collaborative efforts.
   - Stand in visible and vocal solidarity on issues that are relevant to our vision of a just society even when not directly related to toxics.

3. Advance nation-leading public policies in New York State reflecting our Roadmap for Environmental Health Leadership

   The key principles are: transparency, removing toxics from materials, investing in innovation, and interweaving policies across niches of environmental issues.
   - Within the legal limits of our 501(c)(3) tax-exempt status, advocate and lobby for policy changes.
   - Enact full materials ingredient transparency laws in NYS.
   - Ban all harmful chemicals and chemical classes, limiting exemptions to currently unavoidable uses of chemicals whose function is necessary in essential products, prioritizing those that harm BIPOC communities.
   - Ensure effective implementation of existing laws for which CHNY advocated and additional policies that advance environmental justice.
   - Reduce the power and credibility of chemical industry lobbyists.

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**Clean+Healthy is...**

"Thoughtful and strategic about building **power.**"

"Very effective at banning [toxic] chemicals."

"They bring people **together.**"

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**Organizational Goals**

1. Create a more diverse and anti-racist institution at all levels

   - Increase racial diversity of the staff as it expands and implement anti-racist recruitment and onboarding processes.
   - Implement a board development program that achieves a sustainably diverse membership.
   - Include use of anti-racist, pro-equity lens in all programs and organizational decision-making.
   - Create a safe, equitable and welcoming workplace for all.
   - Collaborate with WEACT for Environmental Justice to establish the Cecil Corbin-Mark Fellowship program.

2. Increase the size of our budget and our staff in order to fulfill our program goals

   - Triple the annual budget to $1,500,000 by focusing on individual, major donor, and corporate giving.
   - Expand and retain staff to build capacity from 5 FTE to 10 FTE, including dedicated staff in fundraising and communications.
   - Increase board leadership and engagement to expand funding, relationships, and influence.
   - Expand presence in strategic geographies across NYS.
   - Grow the base of supporters who donate and take action.

3. Forge deeper collaboration with strategically expanded cohort of partners and allies

   - Develop more and deeper relationships with frontline BIPOC communities and environmental justice organizations.
   - Strengthen our connections to the climate, waste, circularity, and plastics advocacy communities.
   - Strengthen ties with economic actors, including workers, labor unions, and business leaders.
   - Strengthen connections to health organizations and care providers.
   - Partner with academic institutions on research, data, environmental and economic theory, and developing solutions.