

# Center for Health, Environment & Justice



Broadening Our Reach,  
Deepening Our Impact



Mid-Term Assessment  
Five Year Strategic Plan 2006-2011

## Broadening Our Reach, Deepening Our Impact

Twenty-five years after our founding, the board and staff of the Center for Health, Environment and Justice (CHEJ) drafted an ambitious five-year plan that mapped out a core work plan for improving our effectiveness and fulfilling CHEJ's mission between 2006 and 2011. In mid- 2009, we paused to undertake a mid-term assessment to evaluate our progress toward the goals articulated in this five-year plan.

This assessment process represents a continuation of CHEJ's ongoing policy, throughout our history, of conducting periodic evaluations, asking probing questions of grassroots leaders, and ensuring we are moving forward and making a difference. We have prepared this document to summarize our assessment, partly to remain transparent and accountable to our grassroots constituency, and partly to celebrate our significant accomplishments over the past few years.

The plan focuses CHEJ's work over a five year period on the overarching objectives of:

1. Shifting the terms of the debate from the acceptance of risk to the prevention of harm
2. Achieving fundamental practice and policy changes that reflect this shift

The following summary of this assessment reveals that CHEJ's impact has been growing broader and deeper over the past three years. CHEJ is:

- strengthening grassroots leadership by increasing trainings by 36% in two years.
- developing a more collaborative grassroots network by building regional coalitions like we did through our 2007 Southeast Precautionary Conference.
- moving local groups beyond their local issues to play a role in state and national policy on issues like safe school siting and chemical policy reform.
- influencing consumer behavior to demand safer alternatives to toxic products such as PVC, even holding 30 simultaneous demonstrations outside of Target stores across the country.
- holding corporations accountable for developing safer policies through both consumer action and direct dialogue, achieving major policy change at companies like Target, J.C. Penney's, and Sears Holdings.
- working with national media outlets like USA Today to produce stories supporting a precautionary approach and leveraging media exposure into popular grassroots support and federal response.
- creating a groundswell of public support for safer, precautionary policies at the local, state and national levels, with dozens of such policies having been passed into law since 2006.

We're very pleased at this validation of our strategies and remain firmly committed to the goals and strategies outlined in our five-year plan