



2021

— social
impact
report



—about us

**Jill
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CEO

**Robb
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PRESIDENT

**Alex
Muvua**

MANAGING
CONSULTANT

**Beck
Wright**

EVALUATION
LEAD

**Briana
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SENIOR
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**Erin
Charpentier**

DESIGN
DIRECTOR

**Elisabeth
Castillo**

ADMINISTRATIVE
ASSISTANT

**Elizabeth
Paschal**

ASSOCIATE

**We work closely with clients + partners
to bring clarity, visibility, and equity to
complex public health challenges.**

—our interns

many thanks!

Our internship program provides undergraduate students, graduate students, and others opportunities to gain practical experience in the field of public health. From project management and organization, to research and analysis, our interns play a crucial role in the success of our projects. In 2021, we hosted more interns than any previous year, allowing us to expand our social impacts across projects and annual conferences. Additionally, we participated in a networking event with Oregon State University MPH candidates to provide

information on our internship program and guidance on building public health careers.

The following interns made valuable contributions to our work in 2021:

- Alana Anderson, MS
- Madeline Bremel, MPH
- Gita Castallian, MPH
- Erin Dietz, MPH
- Kaitlin Greene, MPH
- Elizabeth Paschal
- Adrienne Schneider, MPH
- Alexandra Szarabajko, MPH
- Opal Woodke, MPH



—in review



a commitment to radical love

Since becoming a social impact company in 2020, we've increased efforts to create positive social impacts that embody a commitment to radical love and stewardship of the planet. In practice, this commitment takes form as rigorous self-assessment and transparency, increased efforts towards environmentally sustainable practices, and developing company policies that better align our work with our values.

Many of these efforts were scaffolded by the work of Alex Muvua in her new role as managing consultant. Throughout 2021, Alex has been instrumental in establishing all of our organiza-

tional policies and practices that enable staff to work from home, work with infants, take unlimited paid time off, etc. This work has greatly increased transparency and accountability towards social impact.

As a public benefit company, we conduct an annual self-assessment using the third party standards for B Corporations. You can review our 2021 assessment [here](#). Additionally in 2021, we developed a Diversity, Equity, and Inclusion statement.

—our clients



we appreciate you!

- ASANTE and Providence Health & Services
- Clackamas County Public Health Home Nursing
- Clatsop County Department of Public Health
- Douglas County Alcohol and Drug Prevention and Education Program
- Marion County Health and Human Services
- Nevada Tobacco Prevention Coalition
- Northwest Portland Area Indian Health Board
- Oregon Health Authority, Health Promotion and Chronic Disease Prevention Section
- Oregon Health Authority, HIV, STD and TB Section
- The Public Health Law Center Mitchell Hamline School of Law
- Polk County Public Health
- Tillamook County Health Department
- Washington State Commercial Tobacco Prevention and Control Program
- Washington State Foundational Public Health Services
- Washington State Marijuana Prevention and Education Program



— our work

We believe that all of our work contributes to positive social change. For example, we'd like to highlight the following projects from 2021:

Polk Co. Vaccine Confidence Assessment:

- Gathered information about COVID-19 vaccine perceptions and trust placed in local public health authorities from community members through a survey, individual interviews with community partner organizations, and focus groups with community members
- Conducted five virtual and in person focus groups with 44 individuals in English and Spanish.
- Elevated voices of Latino/a/x, Pacific Islander, and undocumented community members

through interviews and focus groups to build stronger relationships between public health and BIPOC communities

Marion Co. Health and Human Services Service Equity Assessment:


- Gathered information from managers, staff, partners, and individuals served to determine strengths and areas of improvement regarding equity, diversity, and inclusion practices
- Elevated the experiences of BIPOC and LGBTQ+ populations
- Worked with MCHHS to develop a list of actionable recommendations to improve equity, diversity, and inclusion



— social impact



In 2021, we further expanded our social impact by making our work and resources accessible to more clients and projects aligned with our mission to bring clarity, visibility, and equity to complex public health challenges. We make this possible by dedicating a portion of our time and resources to pro bono work, reduced/sliding scale rates, matching grants, and monetary or in-kind donations. Also, staff can self-identify projects that are meaningful to them, and dedicate work time to volunteering.



If you would like to talk more about a project or organizational need, please contact: Robb Hutson at robb.hutson@redegroup.co

Our 2021 efforts included:

- We donated \$500 to Consejo Hispano
- We donated \$500 to The Black Resilience Fund
- We developed and sponsored a website for Clatsop CHART
- We provided qualitative data analysis support to the National LGBT Cancer Network for Out: The National Cancer Survey.
- We are providing ongoing Research support for the State of LGBTQAI2S+ Oregon Project in collaboration with Pride Northwest, Equi Institute, and Diversity Science, to support the development of a comprehensive data report on the lived experience of LGBTQAI2S+ Oregonians that can be distributed to policy makers and community organizations across the state.
- Rede staff volunteered time to Upstream Public Health, OPHA, and Portland Farmers Market

— our workplace

In 2021, we continued to operate using a hybrid in-office/at-home working structure. This hybrid model allows for better work-life balance, happier staff, increased productivity, and reductions in commuting time and energy. Last year was also the trial of our “unlimited paid time off” policy which allows employees to take as much paid leave as they need. This policy is based on mutual trust between employer and employee and an environment of mutual accountability across the entire team. It gives employees opportunities to work or take time off as they see fit, as long as they keep fulfilling their work duties. After reflecting on the benefits and risks of the policy, we decided to continue the policy for another year.

Additionally, to increase the ability of staff to engage in work that is personally meaningful to them, we have expanded our processes to include senior staff when searching for potential projects, or request for proposals (RFPs). We held a training to equip staff with the skills to search for RFPs in areas they are passionate about, such as LGBTQ+ health, climate adaptation, food systems, and environmental justice.

In 2021, we added two additional people to the Rede Group team, Briana Arnold as Senior Consultant, and Elizabeth Paschal as Associate. Both Briana and Elizabeth are fluent in Spanish and have increased our capacity for outreach to Latino/a/x communities for surveys, interviews, and other project-related engagement.



— sustainability

A large part of our work is convening folks for discourse and professional education opportunities. In 2021, all of our gatherings were hosted virtually, which a recent [study from the University of Michigan](#) suggests can generate much lower emissions than in-person conferences.


In 2021, we hosted two national conferences and several large meetings virtually with over 1,000 speakers and attendees participating.

We also created virtual collaboration spaces where clients can access project notes, meeting agendas, presentations, recordings, and more. By utilizing a virtual arena to

share project materials, we have reduced printing and other project byproducts.

Although driven by need, we find the benefits of these virtual spaces, such as increased accessibility and sustainability, to warrant their continued use beyond the pandemic.

Additional efforts include:

- Paperless conferences and events
 - Reduced printing
 - Paperless marketing
 - Reduced commuting to one day per week
 - Reduced air travel
 - Continued recycling
- 

—onward

focus on justice, equity, diversity, and inclusion

In early 2022, we began a planning process to collectively prioritize social impact goals for the coming year. These priorities included further developing Spanish skills among our Spanish-speaking staff, researching and utilizing equity frameworks to guide our work, offering a retirement plan for employees, and setting environmental impact goals to name a few.

In spring, all interested staff will attend a facilitation training offered by Oregon Humanities to develop

skills to effectively lead conversations about vital issues across differences and beliefs.

We also have plans to expand our scope of work to include projects related to food systems, environmental justice, and working with LGBTQIA+ communities. Our team has skills, capacity, and interest in these important fields that intersect with public health and focus on justice, equity, diversity, and inclusion.