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HRC Involvement in business/social sector partnerships

Prescription for Reading

The First Lady launched the Prescription for Reading Partnership in 1997, challenging publishers, booksellers, pediatricians, librarians, health centers, and others to work together to make sure that every infant and toddler who goes to a doctor returns home with a book. By the end of 1998, 5,000 doctors had been trained to prescribe reading and books were being prescribed at approximately 200,000 doctor's appointments a year. Along with the nonprofit organizations Reach Out and Read and First Book, Scholastic was an early member of the partnership – donating books to local Reach Out and Read Coalitions in many cities, offering challenge grants (for every \$100,000 raised nationally, 5,000 books will be given nationally), and even expanding their multi-lingual book program to include such languages as Bengali, Vietnamese, Arabic, and Serbo-Croatian.

Save America's Treasures

As part of the celebration for the new millennium, The White House Millennium Council launched the Save America's Treasures initiative to renew the commitment of all Americans to preserve and protect the historic and cultural treasures of our country. Nonprofit partners of the Council include The National Trust for Historic Preservation, the National Park Foundation, and Heritage Preservation. They have been joined by dozens of corporate partners interested in helping to inspire all Americans to "Honor the Past; Imagine the Future." Corporate partners include:

Warner Brothers, which created a commemorative CD called "Sing America: A Celebration of America and Its Music," and featuring artists such as Frank Sinatra, Elvis Presley, and Stevie Wonder. Net profits from the CD will support Save America's Treasures and will be used to create an endowed fund for preservation to be administered by the National Trust.

Polo Ralph Lauren, which pledged \$10 million in response to the President's call to preserve the original Star Spangled Banner, the flag that inspired the creation of our national anthem. The project was attractive to Polo Ralph Lauren because the company uses the flag in its product line.

General Electric, which donated \$5 million to help preserve and restore Thomas Alva Edison's historic research laboratory, one of the National Trust for Historic Preservation's "most endangered historic places."

Children's Health Insurance Program (CHIP)

The First Lady helped to create and promote the new Children's Health Insurance Program, which provides health insurance for the millions of children who are currently uninsured. This campaign engages a broad-based, public-private coalition to educate and assist parents in

enrolling their children in Medicaid. Among the many corporate partners are *Bell Atlantic*, which partnered with the National Governors' Association to establish a toll-free number providing state-specific information for families; *Pfizer*, *K-Mart*, *General Motors* and others, which agreed to provide information about CHIP with their products; and *ABC*, *NBC*, *Univision*, *Turner Entertainment*, and *Viacom*, which agreed to air public service announcements for the campaign.

National Campaign to Prevent Teen Pregnancy

Founded in 1996, the National Campaign to Prevent Teen Pregnancy is a nonprofit initiative created in response to the President's call for an end to the epidemic of teen pregnancy. The campaign's media task force has enlisted the support of *ABC Television*, which developed a story line in one of the network's popular soap operas and created an aired a public service announcement aimed at encouraging parents to get involved. *Black Entertainment Television* created a special series of four live Teen Summit shows to spark discussion on different aspects of teen pregnancy prevention. In 1999, the Campaign and *Teen People* co-sponsored the "Take A Stand Against Pregnancy" contest, which challenged readers to create their own PSAs on teen pregnancy prevention, to be published as a full-page ad in the magazine.

Medicare Mammography Campaign

The First Lady launched the Medicare Mammography campaign, which brought together dozens of partners to stress the importance of mammograms in the prevention of breast cancer. Corporate partners include *American Greetings*, which created electronic greeting cards for people to send to women to encourage them to receive mammograms; *the National Association of Chain Drug Stores*, which distributed posters and pre-printed prescription bags to its members to focus consumer attention on October as breast cancer awareness month; and *1-800-Flowers*, which implemented a special mammogram reminder program on its Web and AOL sites and included a special payroll message reminding employees to go for their mammograms.

Vital Voices

Vital Voices, an initiative of the State Department, creates partnerships throughout the world to support the full participation of women in the economical, social, and political progress of their countries. The First Lady has convened Vital Voices conferences around the world and has seen firsthand the important role that private sector institutions play. For example, in Northern Ireland, over \$2 million was pledged to support the Vital Voices objectives. Companies included *Ford Motor Company*, which formed a partnership with a community development corporation in Detroit to increase the economic sustainability of community organizations in Northern Ireland; *Marriott Corporation* agreed to provide paid internships in the US for students in the hotel and tourism industry in the region; and *Shrum, Devine and Donilon* (a political media and strategy firm), together with nonprofit partners, trained women from Northern Ireland in

communications and lobbying strategies. *Discovery Communications* created a series of public service announcements to share the voices of women around the world.

American International Health Alliance

Mrs. Clinton has visited hospitals and health clinics in developing countries around the world that are in desperate need of access to new technology, training, and resources. The American International Health Alliance pairs US health care institutions with those in the New Independent States of the former Soviet Union and in Central and Eastern Europe. For example, four St. Louis hospitals were paired with three hospitals in Riga, Latvia. The partnership established special programs and medical protocols in maternal/child health, cardiology, hospice, pediatric infectious disease, community health, and administration. Latvian Fellows received Washington University Internet and Library access training so the partners can communicate about cases. Other outcomes of the partnership included the improvement of the diagnostic ability of the Riga microbiology lab, the introduction of ultrasound into the prenatal care of Latvian mothers, and revised curriculum for the Latvian Medical Academy.

Girls Education

In many less developed countries, due to custom or lack of resources, girls are denied access to education, even in the earliest grades. The First Lady has spoken out about the importance of educating girls and women, and has seen how the private sector has made a difference in many countries. For example, in Morocco, *Wafabank* adopted a school in Casablanca and the *Moroccan Bank for External Commerce* plans to build 100 schools in rural areas. In Guatemala, coffee producers are administering a government program that supports thousands of scholarships for girls in over 2,600 schools. In Malawi, a South African publishing house is printing supplementary school materials, and in Egypt, the business community is underwriting the construction costs of more than fifty girls schools.

Coming Up Taller

Mrs. Clinton serves as honorary chair of the President's Committee on the Arts and the Humanities and was involved in the creation of its Coming Up Taller program, which identifies and promotes arts and humanities programs and the characteristics that make them successful. In 1997, Mrs. Clinton's office introduced Samsonite Corporation, which was in search of a way to help children, to the program. Samsonite's enthusiasm led to 40 additional companies joining the initiative to support the awards and to contribute to the program in a variety of ways. For example, Samsonite has developed the Samsonite Luggage Art Program, which turns hardshell suitcases into canvases for collectible art. Celebrities from sports, the visual and performing arts, and other professions create these works of art, which are auctioned off to the general public, generating funds for the program.

INFORMATION TO INCLUDE IN FOREWORD

- Civil Society – why it's so important for the business and social sectors to work together, so much interconnectedness, three legged stool, etc. (see speech excerpt).
- It Takes A Village – businesses have a role in the village – they can make the workplace family friendly, create quality children's products, and combine sound management with social vision. (note the business chapter in ITAV focuses a lot on why corporations shouldn't close plants and should be more socially responsible – not quite the right angle for this book, which is about how partnerships serve mutual self-interest)
- How she has seen firsthand how important business involvement has been in some of the projects she has been involved in (see memo) – mention some of the ways they have contributed such as creating public awareness around an issue (often in a far more effective way than the government could do), providing cash resources to fund the project, and providing other resources (such as books through Prescription for Reading)
- Comments about AmeriCorps/Eli/Shirley