Promoting safer chemicals, a sustainable economy, and a healthier world

WE ENVISION A TIME when all children will be born and reach their full potential free from toxic chemicals in their bodies. Companies will meet society’s needs without toxic chemicals. Innovation, green chemistry, and individual, market, and societal commitments will enable us to achieve this vision.

We value environmental justice. The burden of harmful chemicals disproportionately and inequitably falls on communities and people already made vulnerable by other factors—including race, economics, health status, and age. CHNY actively supports environmental justice principles and organizations representing those most affected.

We find ourselves in a singular time in our nation’s history. The future depends on states like New York acting as the bulwark against federal rollbacks. CHNY is in a distinctive position to make the most of advantages and opportunities to lead the nation, and make progress in these difficult times.

WHAT WE DO

EDUCATE the public, businesses, policymakers and opinion leaders to make healthy choices and to drive market and policy changes

ENGAGE companies to shift markets and propel chemical innovation

ADVOCATE for policy improvement by federal, state, and local leaders

SUSTAIN a stable, healthy, and robust organization
WHY WE NEED A CLEAN AND HEALTHY NEW YORK

TEN YEARS AGO, Clean and Healthy New York was a founder of the effort to reform our nation’s chemicals laws, and New York was a crucial player in this battle. We worked tirelessly with coalition partners to achieve the most protective possible policy, but the outcome still leaves New Yorkers and the nation at risk. The 2017 federal political landscape is a call to action among advocates for environmental health and justice, and economic sustainability.

CNHY’s work to transform our state and the national marketplace is more essential now than ever. The unprecedented rollback of federal regulations and the primacy placed on profit before peoples’ health are compelling forces. New York’s economy can drive what major manufacturers do, which makes our State the right lab for forging and incubating the tools to protect not only New Yorkers, but people across the country. The public is the primary beneficiary, our air, water, soil and wildlife are also protected by policies CHNY advances. This plan outlines our major goals for the next four years, and our strategies for achieving them.

WHO WE ARE

BOARD OF DIRECTORS (Affiliations are for identification purposes only)
Penny Fujiok Willgerodt (The Prospect Hill Foundation), New York, NY – Chair *
Brenda Afzal, MS RN, Ellicott City, MD – Secretary *
Cecil Corbin-Mark (WE ACT for Environmental Justice), New York, NY – Treasurer *
Karen Ballard, MA RN FAAN, New York, NY
Daryl Ditz, PhD (World Resources Institute), Washington, DC – former Chair *
Russ Haven, Esq. (NYPIRG), Albany, NY
Penelope Jagessar (Toxic Baby), New York, NY
Gavin McIntyre (EcoVative), Green Island, NY
Alexandra McPherson (Niagara Share), East Aurora, NY

STAFF
Kathleen Curtis, LPN, Executive Director *
Roberta Wilding, MS, Deputy Director *
Siobhan Burke, Administrative Coordinator *

* Strategic Planning Subcommittee

PARTNER ORGANIZATIONS
Getting Ready for Baby
JustGreen Partnership
Safer States
Healthy Babies Bright Futures
Alliance of Nurses for Healthy Environments
Safer Chemicals, Healthy Families and the Mind the Store Campaign
Coming Clean Collaborative and the Campaign for Healthier Solutions

“CHNY punches above their weight. They're not for sale—they're principled. When they're successful it's because some substance is a real threat to human health and the environment.”
New York City and State Leadership Drives the National Environmental Health Agenda

As federal officials seek to strip away protections, New York City and New York State, with our large population and economic impact, can move us forward as a nation. They can stand as bulwarks against federal erosions, and improve our health and environmental quality.

Objectives

- State government infrastructure supports environmental health
- New laws expand New York’s impact on toxic chemical reduction, public transparency, and development and use of safer substitutes and processes
- New York City uses its power to drive safer chemicals and materials in products, and transparency about harmful chemical use

Strategies

<table>
<thead>
<tr>
<th>Strategies</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage the Governor to invest in green business and government procurement, and ensure that NYS infrastructure supports safer chemistry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate for NYS agencies to use existing regulatory authority to act on harmful chemicals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work with the NY Attorney General to enforce existing laws requiring toxi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>cs reductions by manufacturers and retailers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage the NY Comptroller to use retirement investments to decrease corporate use of toxic chemicals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate to the NYS Assembly and Senate for laws that reduce toxic chemicals and increase public disclosure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage the New York City Council to press for toxic-reduction laws</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand and deepen JustGreen Partnership as a vehicle for change</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educate and empower the public to protect themselves and advocate for stronger corporate and government environmental health policies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“CHNY is one of the most effective groups in Albany.”
Children’s Products Are Made Without Toxic Chemicals

Nothing should be safer and healthier than products for infants and young children. With local, state, and federal regulation as a foundation, manufacturers and retailers should use their power in the marketplace to protect all children and provide healthy products across all price points.

Objectives
- Retailers use their purchasing power to drive harmful chemicals out of children’s products
- Advocates for children become more engaged and vocal champions for environmental health

Strategies

<table>
<thead>
<tr>
<th>Strategies</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess and report to the public the progress of major retailers</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Work with buybuy BABY and Babies’ R’Us as leading national retailers to remove toxic chemicals from products they sell</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Transform child care and preschool-focused retailers into leaders on transparency and safe materials</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Educate, empower and activate parents and child care providers</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Educate, empower, and activate independent retailers in the Bixy trade association of independent “mom and pop” baby product retailers</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Collaborate with other allied market campaigns to expand impact of baby product transitions</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Expand and deepen the Getting Ready for Baby coalition</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
</tbody>
</table>
Food processing and packaging, as well as the food itself, is a major source of harmful chemicals in Americans’ bodies. As New York’s agricultural industry grows, it can and should be a leader in demonstrating that food can be processed without health-harming chemicals.

**Objectives**
- Work within New York’s food production industry to eliminate harmful chemicals from the farm-to-table production cycle
- Promote bio-based, nontoxic packaging of materials
- Identify additional chemical hazards and safer alternatives

**Strategies**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convene organizations to assess opportunities and landscape</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educate the public, farmers, and food processors about chemicals in food production</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner with the Governor’s office and NYSP2I on greening New York’s food production</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate to identify and remove harmful chemicals, and promote innovative solutions that make NY a model</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**ABOUT OUR PLANNING PROCESS**

CHNY Board and staff took stock of our achievements and plotted our path forward. We raised funds to facilitate our first-ever strategic planning process and hired consultant Andy Robinson. Andy interviewed 20 allies, colleagues, and opinion leaders (quoted here). We surveyed our 4,000+ online supporters, gathering useful feedback from 200 respondents. We met with Andy in September 2016 to assess the organization and identify key goals. In November 2016, the full Board and staff, along with a set of expert advisors, met at the historic Blue Mountain Center to refine and flesh out the CHNY Strategic Plan for 2017–20.

**STRATEGIC PLAN EXPERT ADVISORS**

Katie Huffing, RN, CNM, Alliance of Nurses for Healthy Environments
Penelope Jagessar, Toxic Baby Film Director
Sue Kowaleski, Southern Adirondack Child Care Network
Cindy Luppi, Clean Water Action/SAFER/Safer Chemicals Healthy Families
Bob Rossi, NYS Sustainable Business Council
Julia Walter, Moms for a Nontoxic New York

**WITH GRATITUDE**

CHNY thanks the Prospect Hill Foundation, Blue Mountain Center, Paul and Lottie Phillips, and our expert advisors for their support. Thanks to Lizanne Hart Design (lizannehart.com) for graphic design of this publication.
CHNY’s Institutional Capacity is Strengthened to Maximize Impact

The road ahead of us is long, and the path will sometimes be steep. To achieve our vision of a healthier world, we must nurture our organization and the people who make it strong.

Objectives
- Expand and deepen CHNY’s circle of influence
- Expand CHNY’s capacity, overall budget, and staff
- Ensure effective Board and staff-level leadership and technical capacity
- Provide for optimal organizational management
- Diversify income streams

Strategies

<table>
<thead>
<tr>
<th>Strategies</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase income from individuals and progressive businesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand geographic presence for advocacy and place-based fundraising across NYS, with particular focus on downstate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand and deepen listserv, social media, volunteers, and expert advisors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double CHNY budget, with 50% from non-foundation sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase infrastructure and support to improve Board and staff leadership, including succession process</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand Board membership to 15 diverse, talented members</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand staff membership to seven, adding communications capacity, geographical reach into NYC and Western NY, and farms and food expertise</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“CHNY zeroes in on what’s doable. They’re professional, productive, and useful.”

Clean & Healthy New York

62 Grand Street, Albany, NY 12207
518.641.1552 | cleanhealthy.ny.org