



SIGMA INTERNAL COMMUNICATION

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Phi Beta Sigma Fraternity, Inc.

FOR IMMEDIATE RELEASE:

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Sigma Teleconference Unites Fraternal Team in Pre-Launch of Social Action Community Initiatives

October 28 recorded the meeting of great Sigma minds, for on that evening, under the direction of International Program Director John White, many of Sigma's social action intelligentsia assembled. Representing national, regional, state, and even chapter levels, they met by phone to put the finishing touches on and ask the final planning questions of the social action initiatives. These initiatives will launch in a fraternity-wide mailing to all chapters during the second and third weeks of November under the brand of **Sigma Wellness – Phi Beta Sigma's Signature Program**.

Sigma's social action community initiatives were approved at 2007 Conclave Charlotte when the Conclave body approved and adopted the Fraternity's strategic plan. That plan recommended the adoption of a signature program – **Sigma Wellness**. The plan further identified three goals of the signature program: (1) focused programs in the community; (2) symmetry in 3-pronged program implementation (bigger and better business, education and social action); and (3) developing a sense of pride toward healthy living and lifestyles that will prolong the lifespan primarily of African American men by reducing adverse health conditions.

According to program director White, "statistics from EVERY source both document and detail the disproportionate effects that men of color suffer due to unhealthy life choices, lifestyles, and life circumstances. Sigma has accepted the charge to mount a programmatic thrust to develop action plans and programs of wellness amongst men of color – not programming that only impacts healthy choices in the sense of physical health and community building (social action), but also choices regarding fiscal solvency and entrepreneurship (bigger and better business), career choices, preparation and development (education), and even positive choices to impact the psyche of men of color. We're *excited* about this program because under the brand of **Sigma Wellness**, we will impact the total person, and therefore the total community."

International President Paul Griffin is in agreement. "Our work is both significant and groundbreaking: [Sigma must] continue to address the societal ills that stagnate our communities. My Brothers, our communities are looking to us to carry that torch."

Sunday's discussion further revealed the components of the social action prong of **Sigma Wellness**:

- **Living Well Brother to Brother**. Our central component to helping men lead healthier lives, one Brother at a time (supported by our partnership with the American Cancer Society).

- **American Cancer Society and Sigma Together Waging War Against Cancer.** Our new advocacy outreach program, including Code Blue Alerts, directing Brothers to take action in legislative campaigns aimed at promoting legislation that combats cancer; encouraging education and awareness; and seeking to level the hills of disparity between those who can afford treatments and services and those who cannot. Also, we will continue our fund raising efforts through Relay For Life.
- **Partnering with the March of Dimes.** We will work together to prevent premature births, teenage pregnancies and to build strong father and male role models in the African American community; sponsoring Strong Fathers Seminars; and Stepping To Save Babies through sponsored walk-a-thons.
- **Project Vote/Sigma Presence on Capitol Hill.** A presence to effect change, through legislative alerts, our involvement with the Congressional Black Caucus and an annual Blue and White Day on the Hill in partnership with Zeta Phi Beta Sorority.

The program launch, scheduled for next week, will include the distribution of an Implementation Toolkit which is a CD containing all of the necessary information and forms for program rollout. Upon reviewing the CD, chapters and brothers will be able to:

- Understand the **Sigma Wellness** concept as defined in the Fraternity's Strategic Plan that was approved at 2007 Conclave Charlotte;
- Understand the availability of resources to help chapters implement Sigma community initiatives;
- Explain and adhere to reporting periods as approved by the General Board, for statistical reports, historical documentation and for goal/objective evaluation and measurement, as well as for chapter/brother recognition and acknowledgement;
- Understand responsibilities in being held accountable for reporting and program implementation based upon the adoption of the program by the Conclave body.

The team is excited, committed and enabled. As the program unfolds, Heisser and Talbert commit resources and expertise to coordinate the Fraternity's communication and technology portals to positively impact the promotion of **Sigma Wellness**. As the program launches and the materials are distributed, the International Website will also be updated with the relevant information.

Phi Beta Sigma Fraternity, founded 1914 at Howard University, continues to champion the cause for equality and equal justice, the world over, in an effort to continue the legacy of our illustrious Founders, perpetuating Culture for Service, and Service for Humanity.

Phi Beta Sigma Fraternity, Inc.
Release: Social Action Initiatives
November 1, 2007

Co-Facilitators

John E. White, Director of Social Action
Joseph West, Coordinator of **Sigma Wellness** – Health Initiatives
Michael G. Long, Director of Government Relations

International Elected and Appointed Officers:

Steven Kniffley, Jr., Second Vice President
Marco McMillian, Executive Director
Ian Heisser, Director of Technology
Charles Talbert, Director of Communication

Regional Officers

Calvin B. Glover, Southern Regional Director
Ernest Miller, Western Regional Director
Raphael Forbes, Western Vice Regional Director

Social Action Program Directors

Bradford Leak, Eastern Region
John Workman, Gulf Coast Region
Dan Leon, Jr., Southwestern Region
Manzell Baskerville, Western Region

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Cedric Soso, Alpha Iota Sigma-Western Region

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