

Diversity, Equity & Inclusion

DEI 2022 ANNUAL REPORT



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Leadership & Strategy



A WORD FROM OUR LEADERSHIP

Greetings,

2022 was a landmark year in a bold journey to transform our organization to be a more **diverse, equitable, and inclusive** place to work. We are working to create a culture where each person feels like their voice is heard and can provide a **measurable impact**.

Our purpose at Evoke is to make **health more human™**. Through our DEI initiatives, we can demonstrate this purpose alongside our team members, clients, and communities.

That's why our organization, with support from Inizio, has made a significant investment in DEI. We have made significant strides to establish a **foundation for change**. Furthermore, our passion and dedication to the Evoke DEI strategy has garnered incredible engagement and participation from our **1,500+ colleagues**.

As leaders, we are often encouraged to build an organizational culture based on **finding common ground**. However, I want to challenge our teams to go further. It is our responsibility to make the time and space to celebrate all the amazing things that are **unique and showcase our differences**. This is how we can create a culture where **diversity** can truly thrive.

We are committed to **transforming our workplace**, our industry, and our communities. In 2022, we introduced new programs to help educate and drive awareness for our internal teams. These initiatives include sessions on **racial/ethnic and disability inclusion** as well as prioritizing and nurturing **mental health**.

We also built a foundation to launch a full DEI infrastructure including the creation of 3 groups.

- **Executive Leadership Council (ELIC)**

This group ensures that DEI is a business priority.

- **Global Diversity Action Committee (GDAC)**

This initiative helps develop the various programs covering sustainability, community impact, retention, and employee engagement and organizational processes.

- **Global Health Equity Taskforce (GHET)**

This steering committee works to identify, implement, and drive key health equity initiatives.

We also are **connecting with our community**. We have participated in the **Building Leaders and Creators (BLAC) Program** and **One School** (the largest social change program in advertising). These programs are helping to increase representation of underrepresented talent in marketing and communications by bringing more Black talent into our industry. Our **pro bono efforts** and support for **Operation Good Food and Beverages** leveraged key organizations and influencers to support the initiative and drive support for the promotion of healthy eating to **Black communities**. Our **Community Action Week** saw all our teams spend a day participating in a wide range of invaluable volunteering activities with inspiring organizations that are driving a more **equitable future in healthcare**.

Our DEI activity has been extensive. In this DEI Annual Report, you will learn more about our activities in 2022, and our focus for 2023 and beyond.

This has been an incredible year. My heartfelt thanks goes out to everyone who has led, contributed to, or has been inspired by our DEI initiatives. But **our journey is just beginning**. We must always identify what more we can do to achieve our DEI goals, **challenge our biases**, and **impact change**.



Reid Connolly

CEO and Founder, Evoke



A WORD FROM OUR LEADERSHIP

Hello all,

I am truly thrilled to kick off this DEI Annual Report by giving my reflections on the last year of DEI at Evoke. As I reflect on this year, I am reminded of one of my favorite quotes from a civil rights icon, author, and thought leader:

“Not everything that is faced can be changed. But nothing that is not faced, can be changed.”

— James Baldwin

I love these words because they ring so true for many aspects of life and really go to the heart of my DEI philosophy. Over the last year at Evoke, we have been trying to set a strong foundation so that we become the **changemakers** we want to see in our industry. My team and I have been personally committed to **leading by example**—acknowledging my own biases, my opportunities for growth, but also being unafraid of facing hard truths, facilitating the uncomfortable conversations, and doing the work to bring about **the change that we want** for future generations of talent entering into our workplace.

Although this was only the first formal year of us launching our DEI strategy, we have achieved a lot and have a lot of things to celebrate. We also have a long road ahead but like James Baldwin, we are ready to face the things that need to be changed and to play an active role in challenging ourselves to not just make DEI a moment for 2022 but an **integral part of our business, the moral fiber of our organization**, and a **key market differentiator** for our client work.

So, I close this letter with a charge of sorts to the different audiences who may be reading my words:

To my team, continue to **fight the good fights** but make time for your own **self-care** because as DEI professionals we face a dual consciousness that my fellow Fisk University Alumnus W.E.B. DuBois mentioned almost a century ago.

To our amazing Evoke employees, we appreciate all your time and efforts thus far and look forward to your increased **active partnership** in our inclusion journey in the months to come as DEI is everyone’s responsibility.

To my fellow Evoke leaders, please know all eyes are on us as true commitment starts from the model of leadership and because of that, I expect each of us to take even **more bold and courageous inclusive steps** to make DEI a **business priority** every day.

To our clients, our competitors, and our global community, we invite you to **hold us accountable** and to **join us** on our inclusion journey. Please let our light spark your own DEI fire so our industry can be transformed into one that reflects **the people, perspectives, and unique cultures** all over the world.

It has been an exciting time and there is much work to still be done. Let the journey continue!



Karla Turner Anderson
Chief Diversity, Equity,
& Inclusion Officer, Evoke



WE ARE CHANGEMAKERS



KARLA TURNER ANDERSON

Chief Diversity,
Equity, & Inclusion
Officer (US)

📍 **Location:** Charlotte, North Carolina

💡 **DEI Philosophy:** My DEI philosophy is two-fold:

- 1) I always champion **“progress over perfection”** because even as a DEI leader I will not always get everything right, but **I will always have the courage to try to do better.**
- 2) I truly believe in the James Baldwin quote **“Not everything that is faced can be changed. But nothing that is not faced, can be changed.”**

🗣️ **Influencing the Industry:** In 2022, I have had the opportunity to engage as a DEI thought leader externally by presenting to a class of rising DEI leaders at Utah Valley University, partnering with Chief Innovation Officer Will Reese on a podcast entitled “MM+M Agency 100 Storycast, Evoke: Inclusion & Innovation: Making health more human,” and also leading Team Health Equity for the Leukemia and Lymphoma Society 2022 Charlotte MWOY Fundraising Campaign.



CLAUDETTE MALONE

Diversity, Equity,
& Inclusion
Manager (Europe)

📍 **Location:** Brighton, England

💡 **DEI Philosophy:** DEI is an ongoing journey of **unlearning, learning, empathy, and action** which is **everyone’s responsibility**. I truly believe that at our core, we all want to be good humans. We don’t intentionally set out to hurt others but our actions and our behaviors are set by our beliefs and values.

These are things we learn in our early years and as such, these are things we can unlearn. I live by Maya Angelou’s words, **“Do the best you can until you know better. Then, when you know better, do better.”** And with that, I am eternally optimistic that positive change is possible.

🗣️ **Influencing the Industry:** Claudette has 25 years of experience working in healthcare communication and is passionate about driving patient advocacy for underrepresented patients. She is an active member of the Women of Color group and regularly attends a multitude of DEI events. Claudette is a certified Empowerment and Mindset Coach, NLP practitioner, Mindfulness and EFT/TFT practitioner, and she dedicates her spare time to supporting women’s empowerment and helping people with mindset coaching. Claudette is an ongoing advocate for deaf awareness as a mother of two children with cochlear implants.



CHANTA' STEWART

Diversity, Equity,
& Inclusion
Manager (US)

📍 **Location:** Houston, Texas

💡 **DEI Philosophy:** **Change is usually on the other side of fear.** It’s not enough to be “comfortable with being uncomfortable”...it’s how we lean into and learn in that discomfort. It’s ALL our responsibility to do the work to ensure better outcomes for those who are often disregarded and underrepresented. Also, DEI is not a finite thing—**we will ALWAYS be changing, progressing, and learning.**

🗣️ **Influencing the Industry:** Chanta’ serves as the co-lead for PR Council’s Black Professionals Employee Resource Group (ERG). In 2021, she was the recipient of the Diversity Action Alliance’s inaugural DEI Champion, Rising Leader Award.



WE ARE CHANGEMAKERS



MICHAEL CERASI

*Diversity, Equity,
& Inclusion
Coordinator
(Europe)*

📍 **Location:** London, England

💡 **DEI Philosophy:** DEI is a fundamental part of our shared humanity—**when one group suffers, we all suffer**, and when we invest in the equity and inclusion of every group, we all benefit. It is important that **Diversity, Equity, and Inclusion** is learned and practiced in every part of our lives including and not limited to our own workplace. Taking the initiative to **educate oneself** is always the best place to start in being a supportive ally to all.

🗣️ **Influencing the Industry:** Michael co-founded Queermunity Magazine, a community-focused digital magazine that aims to amplify the voices and celebrate the stories of LGBTQIA+ people and their allies. Queermunity Magazine continues to create a safe space for people globally to express their queer identities and inform others about their experiences, with a focus on social, political, and economic issues affecting the Queermunity today. In September, Michael was also featured by Utopia (an award-winning culture change business) in celebration of Bi+ Awareness Day and invited to raise awareness of the specific experiences of Bi people, which can often be forgotten as part of the LGBTQIA+ community.



AMIYA PEDDADA

*Diversity, Equity,
& Inclusion
Coordinator (US)*

📍 **Location:** New York, New York

💡 **DEI Philosophy:** **Storytelling** and **active listening** are often overlooked as an integral foundation to these complicated, nuanced conversations. Disintegrating harmful processes begins at the **human level**. We all must show up with an **open heart, compassion, and a willingness to hold yourself and others accountable**.

🗣️ **Influencing the Industry:** After the wake of the tragic, wrongful murder of George Floyd, Amiya wanted to involve herself in grassroots activism to combat racism in her community. She started a petition to retire her high school's mascot, "the Indian." The petition went viral and received more than 10,000 signatures. She amplified the voices of the Colorado Springs Indigenous community, first nations, and organizations across the country, and after a year-long battle with the board of education, the mascot was finally retired in 2021. A few months later, Amiya spoke at the Colorado General Assembly about her research on the harmful psychological and sociological effects of these mascots on Native children.

Now, Native mascots are banned in the state of Colorado. Additionally, Amiya served as the first ever chair of diversity, equity, and inclusion within the Student Government Association at her alma mater, Trinity University in San Antonio.



OUR DEI VISION

We will dedicate our time and resources to ongoing **listening, learning, action, and accountability** that ensure we are a **change agent positively reshaping and advancing diversity, equity, and inclusion** in our industries as well as impacting greater societal injustices, especially **the eradication of healthcare disparities** in our global community.



Key Pillars

Our key pillars were developed as part of our 2022-24 Global DEI Strategy, in alignment with Evoke's multi-year business strategy, with an emphasis on both **internal** and **external** focus areas. **The key to our success** is ensuring DEI is embedded across everything we do.

INTERNAL

Developing Pipeline With Purpose

We will ensure our future industry talent pool is representative of the communities we seek to serve by investing time and resources in nontraditional pipeline development initiatives in partnership with TA, HR, hiring managers, and current employees.

Fostering a Culture of Belonging, Authenticity & Accountability

Starting with leadership, we will hold ourselves accountable for ensuring that DEI permeates every aspect of our culture so our employees at every level feel their voices are heard, they have psychological safety to dissent, and they can bring their whole self to work.

Learning to Inspire Action

We will provide education and learning experiences that go beyond training and box checking exercises to really permeate ongoing enrichment and everyday actions.

EXTERNAL

Eradicating Healthcare Inequity

We will deploy our resources and talents to eradicate healthcare disparities and create bridges of accessibility so that healthcare systems will be transformed one person at a time.

Transforming Global Community Through Social Justice

We will support causes greater than our own individual pursuits in order to make the world a safer and more just place for future generations.

Building Business With Innovation

We will leverage inclusion to better serve our customers and clients as well as to challenge their own commitments to inclusion.



Areas of Focus

While all areas of DEI are important, we know that all cannot be done simultaneously. As such, each year we have committed to a few **key focus areas** to ensure we are covering as much as possible. In 2022, our key focus areas were **Awareness** and **Education** with additional emphasis on **disability, mental health**, and **race/ethnicity**.

In alignment with our areas of focus, 2022 key actions included:



Ensuring **every employee** had foundational understanding of our DEI vision, guiding principles, and values

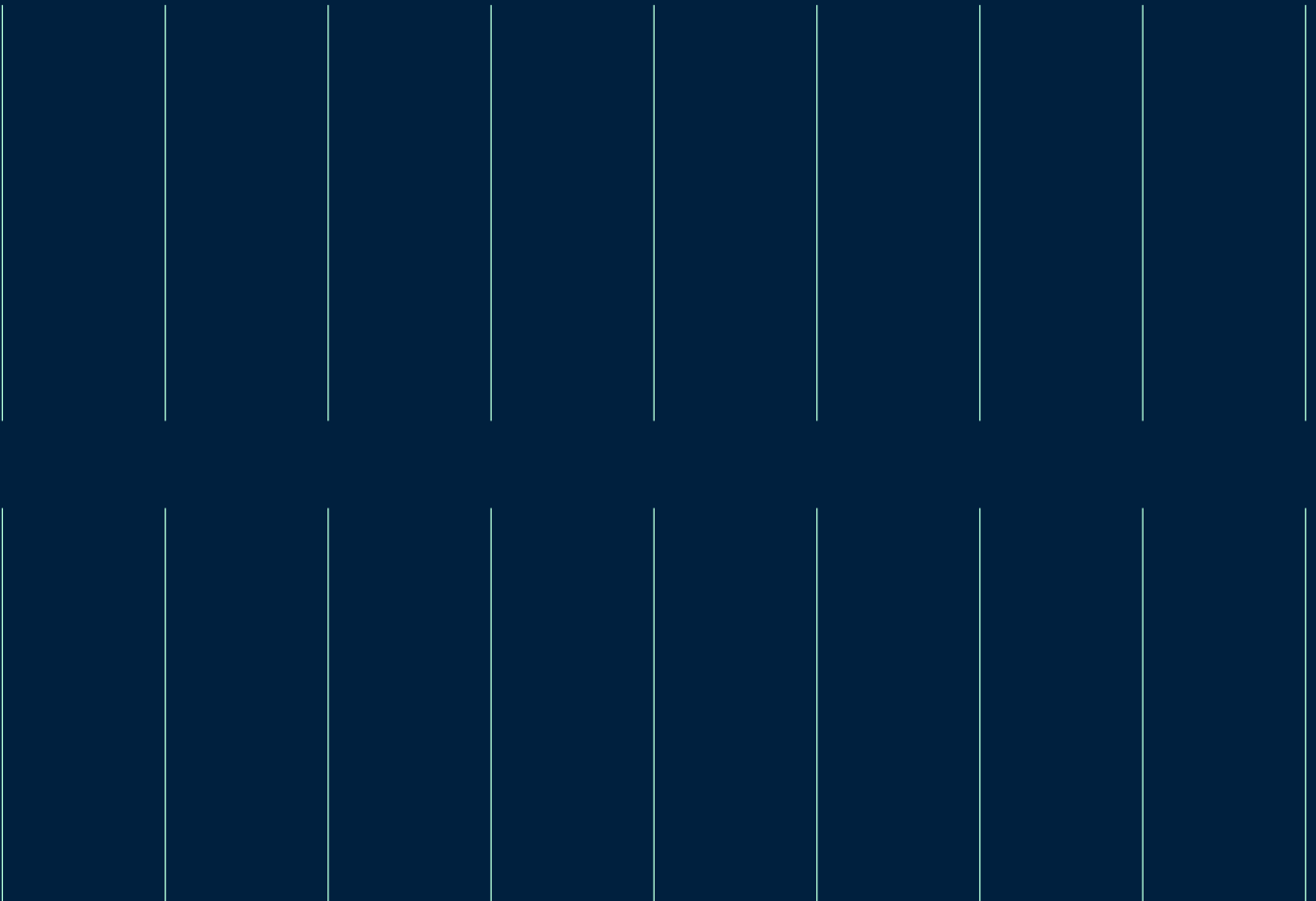
Ensuring **DEI learning opportunities** were incorporated into our **everyday** business experiences

Ensuring our **goal of eradicating health disparities** was amplified in our key community initiatives and made certain that DEI was treated as a business imperative for clients and marketplace

Although 2022 had a focus on the areas detailed above, we always have a **holistic approach** to DEI where we provide programming and resources covering a multitude of topics.



A Year of Foundational Education & Awareness





ALL-EMPLOYEE EDUCATION SESSIONS


Education Sessions

This year, the Global DEI Team organized **14 virtual events** for all employees focused on our themes of **race/ethnicity**, **mental health**, as well as **physical and mental disability inclusion** to lay the groundwork of **education and awareness** for all employees. Speakers from around the world were invited to engage in thoughtful conversation:

GLOBAL DEI TEAM PRESENTS:

Black History Celebration

Black Health and Wellness



[PLEASE CLICK HERE TO REGISTER](#)

DATE
Wednesday
February 16, 2022
4:30-6pm GMT
11:30am-1pm ET
10:30am-12pm CT
8:30-10am PT

EVENT DETAILS

- The History of Black History Month Across The World
- Black Health Equity Impact
- Notable Black Achievements in Health & Wellness & The Personal / Societal Impact
- Black Health & Wellness Trivia
- Tips for Creating & Maintaining Your Creative Practice


Black History: Focusing on Black Mental Health and Wellness

Featured internal panel of leaders across the Evoke platform

GLOBAL DEI TEAM PRESENTS:

International Women's Day Event

Break the Bias



[PLEASE CLICK HERE TO REGISTER](#)

DATE
Tuesday,
March 15, 2022
3:30-5pm GMT
11:30am-1pm ET
10:30am-12pm CT
8:30-10am PT

EVENT DETAILS

- History of International Women's Day + Developmental Disabilities Month
- Theme: Break the Bias
- Panel One: White Women as Intentional Allies to Women of Color
- Panel Two: Men as Allies
- Interactive Segment


International Women's Day: Break the Bias: White Women as Intentional Allies to Women of Color

Featured internal panel of leaders across the Evoke platform

GLOBAL DEI TEAM PRESENTS:

Autism Acceptance Education Session

A Conversation Surrounding The Autistic Experience + The Damage of Stigma



[PLEASE CLICK HERE TO REGISTER](#)

DATE
Wednesday,
April 20, 2022
2:30-3:30pm GT
10:30-11:30am ET
9:30-10:30am CT
7:30-8:30am PT

EVENT DETAILS

- Creative imagery and speaker introduction by Lakshh Gontia of Evoke NA - San Francisco
- Guest speaker, UK based principal lecturer Dr. Chris Papadopoulos of the University of Bedfordshire
- Emphasis on the importance of autism acceptance and the damage of stigma, cross cultural nuances and autism-based discrimination
- Exploration of the benefits that people with autism can bring to the workforce and how the workplace can be a more accessible and inclusive place

Autism Acceptance: A Conversation About the Autistic Experience and the Damage of Stigma

Dr. Chris Papadopoulos
Founder and Chair of the London Autism Group Charity,
Principal Lecturer in Public Health
University of Bedfordshire




ALL-EMPLOYEE EDUCATION SESSIONS

GLOBAL DEI TEAM PRESENTS:

Celebration of the Asian Diaspora

Stories of Textile, Migration and Activism



PLEASE [CLICK HERE](#) TO REGISTER

DATE
Wednesday,
May 11, 2022

4:30-5:30pm GMT
11:30am-12:30pm ET
10:30-11:30am CT
8:30-9:30am PT

EVENT DETAILS

- Opening remarks from Sophie Weissmann of Evoke KYNE about the importance of Celebrating the Asian Diaspora and speaker introductions by Prakash Patel of Galliard.
- Highlighting Stories of Textile, Migration and Activism from guest speakers Dr. SooJin Pate, Professor, Writer, and DEI Consultant & Shweta Kasana, Co-Founder and Head Designer of the Wool Gathering Company

Celebration of the Asian Diaspora: Stories of Textile, Migration, and Activism From the Asian Diaspora


Dr. SooJin Pate
Professor, Writer, and
DEI Consultant

Shweta Kasana
Co-Founder and Head Designer
of the Wool Gathering Company

GLOBAL DEI TEAM PRESENTS:

PRIDE Month Education Session

Behind the Letters: Understanding LGBTQIA+ Identities



PLEASE [CLICK HERE](#) TO REGISTER

DATE
Wednesday,
June 15, 2022

4:30-5:30pm GMT
11:30am-12:30pm ET
10:30-11:30am CT
8:30-9:30am PT

EVENT DETAILS

- Anne Phibbs, PhD (she/her/hers) and Jason Jackson, M.A. (he/him/his) will discuss LGBTQIA+ terminology, the similarities and differences between the various identities, how LGBTQIA+ individuals and communities are affected by stereotypes and bias, and what it means to be an ally around gender identity and sexual orientation.
- Opening remarks from Dan Davis of Evoke KYNE and closing remarks + charge to leadership by Carin Canale-Theakston of Evoke Canale.

Pride Month: Behind the Letters: Understanding LGBTQIA+ Identities

Anne Phibbs, PhD
President, Strategic Diversity
Initiatives (she/her/hers)

Jason Jackson, M.A.
(he/him/his)

GLOBAL DEI TEAM PRESENTS:

Juneteenth & World Sickle Cell Awareness

Amplifying Black Health and Freedom



PLEASE [CLICK HERE](#) TO REGISTER.

DATE
Friday,
June 17, 2022

TIME
8:30-9:30am PT
10:30-11:30am CT
11:30am-12:30pm ET
4:30-5:30pm GMT

EVENT DETAILS

- Learn about the history of Juneteenth & its impact globally
- Discover why Juneteenth knowledge is relevant as healthcare marketers and communicators
- Uncover details about the impact of sickle cell, which impacts Black communities disproportionately with personal reflections from Tolulope Afolabi, Evoke Mind + Matter, Patient Strategist
- Engage in education and Q&A with Kevin Amado, Community Impact & Education Manager of the Sickle Cell Disease Association

Amplifying Black Health and Freedom: Juneteenth & World Sickle Cell Awareness Day

Kevin Amado, MPA
Sickle Cell Disease Association of America, Inc., Community Impact and Engagement Manager

Tolulope Afolabi
Evoke Mind+Matter,
Patient Strategist



"I am so thankful to our Evoke DE&I team for continuing to host such meaningful and informative discussions on a myriad of important topics to expand our knowledge and awareness."

Carin Canale-Theakston,
CEO, Evoke Canale



ALL-EMPLOYEE EDUCATION SESSIONS

GLOBAL DEI TEAM PRESENTS:

Latinx/Hispanic Heritage Month
Unidos: Inclusivity for a Stronger Community



PLEASE [CLICK HERE](#) TO REGISTER.

DATE
Wednesday,
October 12, 2022

TIME
8:30-9:30am PT
10:30-11:30am CT
11:30am-12:30pm ET
16:30-17:30pm BST

EVENT DETAILS

- Hispanic Heritage Month is celebrated between September 15 and October 15, and the starting date signifies the day that Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua gained independence. This occasion is a celebration of Hispanic culture and achievement. This month is also recognised as Mexican Heritage Month or Latinx Heritage Month.
- The theme for 2022 is Unidos: Inclusivity for a Stronger Community.
- We welcome an esteemed panel of speakers: Erika Cruz, Jason Luis & Lizbeth Navas-Aleman.

Hispanic/LatinX Heritage: Unidos Inclusivity for a Stronger Community

Erika Cruz

*Founder of Courage Driven Latina,
Life Coach & Speaker*

Dr. Lizbeth Navas-Aleman Socio-
economist, Value Chain Specialist,
Lecturer, Chair of Trustees & Speaker

Jason Luis

*Evoke San Francisco, EVP, Channel
Strategy & Analytics*

Immanuel Martiniano

*Evoke, Manager,
Growth Operations*

GLOBAL DEI TEAM PRESENTS:

Disability Employment Education Session
Why do People Only Look at my DIS-ability and not my Ability?



PLEASE [CLICK HERE](#) TO REGISTER.

DATE
Wednesday,
October 19, 2022

TIME
8:30-9:30am PT
10:30-11:30am CT
11:30am-12:30pm ET
16:30-17:30pm BST

EVENT DETAILS

- Participate in conversation surrounding the stigma and unique challenges that people with mental and/or physical disabilities face in the workplace.
- Discover how we as individuals can be more accommodating and include more accessibility practices into our daily lives.
- Engage in education and Q&A with Mary Worsley from Business Disability Forum and Beth Butler of Disability:IN.

Disability Employment Education Awareness: Why Do People Only Look at My DIS-ability and Not My Ability?

Mary Worsley


*Senior Disability Business Partner,
Business Disability Forum*

Beth Butler

*Executive Director,
Disability:IN North Carolina*

GLOBAL DEI TEAM PRESENTS:

Native American/Indigenous People's Month Celebration
Celebrating the Rich and Diverse Cultures, Traditions and Histories



PLEASE [CLICK HERE](#) TO REGISTER.

DATE
Wednesday,
November 30, 2022

TIME
8:30-9:30am PT
10:30-11:30am CT
11:30am-12:30pm ET
4:30-5:30pm GMT

EVENT DETAILS

- Colleen Medicine, program director of the Association on Indian American Affairs, will draw from her lived experience as an Indigenous citizen of Sault Ste.
- Understand the importance of reparations and preserving culture and traditions.
- Learn about the challenges this community faces in health equity, representation and in the justice system.
- Discover how we can celebrate this month and engage with the community as an ally.

Indigenous Peoples: Celebrating the Rich and Diverse Cultures, Traditions, and Histories of Native/Indigenous People

Colleen Medicine

*Program Director, Association
on Indian American Affairs*

All our education sessions provide opportunities for employees at all levels to learn about communities that they may not belong to and foster stronger connections with co-workers, clients, and external communities. Part of our educational sessions were dedicated to live Q&A with the speaker(s) so employees could have the time and space to ask compelling questions.



ALL-EMPLOYEE EDUCATION SESSIONS

Mental Health Events


Additionally, we dedicated 4 all-employee sessions specifically to address mental health in the workplace. **Melissa Doman M.A.**, Organizational Psychologist, Former Clinical Mental Health Therapist, and Author, held sessions about:




Navigating Uncertainty, Ambiguity, & Tribalistic Social Division in Our Volatile Reality

The Different Faces of Burnout: Managing Workload, Mental Health & Beyond

Conversations at Work: Approaches & Considerations

GLOBAL DEI TEAM PRESENTS: 

Minority Mental Health Awareness Education Session
Advocacy and Communal Care



PLEASE [CLICK HERE](#)
TO REGISTER.

DATE
Wednesday,
July 13, 2022

TIME
8:30-9:30am PT
10:30-11:30am CT
11:30am-12:30pm ET
4:30-5:30pm GMT

EVENT DETAILS

- Jezz Chung (they/them) will draw from their lived experience as a neurodivergent, queer, first generation Korean-American to discuss the power of reflection and communal care.
- Discover how personal transformation is a radical practice of collective change.
- Engage in conversation surrounding the stigma and unique struggles that underrepresented groups face regarding mental health.

In another event, “**Minority Mental Health: Advocacy and Communal Care,**” **Jezz Chung** (they/them), multidisciplinary artist, speaker, and advocate, guided us through the stigma and unique challenges underrepresented groups face regarding mental health.



“It’s also about challenging everyone in the room to expand their knowledge. As healthcare communicators, we all need to be experts in speaking and understanding the different communities we serve.”

Chanta’ Stewart

Diversity, Equity, & Inclusion Manager (US), Evoke



“Burnout can be prevented and is reversible. Managers and employees alike are accountable in supporting each other in regulating work demands by minimizing their impact on staff and being mindful of the time pressure associated with each task. We must remember that maintaining our own personal health is a higher priority than any deadline ahead of us.”

Michael Cerasi

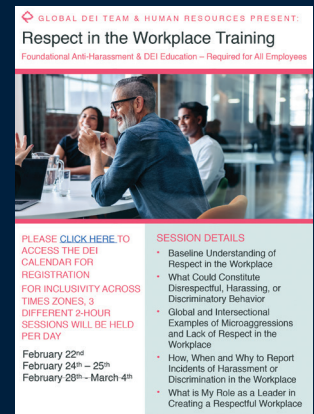
Diversity, Equity, & Inclusion Coordinator (Europe), Evoke



REQUIRED EDUCATION SESSIONS

Holding Ourselves Accountable

In 2022, we held several mandatory training sessions for our employees across our global geographical footprint. These included **Respect in the Workplace** training and **Intercultural Development Inventory® (IDI®)** sessions.



“It was a joy to partner with the DEI team to deliver this robust, well-rounded, and informative training. Not only was it educational, but interactive and engaging. I’m looking forward to the 2023 curriculum and what it will bring.”

Deanna Smith, Global Head of People & Culture, Evoke

Respect in the Workplace

Across early 2022, we held more than **50 training sessions** to ensure all employees across time zones could attend.

In total,
1,511
employees attended

which is

84.7%
of our entire
workforce

Within this training our employees learned what could constitute as **disrespectful, harassing, or discriminatory behavior**. They also explored global and intersectional examples of **microaggressions** which illustrate lack of respect in the workplace.

They were also trained on how, when, and why to report incidents of harassment or discrimination in the workplace, even if they are witnesses to any such behavior.

There was an additional element which focused on leaders and the importance of their role in creating a **respectful workplace**.



REQUIRED EDUCATION SESSIONS

Intercultural Development Inventory® (IDI®)

"IDI, LLC manages the Intercultural Development Inventory® (IDI®), idiinventory.com. IDI, LLC is a division of Hammer Holdings, Inc., a company that also includes ICS Inventory, LLC—offering the Intercultural Conflict Style® (ICS®) Inventory, icsinventory.com."

"The Intercultural Development Inventory® (IDI®) is the premier cross-cultural assessment of **intercultural competence** that is used by thousands of individuals and organizations to build intercultural competence to achieve **international and domestic diversity and inclusion goals** and outcomes. The Intercultural Development Inventory® (IDI®) assesses intercultural competence—the capability to shift **cultural perspective** and appropriately **adapt behavior** to cultural differences and commonalities."*

In June 2022, we kickstarted **Phase 1** in our IDI® series of **ongoing leadership training**. This training included all our executive leaders across the Evoke platform.

As a part of this assessment, we had the opportunity to see where our organization fell on the intercultural development continuum, which was under minimization as detailed in the graphic herein.

We asked our leader cohort to individually complete a questionnaire which assessed their **intercultural awareness**. These responses were then collated by each agency to give an overall agency awareness score. We held **9 agency debrief sessions** which allowed teams to see how they collectively performed and to facilitate **interactive learning** whereby their strengths and areas for development were identified.

In total, **150 employees attended** the debrief sessions. This formed the foundational assessment stage on which we will continue to develop our leadership into 2023. This will include 3 intercultural awareness and adaptation sessions which will be a deep dive on additional DEI topics.

As we continue the journey, we have asked leaders across the Evoke platform to complete an action plan to be intentional about **increasing their intercultural awareness and adaptation**.

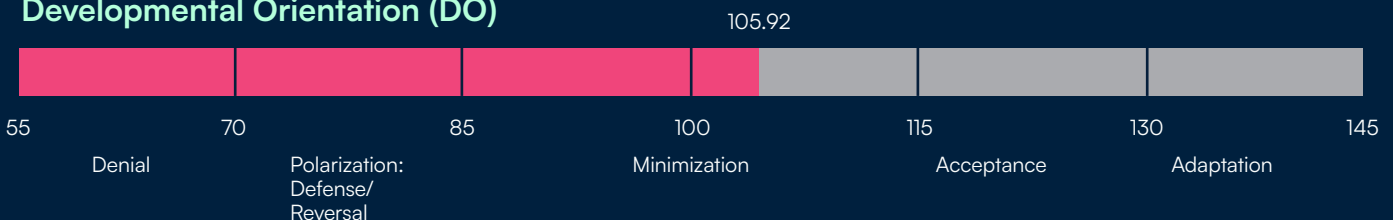
* Intercultural Development Inventory® | IDI®, LLC (idiinventory.com)

IDI® Group Profile Perceived Orientation (PO)



The group's Perceived Orientation Score indicates that the group rates its own capability in understanding and appropriately adapting to cultural differences within Acceptance, reflecting an orientation that recognizes and appreciates patterns of cultural difference in one's own and other cultures in values, perceptions, and behaviors.

Developmental Orientation (DO)

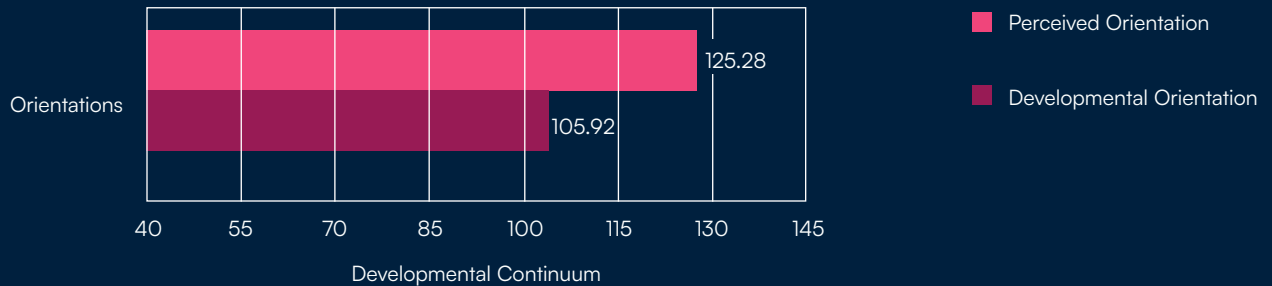


The group's Developmental Orientation Score indicates that the group's primary orientation toward cultural differences is within Minimization, reflecting a tendency to highlight commonalities across cultures that can mask important cultural differences in values, perceptions, and behaviors.



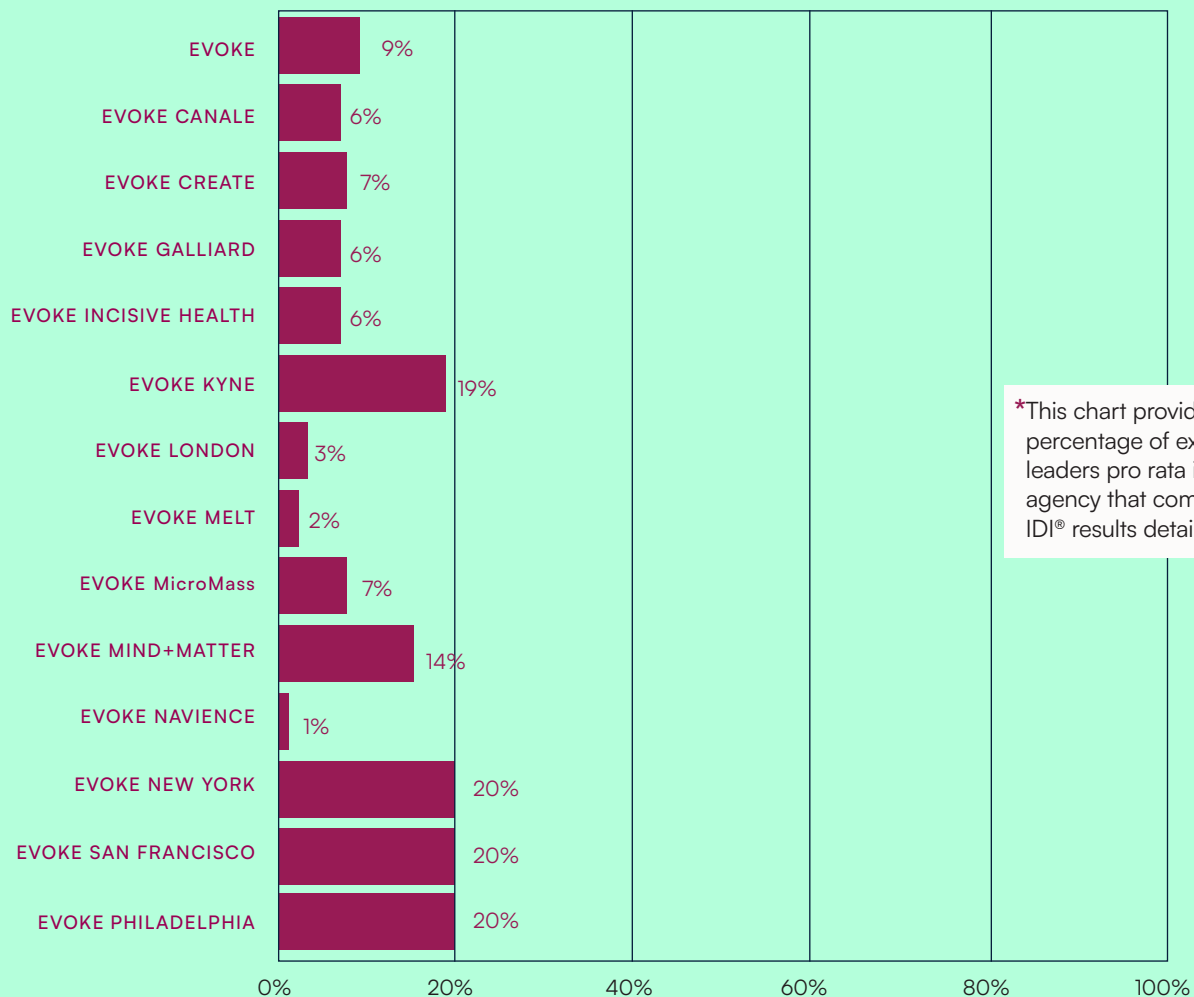
REQUIRED EDUCATION SESSIONS

Orientation Gap (OG)



The **Orientation Gap** between the group's Perceived Orientation score and its Developmental Orientation score is **19.36 points**.

A Perceived Orientation (PO) score that is higher than the Developmental Orientation (DO) score indicates your group has overestimated its level of intercultural competence. A DO score that is higher than the PO score indicates that the group has underestimated its intercultural competence. A Perceived Orientation score that matches the Developmental Orientation score indicates the group is generally accurate in its assessment of how it adapts. **The group overestimates its level of intercultural competence** and may be surprised their DO score is not higher.



*This chart provides the percentage of executive leaders pro rata in each agency that comprises the full IDI® results detailed above.



THE CULTURE COLLECTIVE NEWSLETTER

The **Culture Collective** is a series of monthly DEI focused newsletters curated by the Evoke Global Diversity, Equity, & Inclusion Team with contributions from employees of all backgrounds across the Evoke platform. As part of our overall key focus area for 2022 — **education and awareness** — the series was launched at the start of the year to deepen our employees' knowledge and understanding around various DEI topics, **cultural identities**, and **lived experiences**.

We share learnings, tips, and calls-to-action with segments including:

Health
Equity
Insights

Business
Tips

VOLUME 12
Diversity, Equity, and Inclusion Newsletter

The Culture Collective

Welcome to The Culture Collective, a series of monthly DEI newsletters curated and edited by the Global Diversity, Equity, & Inclusion Team. There are also monthly opportunities for employee submissions across the Evoke agencies as outlined in the [Newsletter Guidelines](#).

December
December is recognized as International Human Rights Month, International Sharps Injury Prevention Awareness Month & National Stress-Free Holidays Month.

Human Rights describes the rights inherent to all human beings, regardless of race, sex, nationality, ethnicity, language, religion, or any other status. Human rights include the right to life and liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and education, and many more. Everyone is entitled to these rights, without discrimination.

Quote
“To deny people their human rights is to challenge their humanity.”
— Nelson Mandela

Important Dates*
Virtual Events → More →

- December 1 World AIDS Awareness Day
- December 2 International Day For The Abolition Of Slavery
- December 3 International Day Of Persons With Disabilities
- December 8 Latino Equal Pay Day

*Additional resources for awareness days and observances can be found at the end of the newsletter

Health Equity
Katie Rademacher — Evoke Naviance
The Power of Technology
Many have professed that technology will be the great equalizer in medicine, improving access and quality of care across communities and countries. Undoubtedly, technological advancements have improved medical care but are those advancements equally available to all people?
Globally, 63% of the world's total population accessed the internet according to 2021 statistics. 90% of people in developed countries used the internet, compare that to only 57% use in developing countries and 32.3% use in the least developed countries (LDC). To achieve health equity, we need to close the digital divide whereby everyone can have access to smartphones, computers, and the internet to improve access, knowledge, and care across populations.

Business Tip
Matthew Rauchs — Evoke Met
In order to raise awareness about International Human Rights and embed good practice in our everyday activities, Evoke Met has chosen not to use vendors who haven't made the extra effort to make their message inclusive. It's important to us to represent not only the market in which we operate, but also to include inclusive messaging so all employees feel like the information is being shared with them individually, not just to specific people.

Be aware of your vendors' commitment to diversity and inclusion. Ask potential vendors if you can review their presentation decks before sharing with the organization. It may reveal obvious things like "do the presentation pictures only present white people, or only men, or anyone in a racially biased circumstance."

VOLUME 12
Diversity, Equity, and Inclusion Newsletter

DEI IN ACTION
From Our Leadership
We take a lot about diversity, and it's a heartening marker of progress that the collective "we" are moving away from division and towards celebration of our differences. Equally, it's important to examine what unites us all as human beings. Human Rights are a universal framework that help not only protect, but elevate, the human experience no matter one's origin or status. They are simultaneously a check on power, an equalizer, and a unifier.
If Human Rights reflect the ideas we aspire for all people, then we must each take a role to protect and advance them—especially as those who are fortunate to enjoy them simply by the luck of where, and when, we were born. Everything we say, do, and support matters. With each decision, there is a choice— to be complacent in inequity or to protect the rights we all deserve to share. Let's each choose to do more, and do better, every day, in ways big and small, as a philosophy of caring that sustains the connection we share as human beings.
— Oren Roth-Eisenberg, VP, Engagement Strategy Director, Evoke Philadelphia

UPCOMING EVOKE VIRTUAL DEI EVENTS
Register for all Evoke events utilizing the [Internal DEI Calendar](#)

DEI Office Hours
• DPOB at 10:15am EST. To register, please send a calendar invite and topic of discussion to DEI@evogroup.com
[DEI Education Outline for Upcoming Virtual Recordings](#)
If you were not able to attend any of the previous 2022 DEI sessions live, please click the link above to watch a recording of our education sessions and complete a few questions to receive attendance credit. There are no Virtual Events planned in December, please take the time to review previous recordings and register for upcoming events using our [2023 DEI calendar](#).

UPCOMING GLOBAL COMMUNITY VIRTUAL EVENTS
Holiday Stems & Sell-Care
• Wednesday, December 7 at 1:00-2:00pm ET/5:00-6:00pm GMT
Mental Wellness During Shereah Times - Your Questions Answered!
• Thursday, December 8 at 7:00-8:00pm ET/12:00-1:00am GMT
Vulnerability, Justice, and the Human Condition by Prof. Martha A. Freeman at Trinity College, Dublin
• Tuesday, December 13 at 12:00-1:30pm ET/ 4:00-5:30pm GMT

ADDITIONAL RESOURCES

- [Booth Day](#)
- [Boys' Day](#)
- [Civitas](#)
- [Hansel & Gretel](#)
- [International Human Rights Day](#)
- [International Sharps Injury Prevention Awareness Month](#)
- [Kwanzaa](#)
- [Let's Ponder & Discover](#)
- [National Stress-Free Holidays Month \(NTHM\)](#)
- [Oshun](#)
- [Yule Night](#)

THE DIVERSITY, EQUITY, & INCLUSION TEAM

- Katie Turner Anderson**
Chief Diversity, Equity, and Inclusion Officer
Katie.Anderson@evogroup.com
- Chantel Stewart**
Manager, Diversity, Equity & Inclusion
Chantel.Stewart@evogroup.com
- Claudette Malone**
Manager, Diversity, Equity & Inclusion
Claudette.Malone@evogroup.com
- Michael Cress**
Coordinator, Diversity, Equity & Inclusion
Michael.Cress@evogroup.com
- Amaya Pedraza**
Coordinator, Diversity, Equity & Inclusion
Amaya.Pedraza@evogroup.com

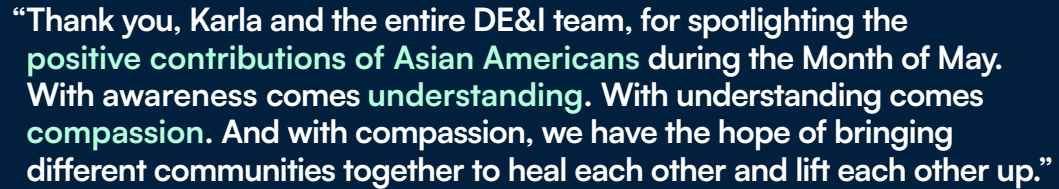
DECEMBER BOOK RECOMMENDATION

No Right To Be Idle
The Invention of Disability, 1840s-1930s
Written by Sarah F. Rose

DEI in Action:
From Our
Leadership

In addition, we highlighted awareness days and **observances**, global virtual **events**, and **resources** spanning from books and podcasts to movies and online articles.

Going beyond our internal learnings and education, the content in **The Culture Collective** provides different perspectives on how we can tie DEI into the work we do for our clients and the community at large.



Jason Luis, EVP
Channel Strategy and Analytics, Evoke North America, San Francisco

[illegible][illegible][illegible][illegible]

“As a second-generation **British Indian**, I have at times felt conflicted by my desire to stay close to my roots, while working out where I fit in British society... The **immigrant experience** is so different for many people, and our **culture** and **traditions** across the diaspora vary hugely.”

Aditi Chakladar
Operations Director, Evoke London





ADDITIONAL EFFORTS TOWARD INCLUSION

Mental Health Recharge Days

At Evoke, we understand that in order to do our best work, we need to take care of ourselves and our mental health. Given the relentless nature of the industry, we know that sometimes, we need to fully **stop and recharge**.



This year, as a joint effort from the **Integrated Talent Management Team** at Evoke, we introduced a specific business-wide initiative aimed at employee **mental health and wellbeing**. Across all agencies, Evoke instituted a **2-day recharge break**. These days were designed to provide employees with an opportunity to **disconnect, refresh, and recharge** in a way that best suited them. We encouraged all employees to turn off their computers, step away from client deliverables, and totally disconnect from work.

By taking this break, we were all able to **rest, recharge**, and be the best versions of ourselves as individuals and for our families, colleagues, and clients.

In addition to our EAP, health plans, learning and development series, and more, we are committed to finding new ways to support our colleagues and ensure their **mental health** is always being prioritized and nurtured.



Chenoah Mickalites,
Associate Creative
Director, Evoke
MicroMass, and
Mindy Vulpis,
Senior Behavioral
Strategist, Evoke
MicroMass



Brad Stoll,
Associate Creative Director,
Evoke MicroMass



Ian Stone,
Managing Director,
Evoke Canale

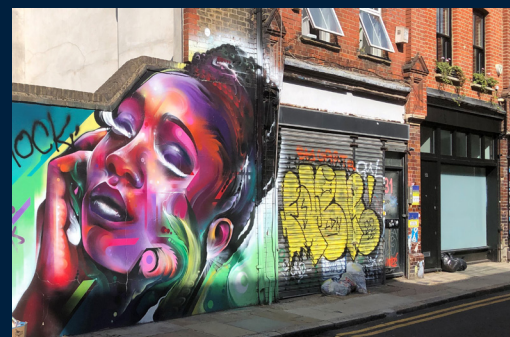


ADDITIONAL EFFORTS TOWARD INCLUSION

European Tour and Town Halls

During September 2022, the full DEI team traveled to our London, Brighton, Manchester, and Dublin offices on our first team tour. This gave us a wonderful opportunity to meet many of our colleagues and engage in DEI discussions and trainings in-person. In total, we ran 4 listening sessions, open to all colleagues in Europe, and 3 IDI® training sessions which were all fully attended.

As a team, we also took the opportunity to broaden our cultural knowledge through London's East End where we discovered the rich history and contributions that multiple waves of immigration have brought to the area. In Manchester, we visited Canal Street in the city's 'Gay Village'—an area with bars and clubs where the LGBTQIA+ community can feel safe to express their identity.





ADDITIONAL EFFORTS TOWARD INCLUSION



DEI Calendar for Global Awareness Days and Observances

We developed a global DEI calendar which is centralized and accessible to all employees across our organization. This resource highlights global awareness days/weeks/months and also captures special observances which help to promote awareness, consideration, and action on these issues. We also included all DEI educational events with direct registration links, DEI office hours, and mental health resources which help to create a useful repository that colleagues can frequently come back to.



GLOBAL DEI TEAM HIGHLIGHTS:
Celebrate Diversity Month
National Holiday Awareness



CHECK OUT THE NATIONAL HOLIDAYS FOR EACH OF OUR KEY REGIONS BELOW.

BELGIUM
(Brussels)
<https://publischolidays.be/2022-dates/>

REPUBLIC OF IRELAND
(Dublin)
<https://www.citizensinformation.ie>

UNITED KINGDOM
(England & Wales, Scotland, Northern Ireland)
<https://www.gov.uk/bank-holidays>

UNITED STATES
<https://www.federalpay.org/holidays>

DID YOU KNOW?

- You can add holidays (and time zones) from any territory to your Outlook calendar. Instructions [here](#).
- As we continue to prioritize inclusivity, please familiarize yourself with these dates and be cognizant when scheduling meetings with colleagues in different regions.

Celebrating Diversity Month

April is Celebrate Diversity Month, a celebration which was initiated in 2004 to recognize and honor the diversity that surrounds us all.

We used this as an opportunity to publish information about the national holidays across all of our geographies and asked our teams to use this information when scheduling meetings to ensure they are being inclusive of their colleagues in different regions.



Engagement by the Numbers



ENGAGEMENT BY THE NUMBERS

We recognize the progress we have made so far and acknowledge the DEI journey that's ahead of us as we **grow our business** and **develop our learnings**. We have key areas for growth in diverse representation in **Executive & Senior Leadership** roles, inclusive pipeline development, and truly making **health equity** an integral part of how we approach our client work & our community impact. DEI is and will remain part of Evoke's values and priorities.

Together we are constantly learning something new

WE'VE HELD A TOTAL OF:

14

educational
sessions

9

IDI® workshops

60+

Respect in the
Workplace sessions

LEVERAGED:

15

external experts,
advocates, and trainers
for our sessions

1,039

minutes of training
provided in 2022



"I've been so thrilled to...kickoff **US Black History Month**. This year I'm challenging myself to learn something new about Black history and culture each week by focusing my reading, watching and discussions with friends and family around the stories of the Black community. We're generally **better humans** when we have a greater understanding of one another, and this is the **PERFECT TIME** to start or continue on your **DE&I education journey!**"

Michael Grela

EVP, Head of Reputation & Social Impact, Evoke Kyne



368
PEOPLE

average event attendance
(including DEI Kickoff Event)

The first step
in learning is
showing up



669

people attended our
DEI Kickoff which was the
**LARGEST EVENT
OF THE YEAR**



ENGAGEMENT BY THE NUMBERS

The next step is
raising your hand
to contribute

33

employee contributors
to the Culture Collective

900+

emails sent to the
DEI mailbox

39

different Community Action
Week volunteer events globally



1,534.5
HOURS

volunteered by Evoke employees
during Community Action Week

WE THEN USED OUR RESOURCES AND DID THE WORK

38

global event resources
provided to employees

102

cross-cultural awareness days
highlighted in the DEI Calendar

190

movies, podcasts, books, quotes,
and additional resources provided
as DEI resources to employees
through the newsletter

OUR LEADERS ARE ROLLING UP THEIR SLEEVES

192

Executive Leaders
completed the IDI®
personal assessment

100%

of Evoke's agency presidents
are preparing a personalized
DEI action plan

76%

of our Executive Leadership
Inclusion Council has presented
during one of our all-employee
DEI Educational Sessions



ENGAGEMENT BY THE NUMBERS

DEI can be fun too

21



mini pastries shared on our bus
tour of London

48



pieces of fried okra shared between
DEI members at team dinner

3,459



miles flown from New York to
London for the DEI Europe tour

Thanks to our
intentional efforts,
DEI is making a
difference for
our employees



“I am so thankful to be working
at an agency that has **prioritized
these kinds of initiatives**. Thank you
to the **DEI team** for all of the work
that you’ve begun... and here’s to
what’s ahead!”

Chris Cahill,
Director of Talent Acquisition, Evoke

+91%



of employees who participated in our employee engagement
survey said Evoke is committed to diversity, equity, and inclusion

+89%



of employees who participated in our employee engagement
survey said people of all cultures and backgrounds are respected
and valued at Evoke

**DEI WAS IN THE
TOP 2**

of overall categories that made a positive
impact on employee engagement at Evoke
according to survey results



Community Impact and Health Equity





DEI COMMUNITY IMPACT & HEALTH EQUITY

Increasing Representation of Underrepresented Talent in the Marketing and Communications Industry



Building Leaders and Creators (BLAC) Program

Under the Evoke platform, specialty agency Evoke Mind+Matter led a pilot partnership with BLAC, a consortium of independent agencies committed to bringing more young **Black talent** into advertising, ensuring they can fully express themselves, find community, and ultimately lead.

Built on three pillars: **Education, Inspiration, and Experience**, BLAC also connects **BLAC alumni** with the growing, national **BLAC community**. Alumni of the BLAC internship program are currently thriving in advertising, marketing and PR agencies across the country.

This 12-week summer program provided interns with a paid opportunity to **connect** with and receive first-hand **training** from advertising, **marketing** and **PR agencies** across the country and **job opportunities** upon completion.

Following the 12-week period, Evoke Mind+Matter hired **2 interns** to work **full-time** at the agency. We look forward to continuing and expanding this fruitful partnership as we work to increase our pipeline of **Black talent** across the Evoke platform.



ONE School

Last year we had the opportunity to sponsor a student for **ONE School**, a free 16-week intensive online portfolio school designed to teach the creative skills required to bring a **new generation** of **Black creatives** into advertising led by the nonprofit organization, **The One Club for Creativity**. Students across the US had a chance to apply as long as there was a time zone that fit their availability, with schools running in Atlanta, Chicago, Los Angeles, and New York.

With this sponsorship, we were able to cover their tuition for the program and have **Lisa Llewelyn**, our Vice President, Creative and Multicultural Content Strategy, serve as a mentor to the student as an exceptional creative in our industry.

In its first year (2021), ONE School prepared **84 Black creatives** to enter the industry and had a placement rate of **73%**, with graduates working in creative roles across **37 organizations**. This was an exciting partnership as it provided an opportunity for us to invest in the future of Black creative talent coming into our industry and **diversify our talent pipeline** as we had access to past and current cohort graduates from their alumni directory.

We look forward to **expanding our partnership** with One School's next cohort to **increase their awareness** and specific interest of careers in healthcare/pharma **marketing, advertising, and communications**.



“Underrepresentation in advertising is still an issue. Instead of launching another hashtag campaign or adding to the growing number of mission statements, Mind+Matter took it one step further by partnering with BLAC to bring more Black talent into the company. This gave us the opportunity to nurture and hire diverse talent, grow with grace as a company, and elevate our expectations for the future.”

Diana Tran Chavez

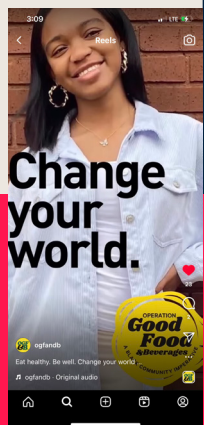
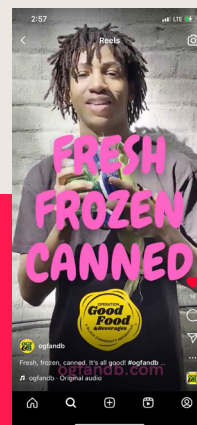
SVP, Group Creative Director, Evoke Mind+Matter



DEI COMMUNITY IMPACT & HEALTH EQUITY

Evoke Multicultural Marketing Center of Excellence on Operation Good Food & Beverages

The **Evoke Global DEI Team** had the opportunity to collaborate with the **Evoke Multicultural Marketing Center of Excellence** on **Operation Good Food & Beverages**. This pro bono, youth-inspired movement leveraged key organizations and influencers in the promotion of **healthier eating** to **Black communities** across the country. Success metrics for the campaign included the **50% higher** than average time spent on the website, **www.operationgoodfb.com** as well as the **3M+** targeted impressions generated by a paid media budget of just **\$25k**.



“When the opportunity to work with the Council on Black Health on this very timely project presented itself, Karla and her team were quick to come on board, giving us great advice and solid support, from start to finish. In short, you couldn’t ask for better partners.”

Lisa Llewellyn

*VP, Creative & Multicultural Content Strategy,
Evoke North America, New York City*



“It was an honor to work with such a talented team of Evoke superstars who went above and beyond to help spark a movement among Black youth toward the health of their communities. And none of this would have been possible without the support and advocacy of Karla and the Global DEI team.”

Andy Bagnall

*Managing Director, Growth,
Evoke North America, New York City*



DEI COMMUNITY IMPACT & HEALTH EQUITY

Aligning Our Giving and Volunteering With Organizations Fighting for Change in Healthcare and the Industry at Large

Community Action Week

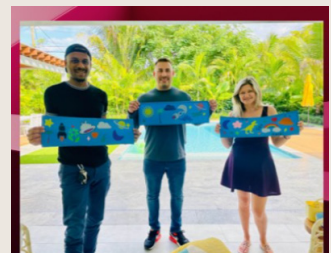
From November 14th-18th, every specialty agency across the Evoke platform joined together to dedicate a day of their work week to their communities for Inizio's Community Action Initiative. The theme for 2022 surrounded health equity and all agencies jumped at the chance to volunteer and work with inspiring organizations that are driving a more equitable future in healthcare and that are making health more human™.

Each specialty agency had the opportunity to choose volunteer activities. These activities ranged from serving at shelters to empowering youth through art to creating medicine lock boxes, and more. Collectively, we came together to support important causes and give back to our communities.

We worked with organizations including Abolish Direct Provision, Alpha Project, APLA Health, Chalk Farm Food Bank, Free Arts NYC, Gemma Services, Hospice of the Valley, Inter-Faith Food Shuttle, Oakwood Creative Care, Poe Centre for Health Education, Project Sunshine, Raleigh Rescue Mission, Shelter from the Storm, Solace Women's Aid, The Samaritans, Together We Rise, Tools 4 Schools, Ufulu, and Women's Aid.



“As outlined in our global DEI strategy, we will deploy our resources and talents to eradicate healthcare disparities and create bridges of accessibility so that healthcare systems will be transformed one person at a time,” said **Chief Diversity, Equity, & Inclusion Officer, Karla Anderson**. “For Community Action Week, we challenge you to go beyond your comfort zone to engage with a diverse community that is different to your own.”





DEI COMMUNITY IMPACT & HEALTH EQUITY

Community Impact and Engagement



Diversity Action Alliance Dinner

The Diversity Action Alliance (DAA) is a coalition of public relations and communications leaders coming together to **accelerate progress** in the achievement of meaningful and tangible **results** in DEI across the industry with the goal of achieving continuous improvement for people of color as measured by **recruitment, retention, and representation in management**.

For the first time since the pandemic began, DAA hosted their Diversity Dinner at Gotham Hall in New York City with the theme: **"Activist, Advocates and Accomplices: Communicators Convening for Change."** Representatives from across the Evoke platform were able to attend as **Bronze Level** sponsors for the evening.

During the dinner, standout **changemakers** and thought leaders were honored for their work in advancing DEI, **impact**, and **justice** in their workplaces and across the industry. Evoke's very own DEI Manager **Chanta' Stewart** received an in-person shoutout as she was the recipient of the inaugural **DEI Champion, Rising Leader Award** from DAA in 2021, back when the dinner was held virtually.



From left to right: **Maureen Byrne**, President, Evoke Kyne; **Kaitlyn Belicose**, EVP, Managing Director, New York, Evoke Kyne; **Chanta' Stewart**, DEI Manager, Evoke.



Juneteenth with Ellavate Solutions

For Juneteenth, Ellavate Solutions, led by **Dr. Ella Washington**, held their 2nd Annual **Ellavate Solutions Hybrid Juneteenth Benefit Celebration luncheon**, with in-person participation in Washington, D.C. The theme for the event was "A Necessary Journey to Freedom: A Time to Reflect, Restore and Rejoice."

The luncheon featured some of the latest data on African Americans in the US, from the Gallup Center on **Black Voices**, and provided the opportunity to hear insights and perspectives from dynamic keynote speaker **Michelle Ghee**, CEO of **Ebony and Jet**, and key leaders in the DEI industry, along with the challenges, triumphs, and opportunities in the ever-changing DEI landscape.

With our sponsorship of the event, we were able to provide an opportunity for a few of our local employees to attend, learn, and celebrate this important observance.

We were also thrilled to know that as part of **donations** and **sponsorships** received, Ellavate donated to the G.O.O.D Projects, a local charity in Washington, D.C., and to the **"Elevating Excellence Endowed Scholarship"** at the HBCU Spelman College.



Leukemia and Lymphoma Society

The Leukemia and Lymphoma Society (LLS) is the largest **voluntary** health organization dedicated to fighting **blood cancer** in the world. As an organization that is near and dear to her heart, our Chief Diversity, Equity, & Inclusion officer, **Karla Turner Anderson** led a fundraising campaign to help combat real healthcare disparities through LLS programs such as **Myeloma Link** and the **Pay-it Forward Patient Travel Assistance** initiative.

Through this effort, and with the generous support of **Evoke's sponsorship**, Karla was able to help raise more than **\$58,000** that went toward cancer research, patient support, and health equity advocacy.



DEI COMMUNITY IMPACT & HEALTH EQUITY

Health Equity Definition

At Evoke we have defined health equity for our organization as follows:

Health equity lives at the center of health more human™.

In a world where health disparities continue to frame the lives of so many different communities, the siren call for change grows louder. Inequities like unemployment, inadequate access to housing, poor education, neighborhood deterioration, as well as conscious and unconscious biases, deny people their right to reach their full health potential every single day.

And while no one entity has the responsibility to address these issues alone, all of us have the shared responsibility to do what we can.

Helping to shape **healthier, more equitable communities** is something we as a platform are uniquely qualified to do for our clients, ourselves, and the world at large.

We have the ability to **change lives** through unbiased, science-forward, experience-centered, insight-driven communications designed to **empower every stakeholder in the complicated healthcare ecosystem**—from HCP to patient to caregiver.

As Evoke's Global Health Equity Task Force, we look for meaningful opportunities to impact positive change, so we invite your ideas, your input, your feedback. Come join us as we make **health more human™**.



At Evoke, true health equity means eliminating disparities in mental and physical health potential and its determinants that adversely affect marginalized groups based on various dimensions of inequality such as sex, gender identity, race, ethnicity, disability, sexual orientation, and socio-economic status.

This will require system-level changes from multiple sectors of society to eliminate structural racism, improve income inequality, and challenge the laws that perpetuate structural injustice which ultimately impact health access and outcomes.





DEI COMMUNITY IMPACT & HEALTH EQUITY

Championing Health Equity

Efforts for Change

We began to take **intentional efforts** to demonstrate our commitment to **health equity** this year. First, some members of the **Global Health Equity Taskforce Steering Committee** put together educational information to celebrate **"Health Literacy Awareness Month."** In addition, while the World Health Organization decided on a name prior to receipt of our submissions, we initiated a **Monkeypox** renaming competition to begin thinking about how, as marketers and communicators, we have the ability to **influence** health outcomes in our global community. Finally, our Global DEI team and Lisa Llewellyn, VP, Creative & Multicultural Content Strategy were invited by our medical team at Evoke to participate in their **visionary talks** during which we gave an educational presentation about the historical **health challenges** and the **modern day innovations** to address those disparities entitled: **"Health Equity: Key Issues & Emerging Opportunities."**

Health Literacy Awareness Month

"As we age, changes in cognition, eyesight, and hearing can occur, and these all directly link back to how older adults receive and process health information. Older adults want to feel like they are in control of their health. Messaging should be simple enough to comprehend but still empower older adults to make informed choices."

Kristina Lubofsky, Gerontologist,
and Founder, Busy Minds



GLOBAL DEI TEAM & MEDICAL TEAM PRESENT:

Monkeypox: Destigmatizing the Disease

World Health Organization (WHO) Renaming Challenge



PLEASE [CLICK HERE TO](#)
ATTEND THE INFO WEBINAR

DATE

Thursday,
8th September 2022

TIME

7:00-8:00am PT
9:00am-10:00am CT
10:00am-11:00am ET
3:00-4:00pm GMT

AWARDS

- 1st Prize: \$250
- 2nd Prize: \$150
- 3rd Prize: \$100

COMPETITION DETAILS

- The World Health Organization (WHO) is looking to rename Monkeypox and has asked for help in coming up with a less stigmatising name for the disease.
- In preparation for the launch of the Evoke Global Health Equity Taskforce, the DEI Team in partnership with our Medical Team is running a competition open to all to put our best alternative names forward.
- The top 3-5 proposals will go to the Evoke creative team for finalizing and submitting them to the WHO. The winning Evoke colleagues will be rewarded with a gift card.
- For any queries, email DEI@evokegroup.com

Health Equity: Key Issues & Emerging Opportunities

Visionary Small Chat with
Medical Team

Presented by Global DEI Team & Multicultural Marketing
Center of Excellence

July 2022



Key Discussion Areas

- 01 Know the history of the health equity conversation where the distrust comes from
- 02 Know the Current Data & Current Points of inspiration/key players that are getting it right
- 03 Know Your Role in Driving the Change: Our Call to Action for the Medical Team





Infrastructure



Executive Leadership Inclusion Council (ELIC)

The **Executive Leadership Inclusion Council (ELIC)** serves as a **high-level strategic** executive body which champions DEI from the very top of each agency and **holds itself accountable** for ensuring DEI is treated as a **business priority** and therefore permeates every aspect of the organization. The council is comprised of all the agency **leaders** to approve all enterprise resource groups and other key strategic DEI initiatives as well as regularly review workplace demographic data.

To ensure **inclusive leadership**, all ELIC members have completed the **Intercultural Development Inventory® (IDI®)** to understand where they are on the **developmental continuum of intercultural competence**. Individuals were then provided with a **customized, developmental**, blueprint to increase their **intercultural competence**. To ensure accountability, all ELIC members were required to complete and submit a DEI **action plan** outlining short- and long-term goals on a macro and micro basis.

Executive Leadership Inclusion Council Members:



REID CONNOLLY
CEO & Founder,
Evoke



CARIN CANALE-THEAKSTON
CEO,
Evoke Canale



LAUREN WETMORE
President,
Evoke Create



ROSEANNE JOHNSON
President,
Evoke MicroMass



STEVEN FRANK
President & Chief Client Officer,
Evoke New York & Evoke Philadelphia



MAUREEN BYRNE
President,
Evoke Kyne



DOM ELLISTON
Managing Director,
Evoke Galliard &
Evoke Incisive Health



JUSTIN GROSSMAN
CEO,
Evoke Melt



ADAM GELLING
President,
Evoke San Francisco



BEN BECKLEY
President,
Evoke Mind+Matter



CHRISTINE LENTHE
President,
Evoke Navience



KARLA TURNER ANDERSON
Chief Diversity, Equity, &
Inclusion Officer, DEI Team
Leader for ELIC, Evoke



CHANTA' STEWART
Diversity, Equity, & Inclusion
Manager (US), DEI Team
Co-Leader for ELIC, Evoke



Global Diversity Action Committee (GDAC)

The **Global Diversity Action Committee (GDAC)** was formed to establish a **basis for initiatives** and programming across the agencies and locations. The committee is comprised of employees from all levels of the organization and from all agencies/locations. This representation is **vital** as the committee promotes an **understanding of how DEI impacts the business** and ensures that DEI aligns with the **company's mission, values, and objectives**.

Members serve as **liaisons** between the agency and Global DEI Team by participating in one of the following subcommittees: **Sustainability**, **Community Impact**, **Retention and Employee Engagement** or **Organizational Processes**.

The **Sustainability** subcommittee is developing an **ESG strategy** and initiatives impacting inclusion in sustainability in alignment with Inizio's ESG strategy. **Community Impact** is working on promoting volunteering and encouraging **philanthropy**. **Retention and Employee Engagement** is helping to create new ways to engage employees in DEI events and initiatives as a method of **retaining and developing talent**. **Organizational Processes** is helping to spotlight and recommend **systemic changes** within the organizations as it relates to overall practices and behaviors.

Global Diversity Action Committee Members:



RIDDHI THAKRAR
Account Manager,
Evoke Incisive, London



CHENOAH MICKALITES
Associate Creative Director,
Evoke MicroMass, Cary



COLLEEN BRETT
Executive Creative Director,
Evoke Kyne, Philadelphia



EMILEE POWELL
Account Executive,
Evoke Create, New York City



OREN ROTH-EISENBERG
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Evoke North America, Philadelphia



EMMA MOSS
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Evoke Mind+Matter, Manchester



STEPHANIE DESCHAMPS
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Evoke North America, Philadelphia



BARBARA SCHWARTZ
Director, Office Operations
& Culture Engagement,
Evoke North America, San Francisco



GINA CZYZEWSKI
VP, Creative Director,
Evoke Create, New York City



MEESHA LA BARRE
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Evoke Mind+Matter, Brighton



TOMI GUILLE
Operations Manager,
Evoke Melt, Phoenix



FERNANDA TREVISAN
Senior Engagement Strategist,
Evoke London, London

Sustainability



DEI INFRASTRUCTURE

Global Diversity Action Committee:

Community Impact



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Evoke Mind+Matter,
Boston



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Evoke North America,
New York City



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Associate Director,
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Lead Editor,
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Senior Project Manager,
Evoke Mind+Matter, Boston



DAN DAVIS
Account Manager,
Evoke Kyne, London



CATIE GAINOR
Account Director,
Evoke Kyne, Philadelphia



MATTHEW RAUSCH
Vice President, HR
& Operations,
Evoke Melt, Phoenix



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Lead Art Director,
Evoke MicroMass, Cary



MARYELLEN ROYLE
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Communications,
Evoke Philadelphia



DARCY SAWATZKI
EVP & Head of Public
Health & Team Leader,
Evoke Kyne, Los Angeles



KELLIE RADEMACHER
Director of Strategy,
Evoke Navience, Princeton



CLAUDIA ARU
Planning Director,
Head of Engagement,
Evoke London, London

Retention and Employee Engagement



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CHARLA HAWKINS
VP, Reputation & Social Impact,
Evoke Kyne, Los Angeles



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Project Manager,
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TIFFANY TSAN
Associate Director
Engagement Strategy,
Evoke North America,
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ASHLEY BECKMAN
Education & Recruitment
Manager, Evoke Melt,
Phoenix



LIZZ SUMMERS
Senior Strategist
Evoke Mind+Matter, Manchester



Global Diversity Action Committee:



LENA GLASER
CC Vice President,
Evoke Canale, San Diego



IMMANUEL MARTINIANO
Manager, Growth Operations,
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International Media Director,
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LYNSEY DOWNIE
Copy Supervisor,
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CHANAЕ BROWN
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JORDAN FARROW
Front End Development Supervisor,
Evoke Melt, Phoenix



JASON LUIS
EVP, Engagement Strategy,
Evoke, San Francisco



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Account Executive,
Evoke Kyne, New York City



JENNIFER GALLO
EVP, Global Client Partner,
Evoke Kyne, Philadelphia



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Evoke MicroMass, Cary



CLAUDETTE MALONE
Diversity, Equity, & Inclusion
Manager (Europe),
DEI Team Leader for GDAC, Evoke



AMIYA PEDDADA
Diversity, Equity, & Inclusion
Coordinator (US), DEI Team
Co-Leader for GDAC, Evoke



Global Health Equity Taskforce (GHET)

The **Global Health Equity Taskforce (GHET)** steering committee has laid the groundwork for the actual taskforce that will serve to carry out the **social** and **community health equity** imperative for Evoke—aligning with Inizio's mission. This committee will begin to help **identify, implement, and drive** key health equity initiatives internally for our employees and externally for our clients and **global healthcare communities**.

The steering committee has identified a health equity definition and in the next year will hold a webinar to educate the workforce on what our commitment to health equity means. The committee has also identified several **community impact** and **health disparity** areas to influence including increasing **health literacy** and **trust in science, cultural competence, access to healthcare, mental health** and **psychological safety**, and the relationship between **food** and **health**.

Once the taskforce is launched in early 2023, all employees can apply to be a part of this initiative that furthers Evoke's mission of making **health more human™**.

Global Health Equity Taskforce Steering Committee Members:



ANDY BAGNALL
Managing Director, Growth,
Evoke, New York City



DANIELLE CANTEY
Senior Account Director,
Evoke Canale, San Diego



HEE JUN RHO
VP, Engagement & Strategy,
Evoke North America,
Philadelphia



KARSTEN RISCH
Chief Medical Officer,
Evoke North America,
New York City



JULIANNE DUNPHY
EVP, Global Director,
Medical Strategy,
Evoke Mind+Matter, Boston



LISA LLEWELYN
VP, Creative & Multicultural
Content Strategy
Evoke NA, New York



MELISSA PIERRE-LOUIS
SVP, Client Partnership,
Health Equity Lead,
Evoke Mind+Matter, Boston



RAQUEL RUIZ
Planning Director & Head of
Behavioral Change,
Evoke London, London



SARA AGHAJANIAN
Vice President,
Evoke Kyne, New York City



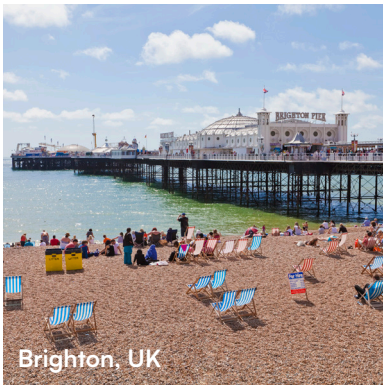
SIMON HACKETT
Global Marketing &
Communications Director, Evoke



KARLA TURNER ANDERSON
Chief Diversity, Equity,
& Inclusion Officer,
DEI Team Leader for GHET, Evoke



MICHAEL CERASI
Diversity, Equity, & Inclusion
Coordinator (Europe),
DEI Team Co-Leader for GHET, Evoke



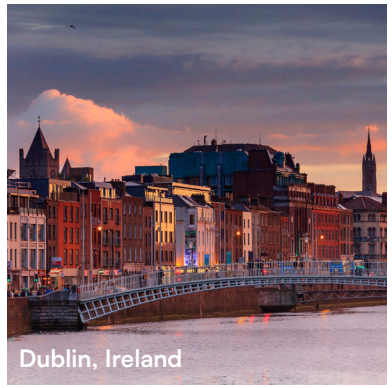
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Boston, USA



Brussels, Belgium



Dublin, Ireland



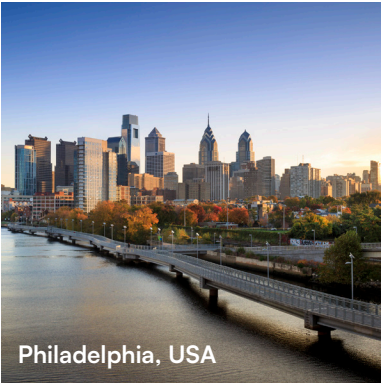
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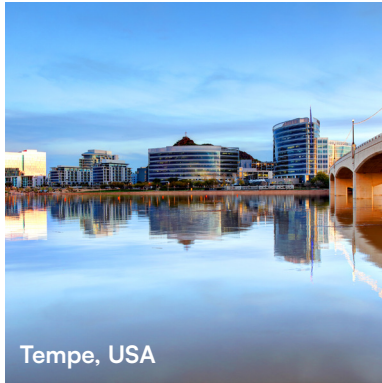
Evoked is a global organization



London, UK



Philadelphia, USA



Tempe, USA



San Francisco, USA



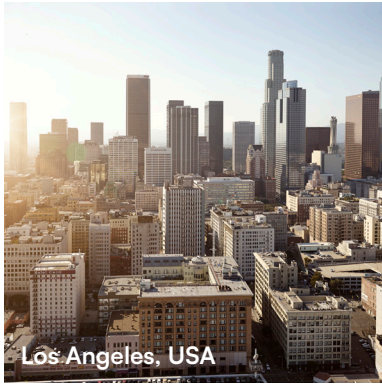
Manchester, UK



Cary, USA



Macclesfield, UK



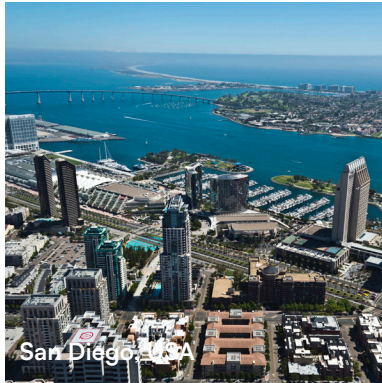
Los Angeles, USA



London, UK



London, UK



San Diego, USA



Princeton, USA



evoked
An Inizio Company



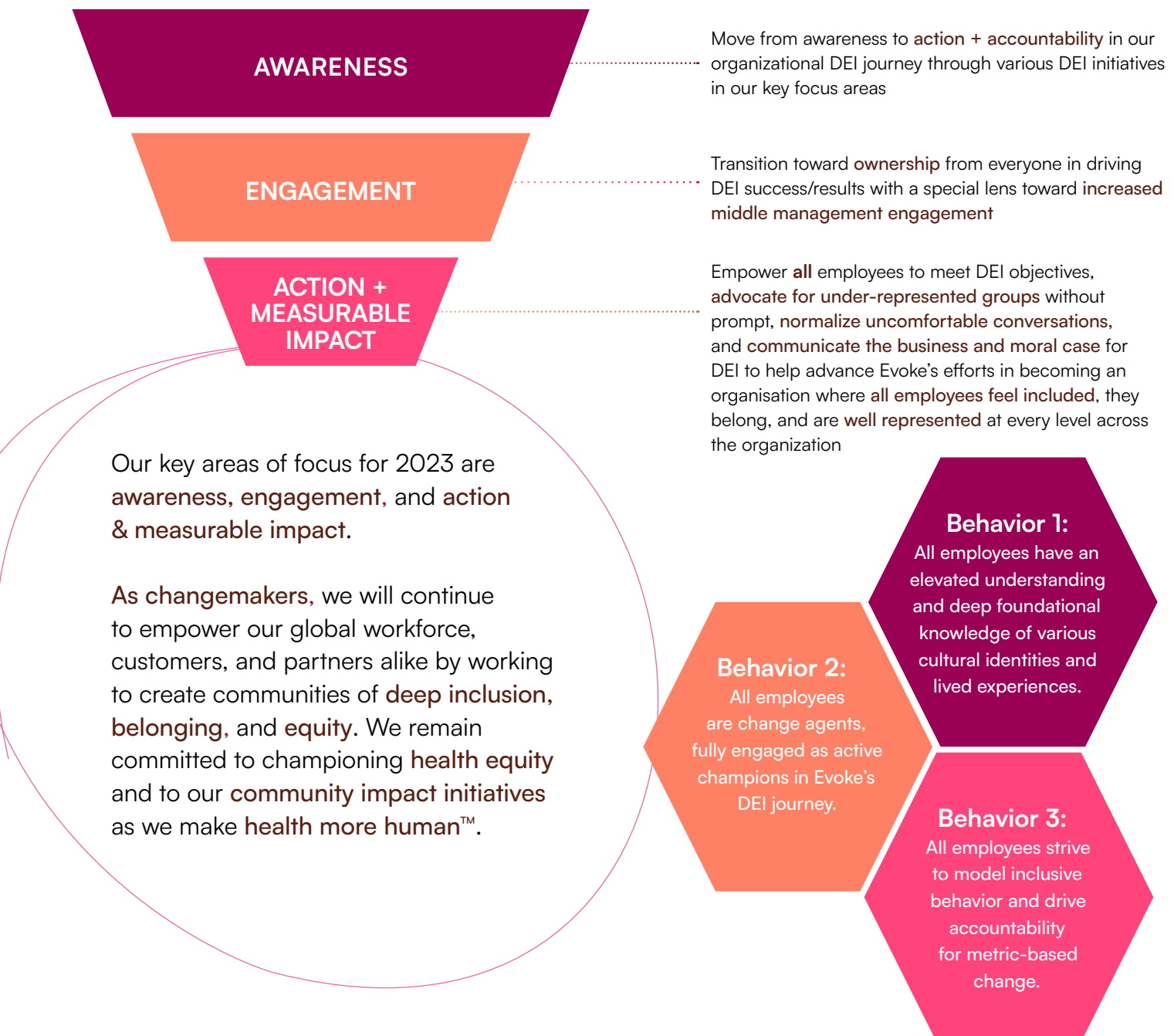
The Road Ahead





THE ROAD AHEAD

DEI is and will always remain a **priority** at Evoke. We are proud of our achievements in 2022 and strive to continue being intentional with our commitment to learning as we hold ourselves accountable and **take action** to create **impactful change**. We look forward to our progress and improvements in the coming year and recognize that **DEI work is never complete**, but instead a commitment to **always learning** and **doing better than before**.



About Inizio & Evoke

Inizio MarComms is represented by Evoke, a global brand, experience, and communications platform, purpose-built to make health more human™. Powered by amazing people working together in practice areas and specialty agencies, we unlock the potential of our people, our clients, and the communities we all serve. Our industry-led experts around the globe focus on practice areas, allowing your team to grow, flex, and adapt as your needs do.

Contact Information

For more information on Evoke's Diversity, Equity, & Inclusion efforts, please contact the Evoke global DEI team at DEI@evokegroup.com.