



Strengthen a diverse, equal and inclusive organization committed to recognizing, attracting and empowering the Hispanic and Latino talent in J&J and in our communities



Boost opportunities to empower HOLA members to thrive, while amplifying awareness of the value of the Hispanic and Latino culture in continuing to positively impact the business and the community



Members in:
+ Mexico + U.S. + Canada

J&J DIVERSITY, EQUITY & INCLUSION

Advance Our Culture of Inclusion & Innovation



Presented Hispanic and Latino Innovator of the Year Award

Recognized three members who identified unique solutions to complex problems across J&J, including:

- + Redesigning manufacturing site process
- + Improving platform for breast reconstruction surgery patients
- + Establishing partnership with an external NGO



Celebrated virtual Hispanic and Latino Heritage Month

- + Created awareness of the contributions of Hispanic and Latino employees
- + Expanded Hispanic Heritage Month to be more inclusive of all Latinos

25+ Events
2,000+ Participants



Provided COVID-19 Employee support

Organized multiple Town Hall events for HOLA members to provide support and promote mental health and well-being



Hosted HOLA Awards and Recognition Program

Recognized HOLA chapters for outstanding and significant contributions to talent, business, culture and community pillars



Led Hispanic Star Campaign

Recognized employees who made extraordinary contributions in the workplace or their communities

Build a Diverse Workforce for the Future



Signed the Hispanic Promise

J&J signed the first-of-its-kind national pledge to hire, promote, retain and celebrate Hispanics and Latinos in the workplace

Signed **May 2020**



Promoted career development for members

Virtual trainings were led by Dr. Robert Rodriguez of DRR Advisors: Hispanic heritage as an asset and source of strength and executive presence for Latino leaders

Panel on innovative and inclusive leadership during times of crisis was led by top Johnson & Johnson leadership during Hispanic Heritage Month

Panel on preparing Latinas for the future workforce included Johnson & Johnson executive-level Latina leaders and an Innovation Labs Latina entrepreneur



Facilitated mentoring circles

Matched small groups of employees with senior leaders to share in each others' development through goal-setting conversations, expertise-based guidance and storytelling in topics such as: career planning/self advocacy, branding, leadership skill development, conflict management and new opportunities across functions

6-8 Month program
55+ Mentees since 2017

Enhance Business Performance & Reputation



Prepared the next generation of Latina leaders

Girls With Impact (GWI) Continued partnership to help girls ages 12-18 learn about business through a pro bono, mini-MBA program

200 Girls from employee families

100 Girls from local communities

WiSTEM²D Youth Outreach

Served as role models by engaging with teams across the U.S. to inspire and encourage young girls to pursue education and careers in STEM²D

Featured brands:

Johnson's® Band-Aid® Listerine® Tylenol® Zyrtec® Aveeno® Lactaid®



Provided insights and connected with Hispanic and Latino patients and customers

UnidosUS Virtual Conference

Focused on addressing health and economic disparities of Latinos during the pandemic

5,500+ Attendees

HOLA Advisory Panels

Provided feedback on J&J marketing campaigns directed towards the Latino community including a grassroots partnership with Consumer Skin Health Innovation Team

Latina Style Magazine annual gala

Represented J&J's commitment to Hispanic and Latino communities through diversity, equity and inclusion

The HOLA Medical Strategy Team

Partnered with external agency to use artificial intelligence and big data to understand depression among Hispanic, Latino and other minority populations

HOLA Sponsorship of Hispanisimo

Held a virtual event in lieu of the NYC Hispanic Day Parade during pandemic to strengthen brand awareness and promote Hispanic community outreach

ADA ERG Mental Health Diplomats partnership

Created awareness of mental health issues to help reduce stigma and provide support

3,000+ Employees

J&J Hispanic/Latinx Physicians Network

Worked to benefit the overall health of the Hispanic community by providing education, supporting diversity in clinical trials and mentoring the next generation

Looking Ahead



Hispanic Star Nurse Heroes program will address the nurse shortage while providing opportunities for Latinos



HOLA rebranding campaign will amplify the unique skills, talents and perspectives Hispanic and Latino employees can bring to their teams



Outreach efforts with external organizations will enhance employee engagement



Hispanic Star Campaign will recognize members for going above and beyond with HOLA-related efforts in the workplace and larger community



Partner with HR to expand recruitment and development efforts through internal partnerships, professional and academic partnerships and Mentoring Circles



Johnson & Johnson Hispanic/Latinx physicians will continue working to benefit the overall health of the Hispanic community by providing education in relevant health topics, supporting diversity in clinical trials, and mentoring the future generation of physicians and scientists