

What does “Respect” mean for Heading Home? *Thoughts from our CEO, Dennis R. Plummer*



Quick, name our seven core values. Can’t do it? Then this article is here to help!

Let’s start with an easy-to-remember acronym: JEESTER (picture a court jester and give it an accent—a Jeester!) What do the letters stand for?

Justice | Equity | Equality | Safety | Trust | Empowerment | Respect

And, since the “R” is at the end, or bottom of the acronym, think of “respect” as being foundational to our core values. Respect is central to all that we do.

Now that you have the acronym memorized and know what values it represents, let’s take a moment to unpack the foundational core value.

“Respect” for Heading Home is explained as: **We recognize and respect the unique needs and circumstances of the people that we serve.** In practice, it means the following:

1. We are committed to a Harm Reduction model.
2. We are committed to a nonjudgmental attitude. Focus is on current behavior, not character or past.
3. We believe language is impactful and are sensitive to how people identify themselves. We strive to use language aligned with respect. Examples include use of such identifiers as:
 - o “guests”;
 - o “neighbors”; and
 - o “people experiencing homelessness”.

You have the acronym: JEESTER. You have established the central core value of respect. Now let’s circle back to the beginning and go through each of the other six. You can do that by [clicking here](#).

In upcoming newsletters, we will explore our core values in action. If you see some examples of these, please forward them to me so that I can highlight staff’s good work implementing our values.

Dennis R. Plummer
CEO, Heading Home

From the August edition of “Impact,” Heading Home’s monthly Internal Newsletter for Employees