COMMUNITY HEALTH CENTERS: LIGHTING THE WAY FOR HEALTHIER COMMUNITIES TODAY AND IN THE FUTURE

This year, the National Association of Community Health Centers (NACHC) and the Health Center Advocacy Network invites you to celebrate the ways that health centers are “Lighting the Way for Healthier Communities, Now and in the Future.” In addition to celebrating, this year’s National Health Center Week (NHCW) will serve as a memorial for all health center employees and patients who lost their lives during the pandemic. In moments of pain and loss, health centers offer support and love. In moments of triumph, they offer hope and a vision for the future.

NHCW will look different, with a stronger focus on virtual events, health education, and socially distanced outdoor fun. We encourage you to get comfortable with a camera, talk to your community partners, and be creative; you may be able to reach a whole new audience!

WHAT'S IN THIS TOOLKIT?

- Focus Days & Event Ideas
- Town Hall & Legislator Meetings
- Social Media Toolkit
- Resources
Focus Days

Aug 9
Public Health In Housing Day

Aug 10
Health Care for the Homeless Day

Aug 11
Agricultural Worker Health Day

Aug 12
Patient Appreciation Day

Aug 13
Stakeholder Appreciation Day

Aug 14
Staff Appreciation Day

Aug 15
Children's Health Day

EVENT IDEAS

Visit the National Health Center Week website to share and promote your event with NACHC.

- Highlight the **PRAPARE tool**. The Protocol for Responding to and Assessing Patients’ Assets, Risks and Experiences (PRAPARE) is a national effort to help health centers collect and apply the data they need to better understand their patients’ social determinants of health.

- Visit, share, and learn, and find ways to get involved with HCH day on the National Health Care for the Homeless Council’s page.

- Host a mobile health screening and health fair event – organize an event on site with partners in your community to reach agricultural workers onsite at their workplace.

- Visit the National Center for Farmworker Health to learn about the Agricultural Worker 2020 Campaign and to access promotional materials and resources.

- Host a staff open house with events, prizes, and recognition activities.

- Engage the board for advocacy.
EVENT IDEAS

Visit the National Health Center Week website for additional activities and event ideas.

- Host a virtual voter registration drive at your health center! You can encourage people to register to vote or apply to vote by mail.

- Recognize your Legislative Contacts with an [Official Certificate from the Health Center Advocacy Network](#).

- Submit a Letter to the Editor (LTE) or Opinion Editorial to Your Local Media Outlet – use the NHCW media templates to submit a letter to the editor or opinion editorial addressing your policymakers and/or their staff, expressing appreciation and/or explaining the reason why their continued support is so important for the health center and the patients you serve.

- [Share these FREE health-focused resources](#) for your center.

- Hand washing is such an important healthy habit. [Share this storybook with families](#) (they can read on their smartphones, computers, or tablets) and encourage them to read together.

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INVITE YOUR LEGISLATORS

It’s no coincidence that NHCW coincides with August recess. The time is now to contact your elected officials at the local, state, and federal levels about health center visits.

- Your health center is not a campaign stop. Visiting elected officials must understand that they cannot engage in campaign-related activities (or speak to members of the media) on health center grounds. If one candidate would like to visit, you must make a goodfaith effort to invite them all.
- Remain nonpartisan.
- Be persistent. You may have to reach out multiple times to schedule a visit. Don’t be afraid to pick up the phone!
- Get virtual. Your elected officials may not be able to visit your health center. Don’t be afraid to offer a virtual tool instead.

TOWN HALL BEST PRACTICES

- Assign a moderator to control the flow of the conversation.
- The moderator should call out the individuals by name to introduce themselves, so everyone knows who is next.
- Let the lawmaker introduce themselves.
- Assign people ahead of time to cover the topics that we want covered and those topics should then be personalized to the health center.
  - Lawmakers will definitely want to be updated on COVID response and issues
  - Impact on bottom-line
  - Regulatory changes that were made during the pandemic that were helpful or hurtful and that should be kept or gotten rid of.
- Share the topics we are going to discuss with the lawmakers ahead of time so they can be prepared.
- Leave time for Q&A.
Get Social

Use NHCW hashtags to amplify the voices of Community Health Centers!

#valueCHCs #NHCW20

Tag your elected officials!

Make sure you're following WPHCA on Facebook & Twitter

Social Media

- Use graphics, pictures, videos, and hashtags to make your posts stand out.
- Check out the NACHC created NHCW2020 social media graphics.

Sample Posts

- Today kicks off National Health Center Week, a celebration of the incredible work health centers around the country do every day to keep their communities healthy. Wisconsin's Community Health Centers care for more than 300,000 people. We’re proud of being a part of national movement that is expanding access to quality care!

- Community health centers aren’t just health care providers — they’re also economic engines. In Wisconsin, Community Health Centers have helped generate $619 million in total economic stimulus, creating nearly 5,000 jobs!

- Everyone is welcome at Wisconsin Community Health Centers! This National Health Center Week, we want to remind you that no matter who you are, where you come from, or whether you can pay, you deserve compassionate care.

- It takes a community to run a health center! We appreciate our staff, patients, volunteer board members, and community partners each and every day. Happy National Health Center Week!
ONE PAGERS & RESOURCES

Wisconsin Community Health Centers: Response to COVID-19

Community Health Centers on the Front Lines

National Findings on Health Centers' Response to COVID-19

Financial Impact of COVID-19 on Community Health Centers

Health Centers as Economic Engines

Wisconsin Community Health Center Issue Briefs

Find Your Legislator

Wisconsin Congressional Representatives

Day of Action Toolkit

Wisconsin Health Center NHCW Events

THANK YOU FOR ALL OF THE AMAZING WORK THAT YOU DO EVERY DAY FOR WISCONSIN COMMUNITY HEALTH CENTERS!