National Health Center Week 2020
Planning Webinar
Chat Feature

• The chat feature is available to ask questions or make comments anytime throughout today’s webinar.

• We will answer as many questions as possible.

• If we do not get to your question live during the webinar, we will follow up with you directly via email.

• This webinar is being recorded and will be posted to: www.hcadvocacy.org/webinars
Webinar Information

Having issues hearing the presentation?
- Double check the volume on your device.
- Audio not working? Call-in at 1-866-469-3239 (code: 132 429 1051)

For technology issues:
- Put them in the chatbox!
- Email: grassroots@nachc.org
NACHC Grassroots Advocacy Team

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www.nachc.org
Summer Advocacy Calendar

JUNE
June 30
Deadline to submit a photo for the 4th of July Parade (email submissions to grassroots@nachc.org)

JULY
July 4
Virtual 4th of July Parade
July 7 at 4 p.m. EST
Advocacy 101 Webinar: Breaking Through the Noise
July 15
National Day of Action

AUGUST
August 6 at 4 p.m. EST
Advocacy 101 Webinar: Leveraging Social Media
August 9 - 15
National Health Center Week 2020

Visit www.HCAdvocacy.org/Calendar to learn more.
NHCW 2020 Theme  

“Community Health Centers: Lighting the Way for Healthier Communities Today and in the Future”

Logo designed by Greater Lawrence Family Health Center
2020 Sponsors

GOLD

ATHENAHEALTH

SILVER

PFIZER RXPATHWAYS

MCKESSON

HENRY SCHEIN

BRONZE

AMERIHEALTH CARITAS

eCLINICALWORKS

UNITEDHEALTHCARE

As of 06/24/2020
NHCW Goals

CELEBRATE HEALTH CENTERS

INCREASE AWARENESS AND COMMUNITY BUY-IN

ADVOCATE FOR EMERGENCY AND LONG-TERM FUNDING FOR CHCS
2020 Focus Days

Sunday, August 9
Public Health in Housing Day

Monday, August 10
Health Care for the Homeless Day

Tuesday, August 11
Agricultural Worker Health Day

Wednesday, August 12
Patient Appreciation Day

Thursday, August 13
Stakeholder Appreciation Day

Friday, August 14
Health Center Staff Appreciation Day

Saturday, August 15
Children’s Health Day

A focus on the social determinants of health and addressing health care inequities will be weaved into every day throughout the week.
The 2020 National Health Center Week theme is

“Community Health Centers: Lighting the Way for Healthier Communities Today and in the Future”!

www.healthcenterweek.org
Four Steps to Success

1. Planning – Start Early!
   a. Identify GOAL and benchmarks
   b. Create a committee, consider working with local partner organizations
   c. Make sure you have board & leadership support
   d. Determine the types of event(s) you would like to hold
   e. Create invitation & sponsor list

2. Outreach
   a. Invitations to for virtual participation local, state, federal elected officials
   b. Seek Sponsors – start with a list of potential sponsors and begin getting the word out
   c. Don’t forget the media – TV, Radio, Newspaper, Online

3. Persistence
   a. Create a timeline to continue reaching out to elected officials, the media and other invitees leading up to the event
   b. Make sure your communications plan includes regular updates for sponsors, attendees, and the public

4. Thank Yous & Notes of Success
NHCW in the Time of COVID-19

• Take precautions to maintain appropriate social distancing.
• Consider shifting event formats:
  • Virtual 5Ks
  • Virtual meeting and tours for Members of Congress and elected officials
  • Virtual open houses
  • Email/Text Census and GOTV campaigns
  • Drive through vaccinations and back to school fairs
• Leverage social media
• Get creative to celebrate but keep your community healthy!

More ideas available on healthcenterweek.org!
Share your event with us!

https://healthcenterweek.org/submit-your-event
NHCW & Members of Congress

- Start Early & Be Persistent
  - Work with Staff in DC & State/District
  - Sample invitation letter on NHCW webpage
- Flexibility is Key
- Pay Attention to Timing & Rules
  - Keep celebrations nonpartisan - if you invite one candidate, invite all candidates in congressional/local races
  - Campaign Events Strictly Prohibited
Sponsorship

Types of Sponsorship

- In kind, Cash, Participation & Volunteers

Securing Sponsors

- NACHC
  - Corporate Sponsors Paired with Local Events
  - NACHC Sponsorships
- Health Center Connections
  - Survey Your Contacts
    - Who knows who?
    - Who does your HC work with?
    - Who do your partners work with?

Local Media – promote NHCW events & raise awareness
NACHC Sponsorships

• Criteria for $500 NACHC sponsorship:
  1. Planning a community-wide event (virtual or in-person) during NHCW;
  2. Using social media to promote the value of CHCs using #ValueCHCs; and,
  3. Inviting elected officials at the state and federal levels to visit (virtually or in-person) their health centers.
• CHC must submit the event on the website by June 29, 2020.
#NHCW20
Social Media
Post about National Health Center Week 2020 on Facebook, Twitter, and other social media outlets using the hashtags #NHCW20 and #ValueCHCs
Other Tools & Resources

- Activities & Event Ideas
- Media Toolkit
- Social Media Tools
- Template Proclamations, Resolutions & Invitations
- Factsheets

- NHCW Webinars & Presentations
- Spanish Materials
- NHCW Store
- ... and more!

www.healthcenterweek.org
Share your event with us!

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Questions?

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