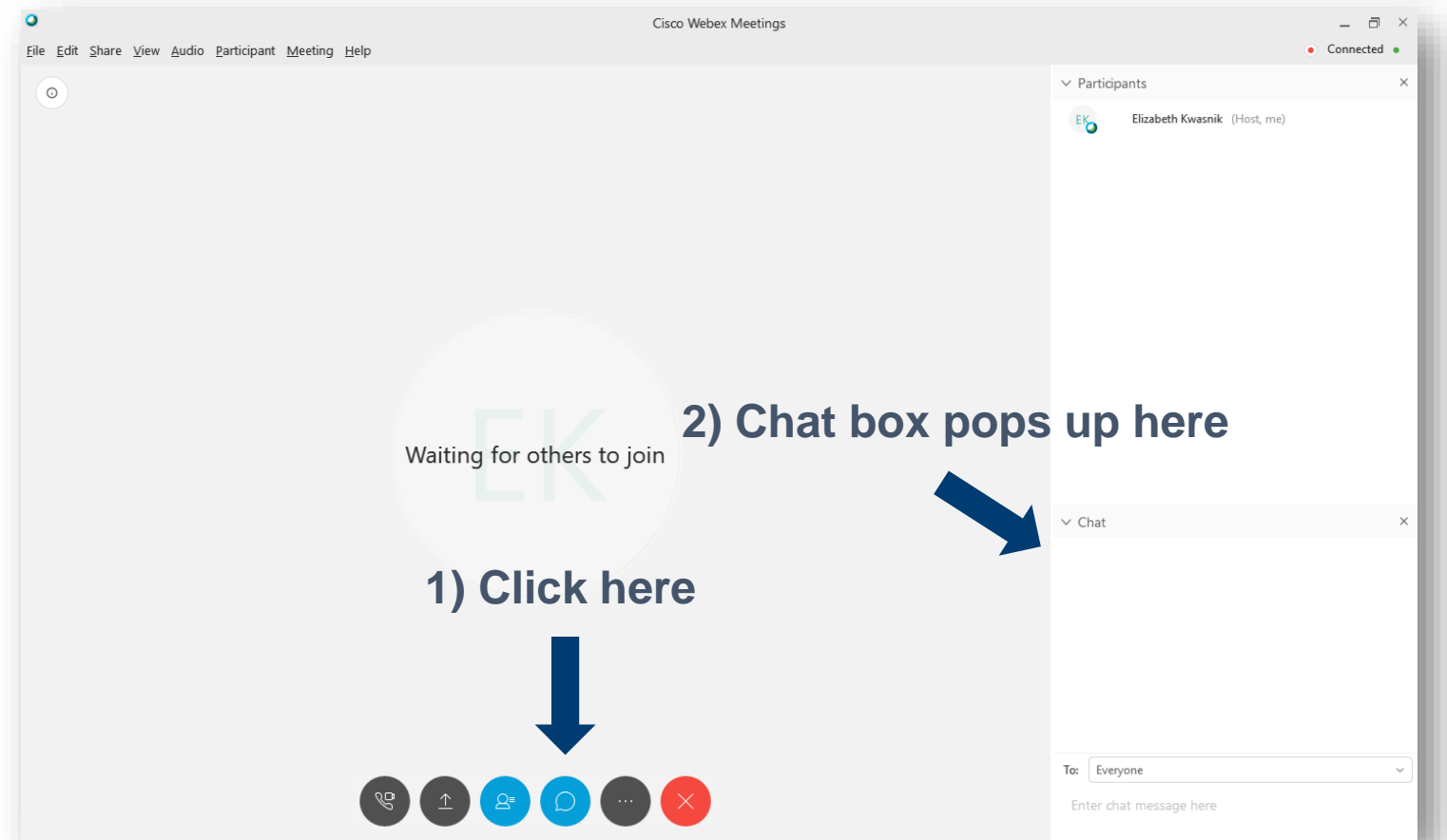


National Health Center Week 2020

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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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

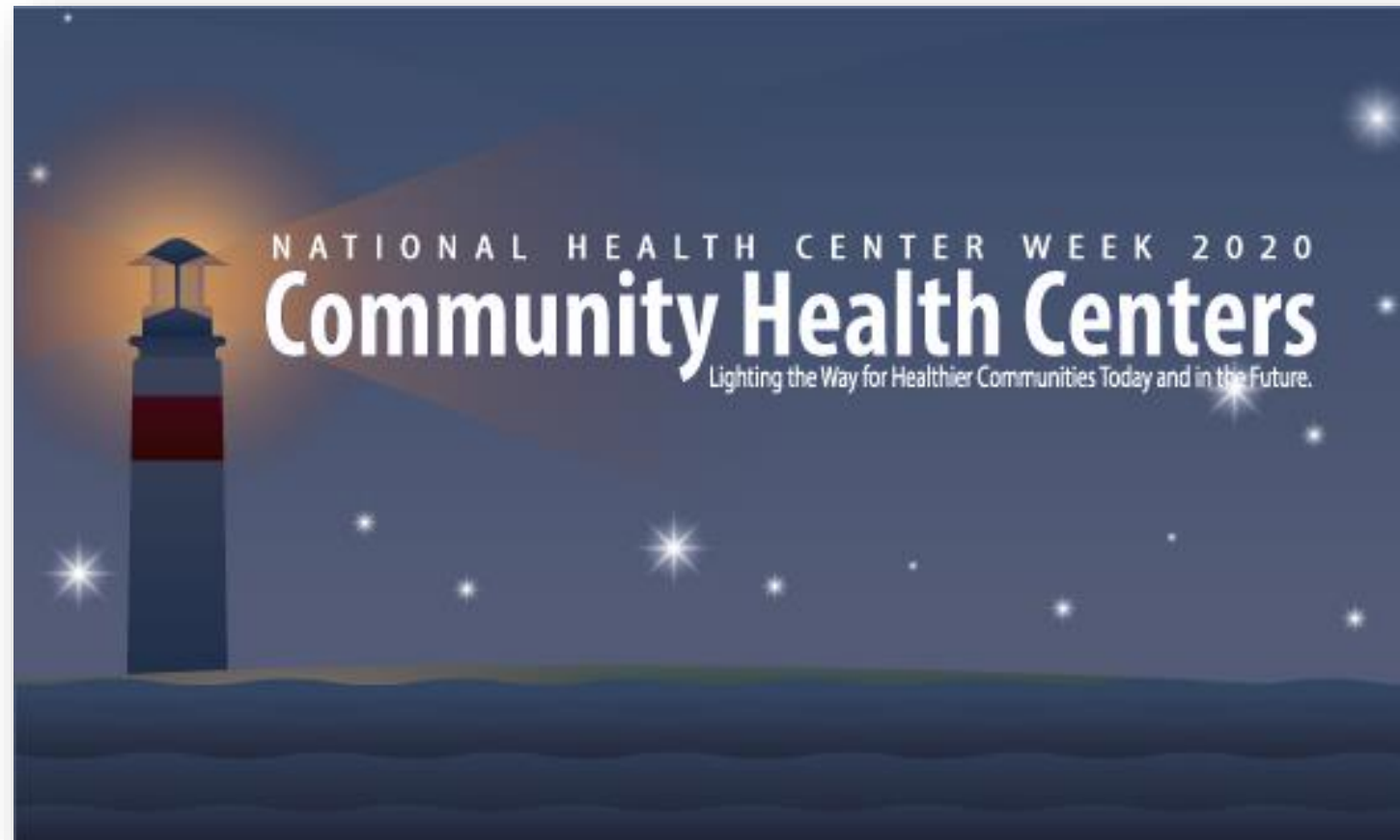
National Health Center Week 2020

Visit www.HCAdvocacy.org/Calendar to learn more.

NHCW 2020 Theme

#NHCW20 #ValueCHCs

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



2020 Sponsors

GOLD



SILVER



BRONZE



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.

Online Resources

  #NHCW20 #ValueCHCs

NATIONAL HEALTH CENTER WEEK

August 9-15, 2020

[Home](#) [Events](#) [About](#) [Focus Days](#) [Photos & Video](#) [Tools](#) [In the News](#) [Sponsorship](#) [Store](#) [Blog](#)

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 You & 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?

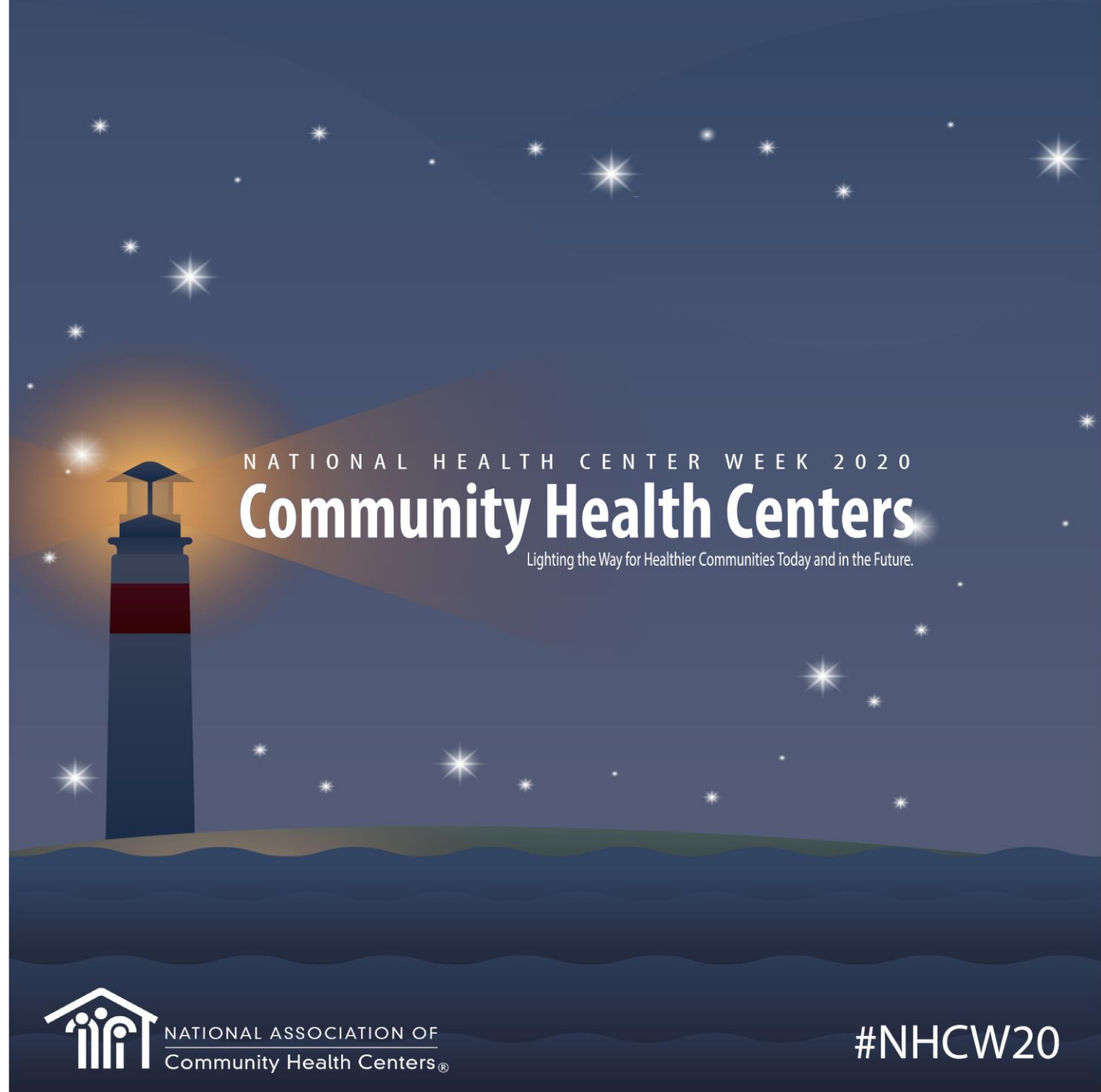
Local Media – promote NHCW events & raise awareness

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!

Don't forget!



<https://healthcenterweek.org/submit-your-event>

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Questions?

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