Leveraging Social Media
Goal:
Expand, equip and mobilize grassroots and grasstops for long-term promotion and protection of CHCs
Quick Reminder of your Advocacy Tools
COVID-19 Toolkit:

- Guidance Memo for 4th Stimulus Package
- Letter to Congress Requesting Four Stimulus
- Message Points for 4th Stimulus Package
- NACHC-Stated Meds for all Stimulus
- Letter to Congress Requesting Four Stimulus Package
- Templates to Identify and Draft Press Releases
- Letter to Local Officials
- Letter to Local Businesses
- COVID-19 National Meeting of Congress Leadership
- How to Make an Op-Ed Letter to the Editor
- OfDSS Letter to the Editor Writing Workshop Recording - May 21, 2020
- Online Edition - Paid Media Tips and Tricks
- Sample Op-Eds Published in Morning Edition
- Congressional Action:
  - Letter to Leadership from Massachusetts Delegation
  - List of HHS Scorecard Letter
- In response to the COVID-19 pandemic, Members of Congress have been circulating Dear Colleagues’ letters in support of health centers in various states. Below is a list of the letters, their sign on deadlines, and an updated signature count for each.

NEW: CHCs on the Front Lines Two-Pager

National Findings on CHC Response to COVID-19

Best Practices

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JOIN ACTION NOW
Memes: they’re hilarious, but also a great way to get information across and start a conversation.
Tag Your Elected Officials

Matthew Bauer
@eyedrbauer88

We need your support before our funding runs out to protect our most vulnerable people in our community.
@TinaSmithMN @BettyMcCullum04 @amyklobuchar I hope you’ll join @RepStefanik in supporting @OpenCitiesHC! #ValueCHCs

HCAdvocacy Network @HCAdvocacy · Aug 21
. @RepStefanik thank you for sharing why you #ValueCHCs
Health-care access for all of North Country
suncommunitynews.com/opinions/guest...

10:55 AM · Aug 29, 2019 · Twitter for iPhone

2 Retweets 2 Likes
Tag Your Elected Officials

Tagged MOCs And HCAdvocacy

Graphic or video to help explain the issues in detail

Made sure to tag the specific health center and used HCAdvocacy’s hashtags

TaggMOCs
And HCAdvocacy

Graphic or video to help explain the issues in detail

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Members of Congress Are Paying Attention.....
Hashtag Failure

The dangers of confusing your hashtags

me_irl

HCAvocacy Hashtags

• #ValueCHCs
• #FQHCs
• #SaveTHCs
• #SaveCHCs
• #Healthcare
Media is Far-Reaching Advocacy

- Locally placed op-eds and letters to the editor have an impact
- A local media connection is a great way to make sure your health center’s issues have coverage
How Can I Share My Health Center’s News if My Local Newspaper Won’t Publish Any of My Op-Eds?
Look at Self-Publishing Websites......

A BLACK WOMAN’S PERSPECTIVE: HOW HEALTH DISPARITIES IMPACT OUR COMMUNITY

By Jennifer Jones
“Just one more thing”

- National Health Center Week (August 9 – 15)
- Virtual District Office visits
- Podcasts/radio shows focused on healthy initiatives in the community
- Opportunities to collaborate with other local organizations
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@HCAdvocacy

Facebook.com/HCAdvocacy

@NACHC

https://www.linkedin.com/company/nachc/