

Mission & Pride: Celebrating National Health Center Week

**Kickoff Webinar
May 24, 2023**

Grassroots Advocacy Team



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Join us this summer on a Community Health Center Road Trip across the U.S.!

National Health Center Week

Community Health Centers

**The Roadmap
to a Stronger
AMERICA**

August 6-12, 2023

#NHCW23
www.healthcenterweek.org

**HEALTH CENTER
ADVOCACY
NETWORK**

 **NATIONAL ASSOCIATION OF
Community Health Centers®**

Thank You 2023 NHCW Sponsors!

Gold Sponsor



Silver Sponsors



Bronze Sponsor:



As of 5/24/2023

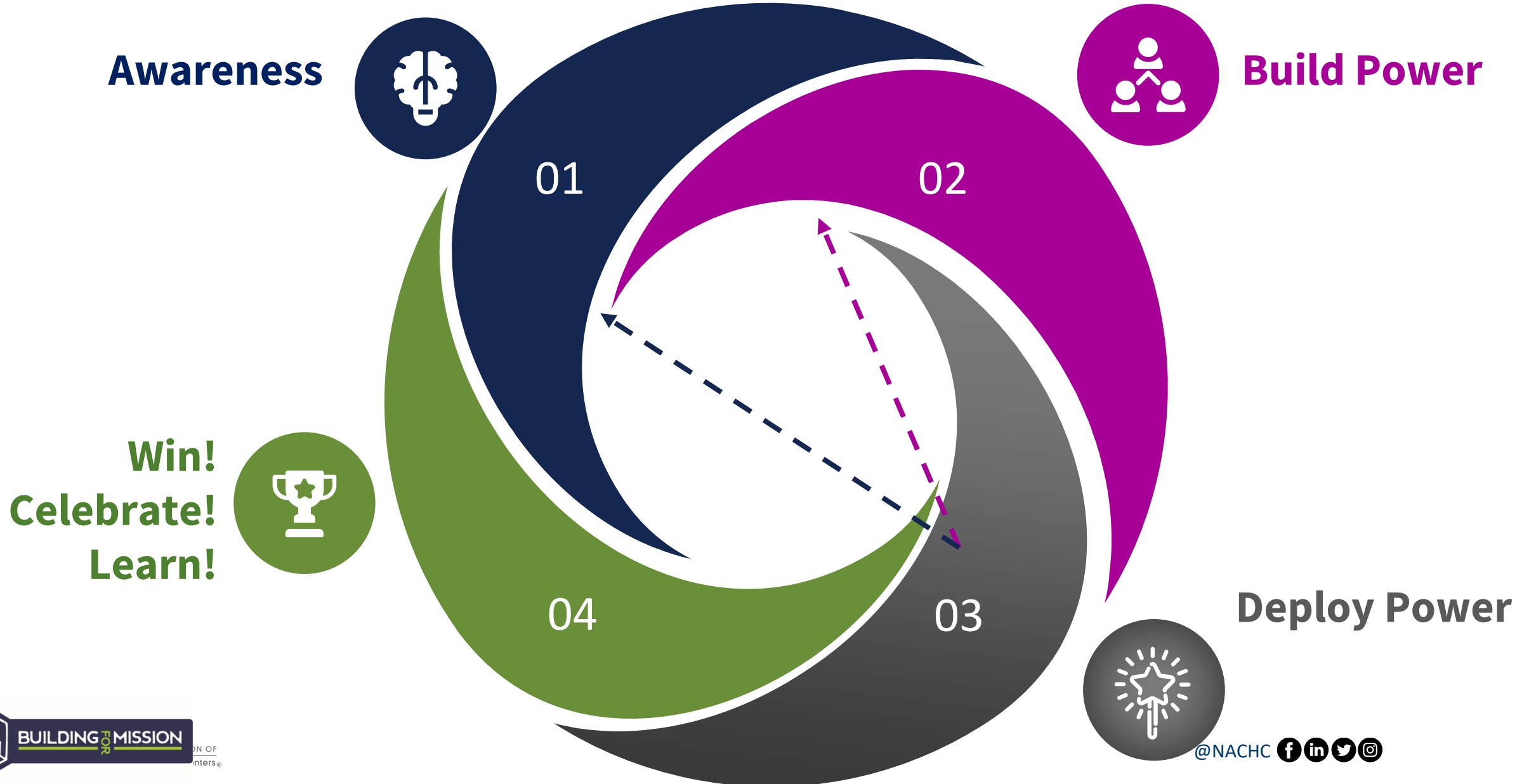
Organizing is **leadership** that enables constituency to turn its resources into the power to achieve its goals by:

*Equipping **people** (constituency) with the Power (**story** & strategy) to make Change (**outcomes**).*

Credit:
Marshall Ganz, Hauser Center
Harvard Kennedy School
Marshall.ganz@harvard.edu

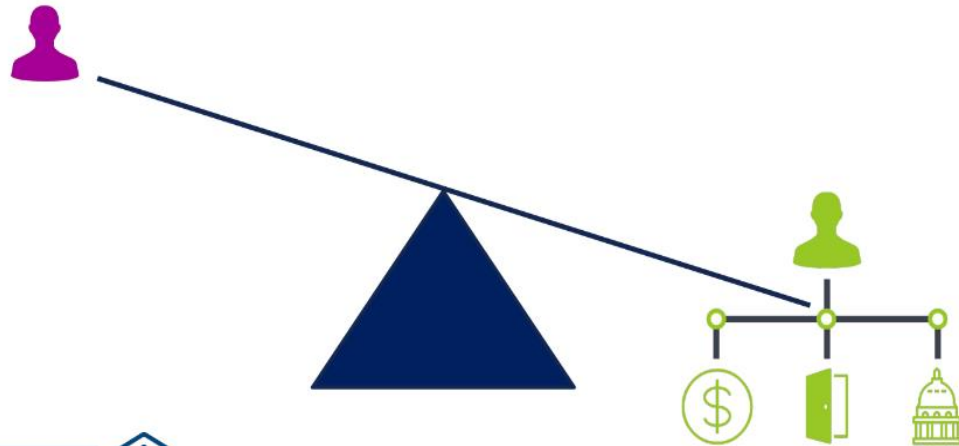


Organizing Cycle



Power Over

Interests

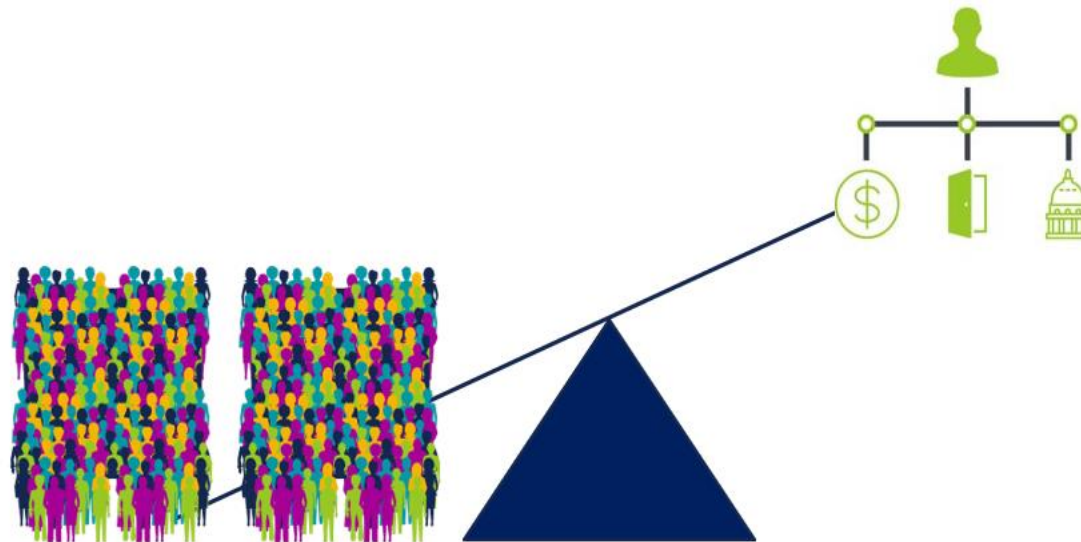


Resources

Balancing Power

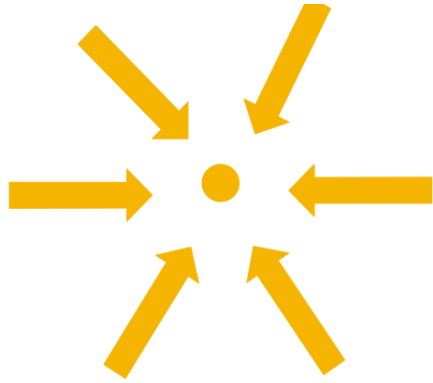


Shifting Power

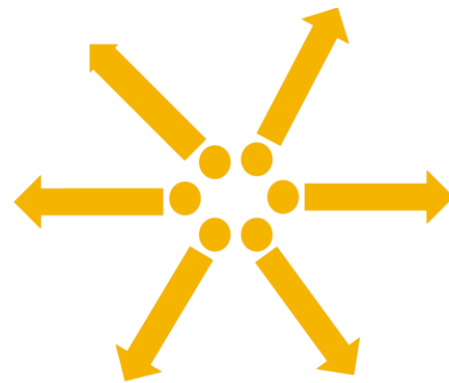


What is leadership?

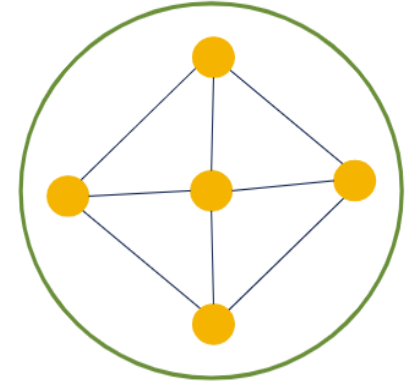
One Leader



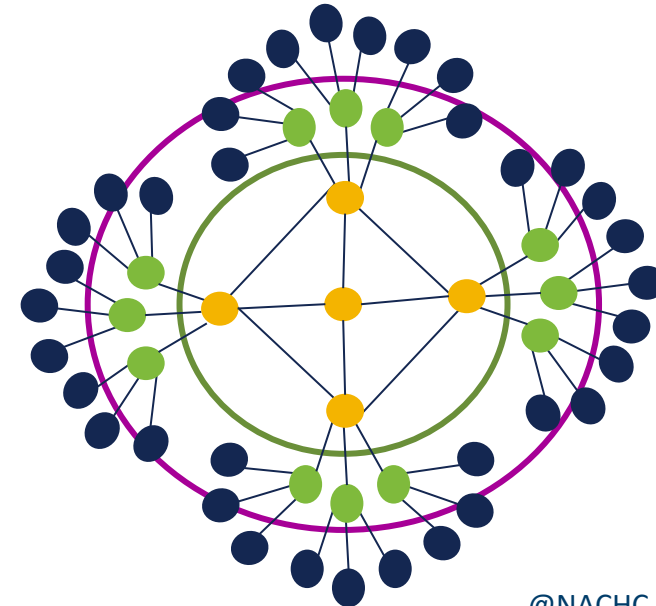
No Leader



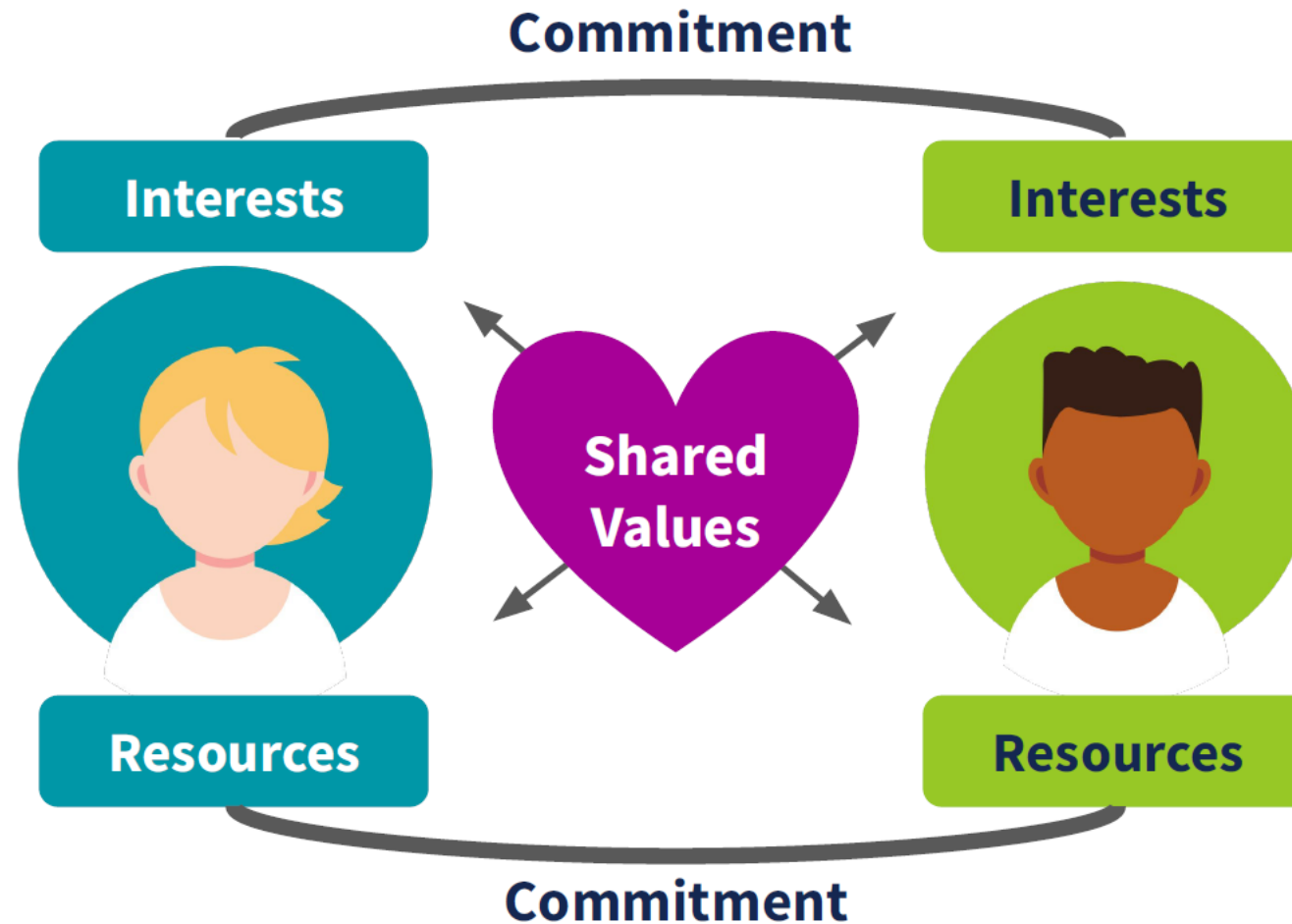
Collaborative Leadership



Distributive Leadership



Values, Interests, & Resources



NHCW Goals: Relationships at the



**CELEBRATE HEALTH CENTERS
& INNOVATIVE MODELS OF CARE**



**INCREASE AWARENESS &
COMMUNITY BUY-IN**



**ADVOCATE FOR SUSTAINABLE
FUNDING AND POLICIES**

2023 Advocacy and Mobilizing CHC Goals

Health Center Funding

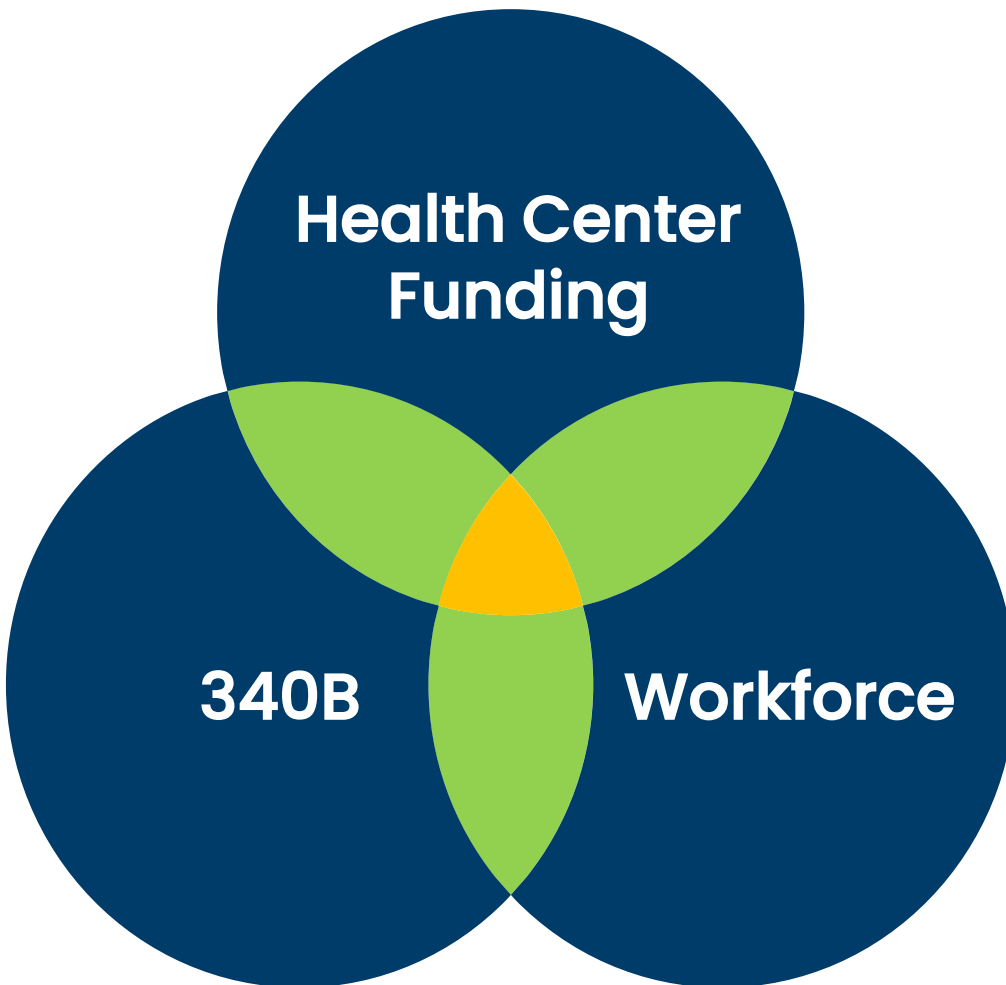
- Expand the reach of the program to serve new communities
- Deepen the services to existing health center patients
- Shore up existing health centers to address inflation and workforce challenges

Workforce

- Advocate for continued funding that supports primary care providers

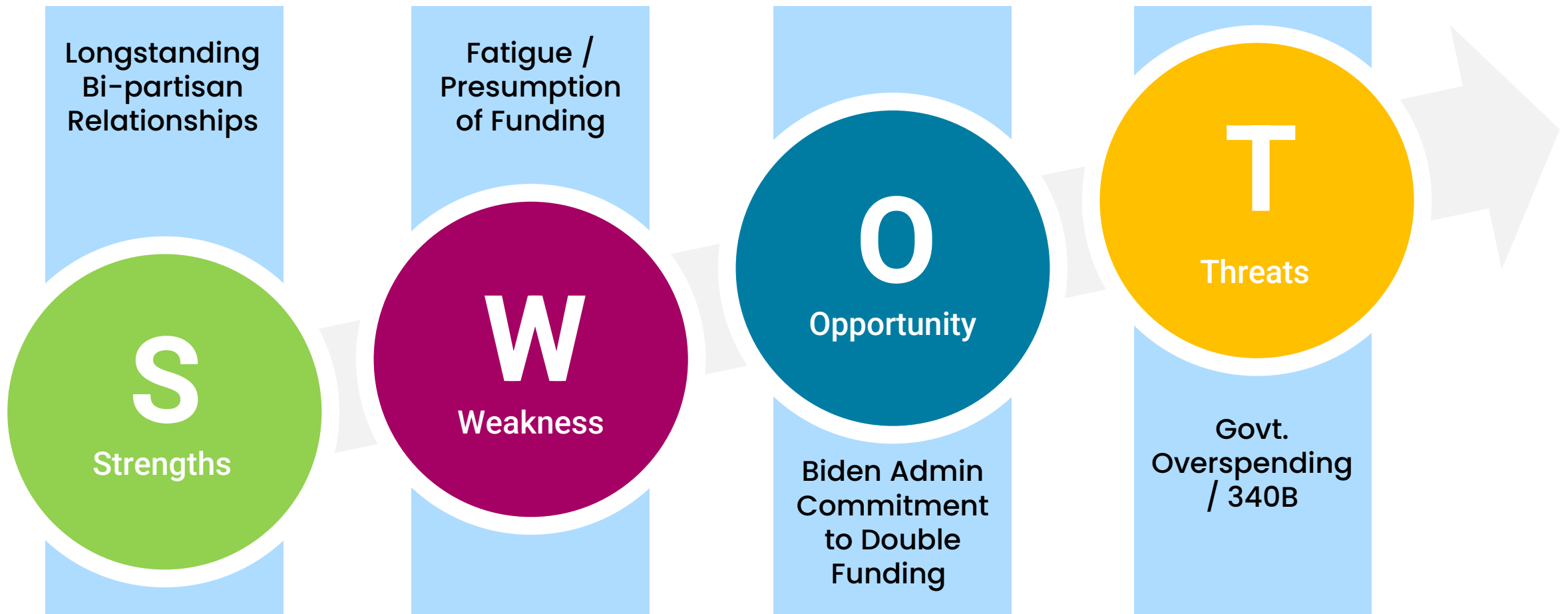
340B

- Building consensus with likely allies and unlikely partners around a new approach that stabilizes the program and protects access for health centers.



Congressional Landscape

(related to Health Centers)



Summer of Power Building

June

- **June 26:** Road Trip Kickoff!
 - *Follow @HCAAdvocacy on social media to track your state/territory*
- **June 30:** Deadline to submit events to be considered for sponsorship

July

- **July 18:** Citizen Advocate Webinar—Building Relationships w/Legislative Staff
 - *In partnership w/Congressional Management Foundation*
 - *Register here: <https://bit.ly/3BvBK0x>*
- **July 20:** NHCW Final Prep Webinar
 - *Register here: <https://bit.ly/3IE3Lat>*

August

- **August 6–12:** National Health Center Week!



In the weeks leading up to **#NHCW23**, we will be “visiting” and highlighting each state and territory, sharing their accomplishments.

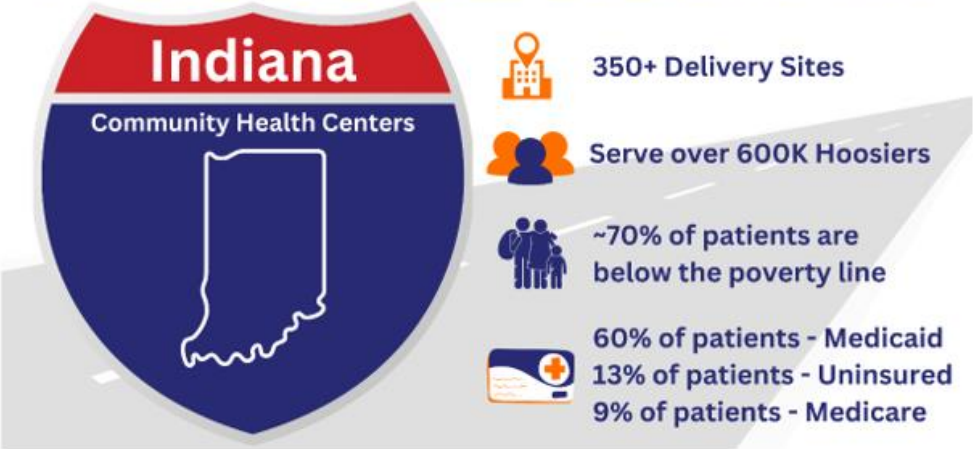


Everyone ▾

Beep beep! 🚗 The **#NHCW23** road trip across the US arrives in Indiana today. Indiana health centers proudly serve over 600K Hoosiers annually in over 350 delivery sites. **#ValueCHCs @PrimaryIndiana #Hoosiers**

"Championing Primary Care for All Hoosiers!"

National Health Center Week



Check out the **#NHCW23**
road trip calendar!



2023 Focus Days



Sunday, August 6
Public Health in Housing Day



Monday, August 7
Health Care for the People
Experiencing Homelessness Day



Tuesday, August 8
Agricultural Worker Health Day



Wednesday, August 9
Patient Appreciation Day



Thursday, August 10
Stakeholder Appreciation Day



Friday, August 11
Health Center Staff Appreciation Day



Saturday, August 12
Children's Health Day

A focus on the social determinants of health and addressing health care inequities will be woven into every day throughout the week.

Everything you need is online!



Planning: Identify Shared Values, Interests, & Resources

1. Create an Action Plan

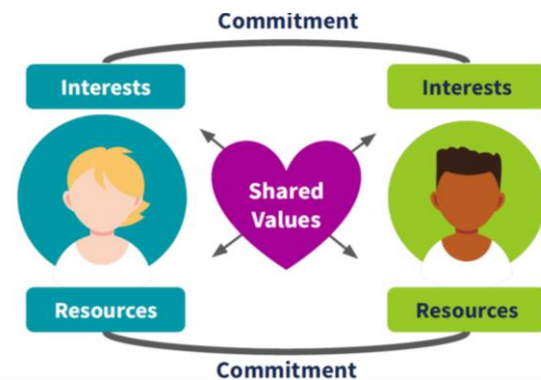
- Create a **leadership team**—make sure to get board and staff leadership support
- Determine **activities and tactics** that will help you achieve your strategic goal

2. Nurture Relationships

- Partner with local organizations to plan/host events
- Invite local, state, federal **elected officials** to join the celebration
- Seek **sponsorship support**—monetary, in-kind, volunteers
- Don't forget **media!** – TV, Radio, Newspaper, Online
- Make sure your **communications plan** includes regular updates for sponsors, attendees, and the public

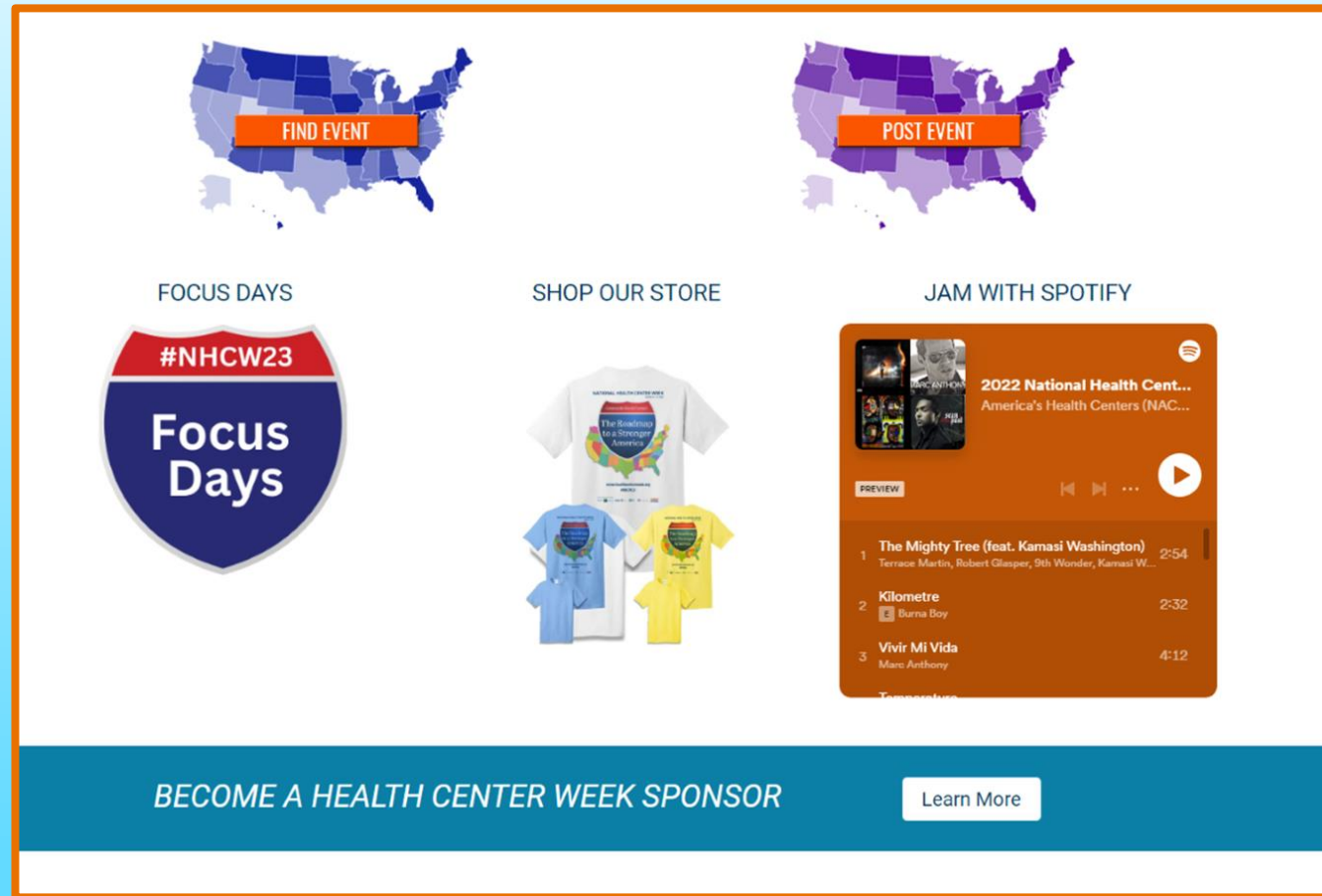
3. Follow-Up

- Thank you notes
- Invite people to lead with you



**Relational vs.
Transactional!**

Share your event with us!



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

Best Practices for Civic Engagement

1. Clarify personal vs. organizational
2. Always remain non-partisan
3. Book a small % of all staff time with non-grant funds
4. Written policies for staff & volunteers:
 - Workplace activity
 - Use of health center resources
 - Social media
5. Board resolution



Health Centers can:

- Register voters
 - Activities must be non-partisan
 - Ensure staff participating in voter registration drives are not paid with public funding
- Serve as a polling location
- Educate voters on issues and the political process
- Host elected officials
 - Invite candidates from all parties
 - Campaigning is strictly prohibited

Find resources at vot-er.org/resources



Invite Elected Officials

- Start early and be persistent
 - Work with staff in federal & state/district offices
 - Sample invite letter will be posted on NHCW website soon
 - Be flexible
- Types of engagement
 - Award presentation
 - Health center tour
 - Press conference
 - Candidate forums/panels
 - Volunteering (handing out food, reading to children, etc.)
- Pay attention to timing and rules
 - Keep celebrations non-partisan
 - If you invite one candidate, invite all candidates in congressional/local races
 - *Campaign events strictly prohibited!*



Is Your Health Center an ACE?

What is the ACE Program?

- ACE health centers are recognized for consistent engagement and commitment to making advocacy an organizational priority.
- There are three ACE levels—Bronze, Silver & Gold
- ACE status is valid for 2 years
- Health centers can apply for a higher-level ACE designation at any time

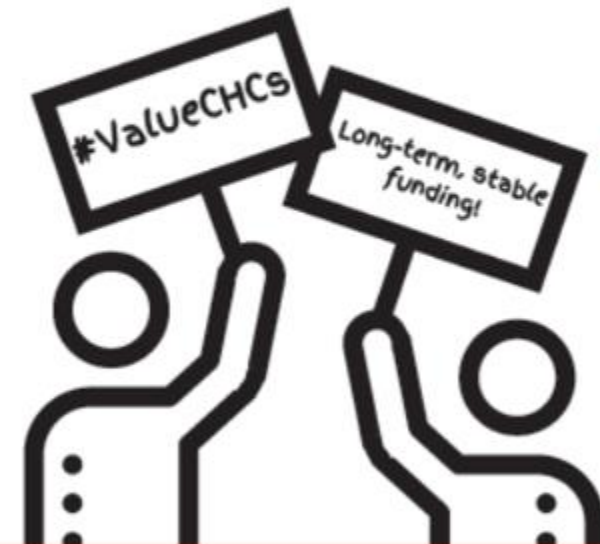
100 ACE Challenge

Goal: Reach 100 ACEs by National Health Center Week (August 6–12)

Current ACE Count: 77

ACE PROGRAM

ADVOCACY CENTER OF EXCELLENCE (ACE)



BE RECOGNIZED FOR YOUR
ADVOCACY EFFORTS IN SUPPORT
OF THE HEALTH CENTER MISSION.

LEARN MORE AND APPLY AT WWW.HCADVOCACY.ORG/ACE



GRASSROOTS@NACHC.ORG



[@HCADVOCACY](https://www.facebook.com/HCADVOCACY)

Health Center ACE Requirements

Bronze Status

- Identify an advocacy coordinator
- Develop an advocacy action plan
- Pass an advocacy board resolution
- Host a National Health Center Week event
- Establish a social media account
- Register at least 20% of staff/board as advocates
- Host a meeting or tour with at least one elected official annually (virtual or in-person)

Silver/Gold Status

- Must meet all Bronze requirements, plus choose from a list of other advocacy activities to earn points:
 - Silver Status= 40 points
 - Gold Status= 75 points



How to Apply

Visit <https://bit.ly/3li2Eo1> to learn more and apply for ACE status.

NACHC Sponsorships

Criteria for \$500 NACHC sponsorship:

1. Plan a community-wide event during NHCW
2. Use social media to promote NHCW events and the importance of health centers in your community with the hashtags #ValueCHCs and #NHCW23
3. Invite elected officials at the state and federal levels to visit your health center

Health centers must submit events on the NHCW website by **June 30, 2023** to be considered for a NACHC sponsorship!

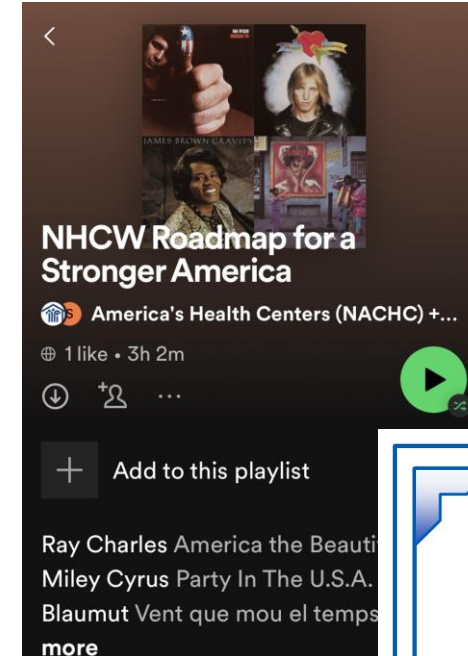
Social Media

- Follow **@HCAdvocacy** on Twitter & Facebook
 - Share posts to amplify
- Post about National Health Center Week on social media
 - Use **#NHCW23** and **#ValueCHCs**
- Don't forget to tag your elected officials!
 - Use official (not campaign) accounts



Tools & Resources—Coming Soon!

- **Activities & Event Ideas**
 - Road trip bingo
 - Video contest
 - Playlist
 - Civic Health Month/voter registration
- **Templates**
 - Proclamations
 - Invitations
- **Media Toolkit**
 - Social media graphics
- **Fact Sheets**
 - 2022 UDS data pending
- **Prep Webinars**

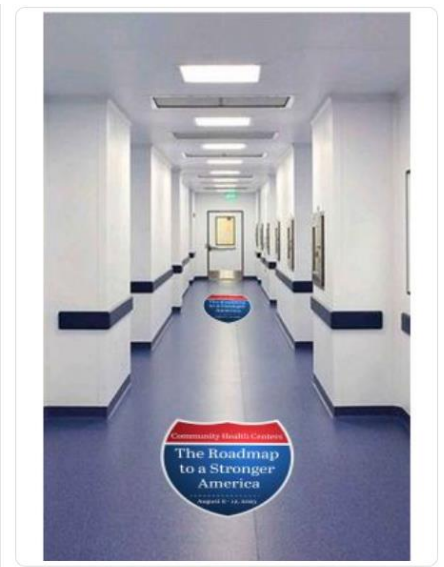


NHCW Online Store

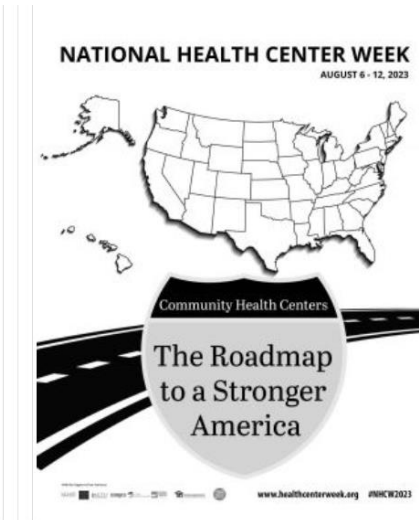
- Posters
- Banners
- Mugs
- T-shirts
- Reusable bags
- Water bottles...and more!



NHCW Cotton Tshirt

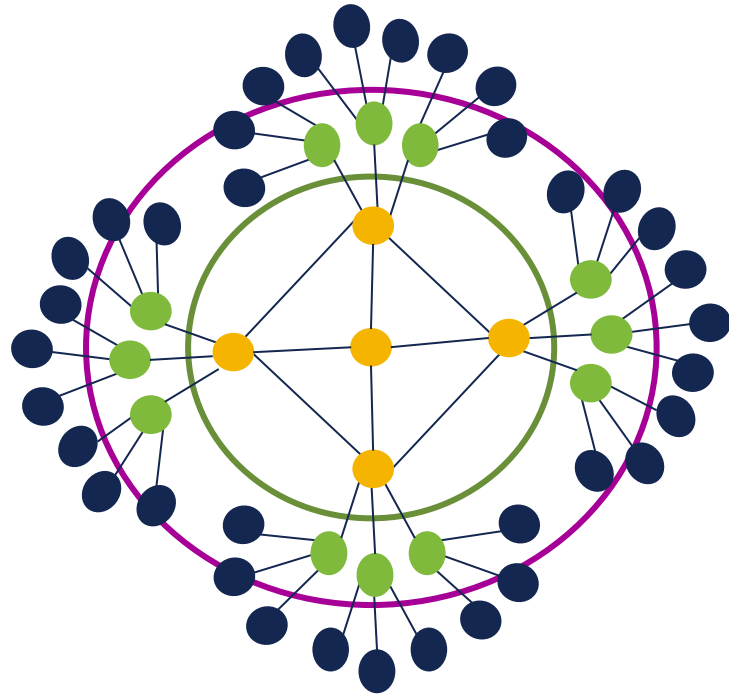


Indoor floor decals

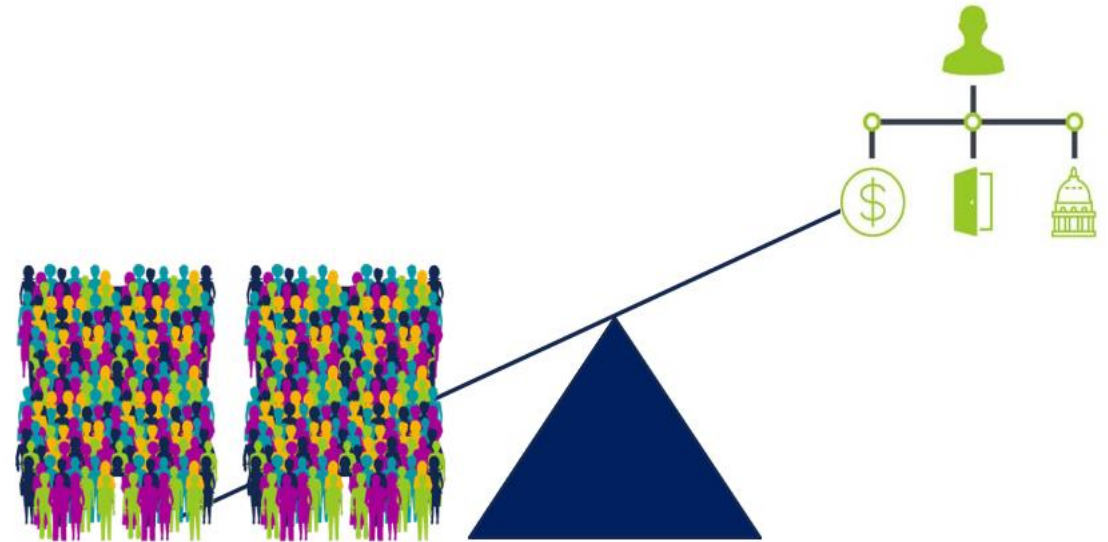


<https://nhcw.zancanstore.com/>

Celebrating Community Health Centers is a way to Build power & protect access to care for 30+ million patients!



Shifting Power



Join Us in the Health Center Movement!



Retweet of the Week

Help amplify the health center message on Twitter by joining our Retweet of the Week group!



Become an Advocate

Strengthen your role as an advocacy leader, be inspired by the stories of others and get health center policy updates when you subscribe to our Washington Update newsletter.



Social Media Resources

Use our ready-made health center graphics, messaging and other social media resources to share, inspire and motivate others.



Final Prep Webinar

open to all advocates

Thursday, July 20 at 3PM ET

Register:

<https://bit.ly/3IE3Lat>

Questions? Email grassroots@nachc.org