In 2021, for the first time in a single year, health centers served over 30 million patients.
The Summer Road Trip Has Begun!

National Health Center Week

Community Health Centers

The Roadmap to a Stronger AMERICA

#NHCW23
www.healthcenterweek.org

August 6-12, 2023
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

1. Awareness
2. Build Power
3. Deploy Power
4. Win! Celebrate! Learn!
Power Over

Balancing Power

Shifting Power
What is leadership?

One Leader

No Leader

Collaborative Leadership

Distributive Leadership
Values, Interests, & Resources

Commitment

Interests

Shared Values

Interests

Resources

Commitment

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.
1. Personalize – why do CHCs matter to you?

2. Use in-person & virtual platforms to engage Members of Congress & their staff.

3. Invite your people to act & lead with you.

7/10 Action alert to the field

7/19 Call-in Day

7/26 Twitter Chat

8/6-8/12 National Health Center Week
Let's Goooooo!

Scan here to Stand Up for Health Centers and 30+ Million Patients.

Scan or click to complete the CHC funding Action Alert!
https://hcadvocacy.quorum.us/campaign/49301/
The #NHCW23 Roadmap to a Stronger America has begun!

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 #Hooseiers

"Championing Primary Care for All Hoosiers!"

Check out the #NHCW23 road trip calendar!
(2 states/territories highlighted each day)
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!

NATIONAL HEALTH CENTER WEEK
August 6 - 12, 2023

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NHCW Tools & Resources

• Activities & Event Ideas
  • Road trip bingo—*prizes will be awarded!*
  • Video contest—*prizes will be awarded!*
  • Civic Health Month/voter registration
  • Road trip playlist
• Templates
  • Proclamations
  • Invitations
• Media Toolkit & Store
• Fact Sheets
  • *2022 UDS data pending*
• Prep Webinars

www.healthcenterweek.org
NHCW Online Store

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

https://nhcw.zancanstore.com/
Is Your National Health Center Week Event Listed Here?

https://healthcenterweek.org/submit-your-event/
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!**
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!
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
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
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 nationwide!

Current ACE Count: 83
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
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.
Celebrating Community Health Centers is a way to Build power & protect access to care for 30+ million patients!
Stay in touch!
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