

# Mission & Pride:

## NHCW 2023

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**

August 6-12, 2023

#NHCW23  
[www.healthcenterweek.org](http://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



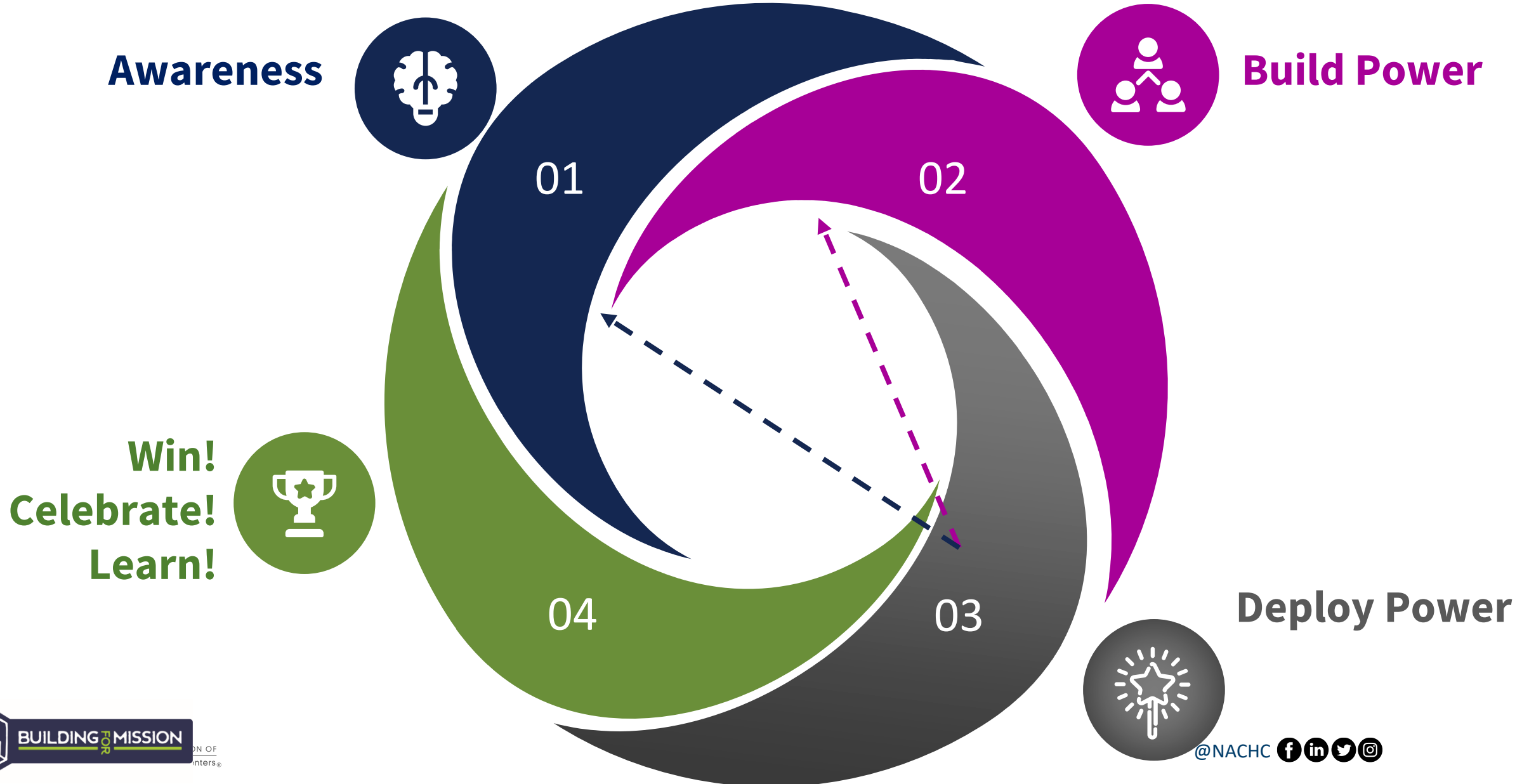
Organizing is **leadership** that enables constituency to turn its resources into the power to achieve its goals by:

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

Credit:  
Marshall Ganz, Hauser Center  
Harvard Kennedy School  
[Marshall.ganz@harvard.edu](mailto:Marshall.ganz@harvard.edu)

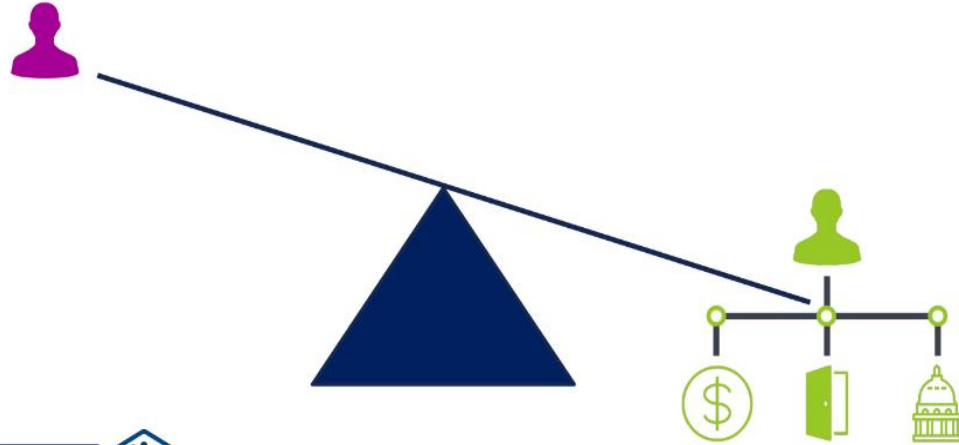


# Organizing Cycle



# Power Over

Interests

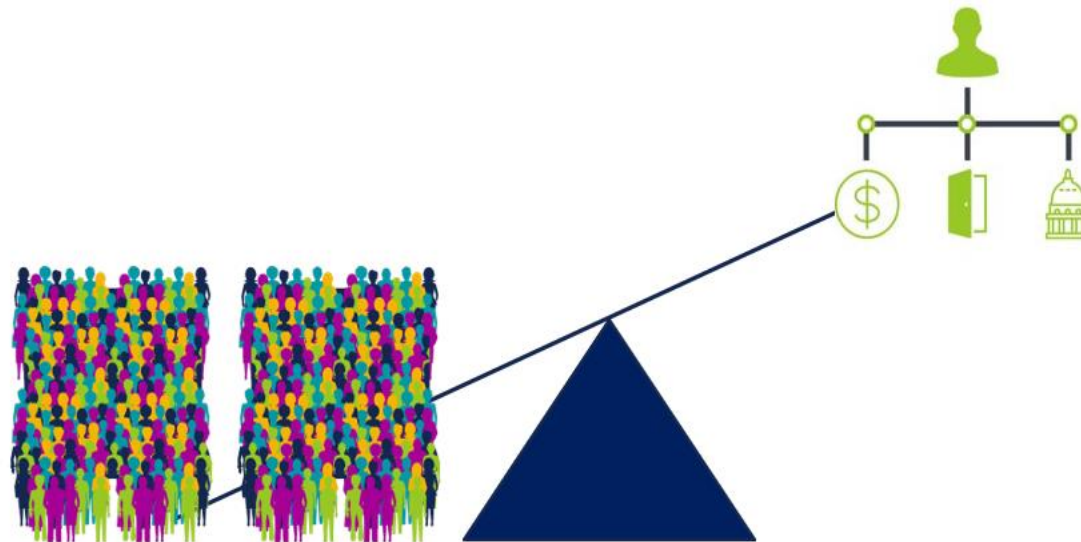


Resources

# Balancing Power

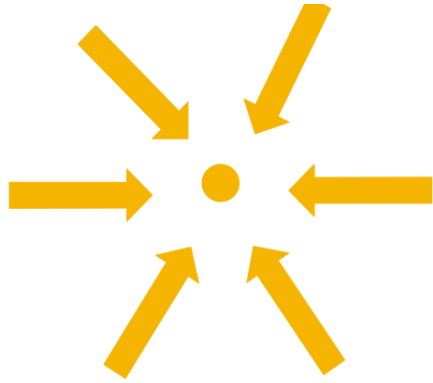


# Shifting Power

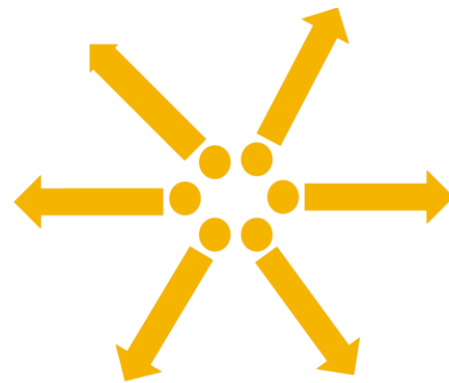


# What is leadership?

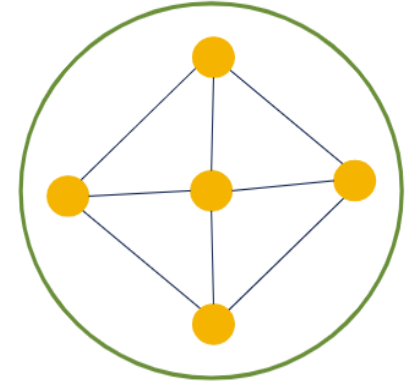
## One Leader



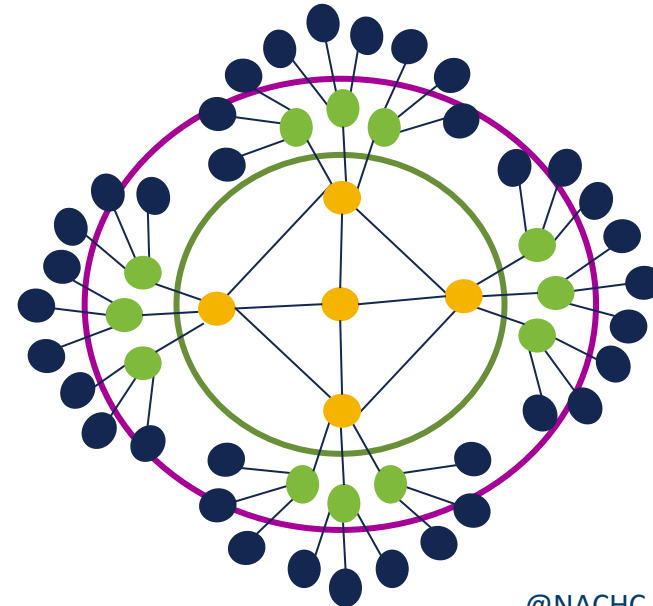
## No Leader



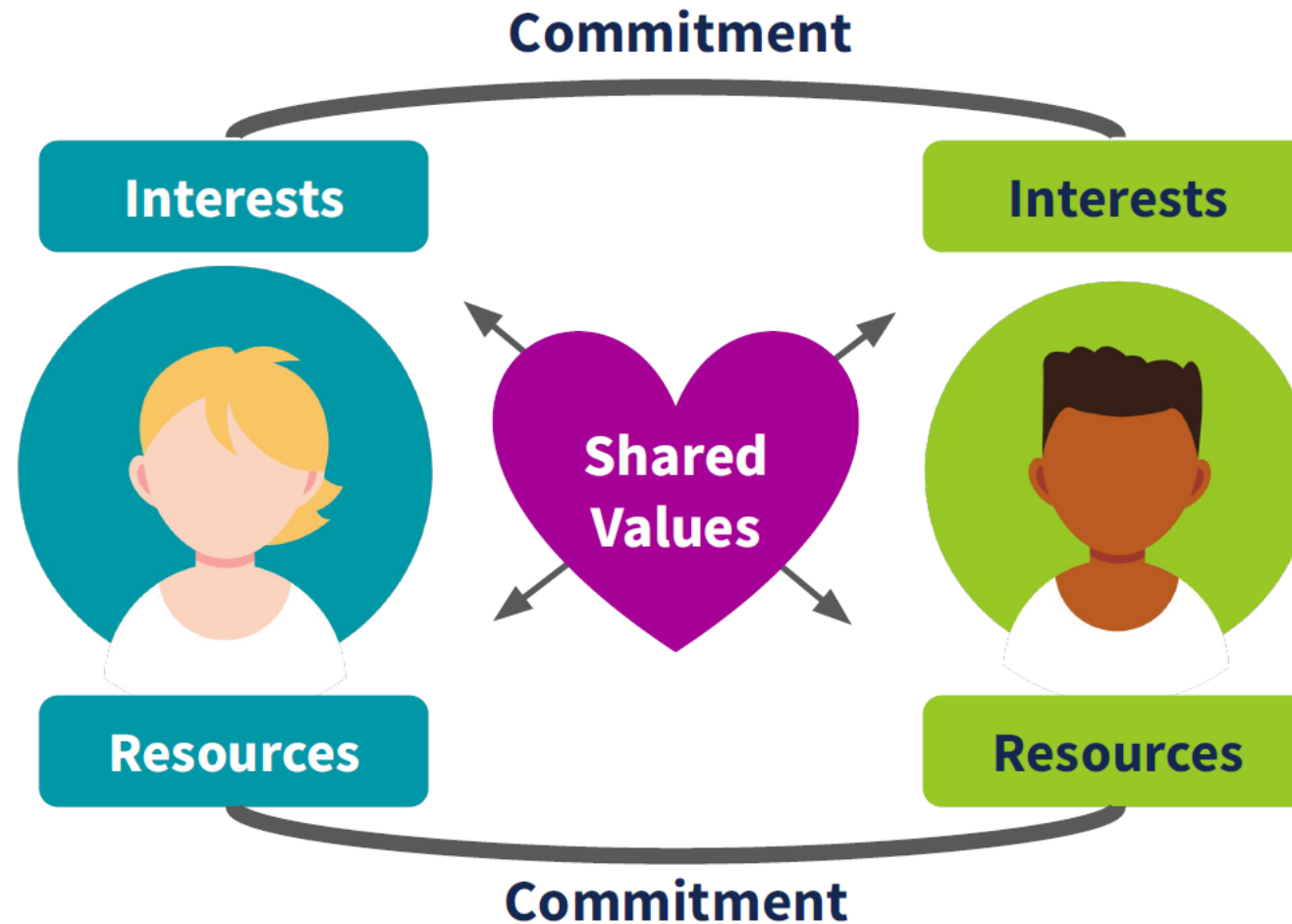
## Collaborative Leadership



## 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

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## Health Center Funding

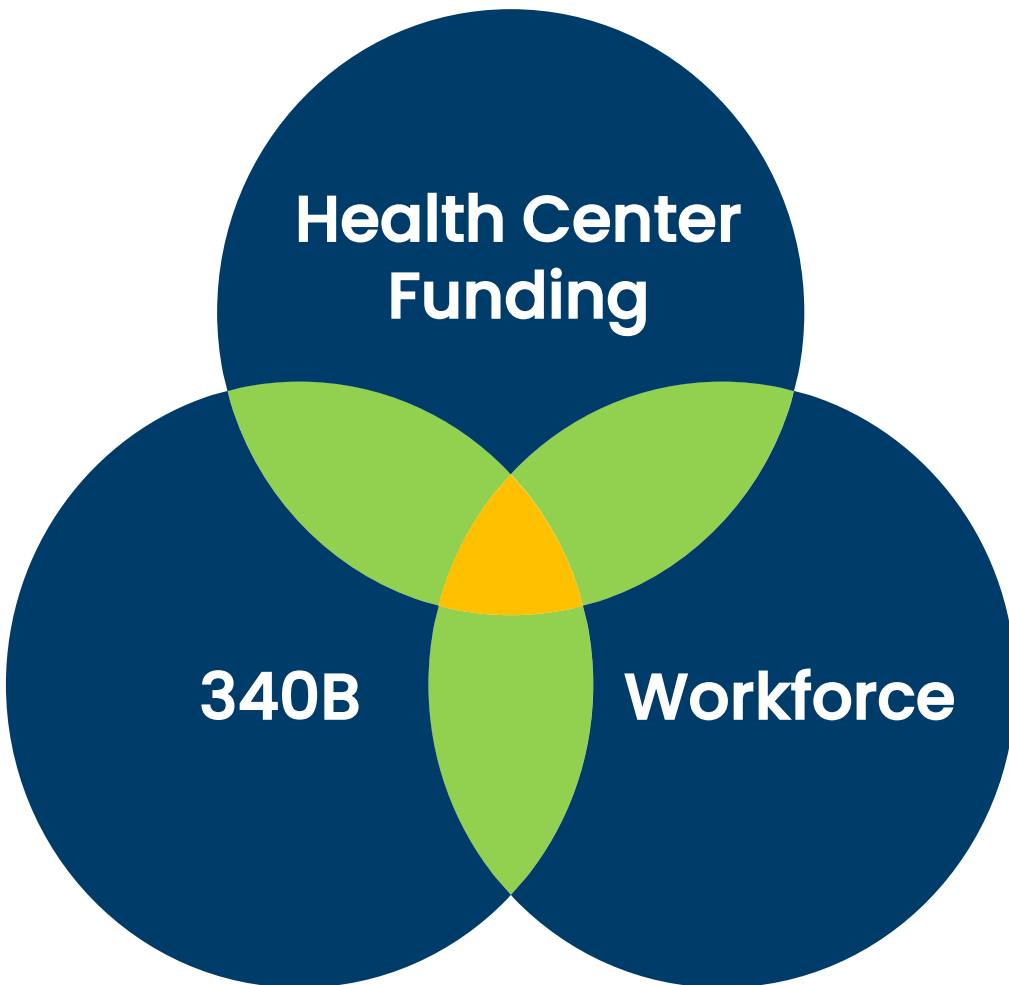
- Expand the reach of the program to serve new communities
- Deepen the services to existing health center patients
- Shore up existing health centers to address inflation and workforce challenges

## 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 Gooooooo!

**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!

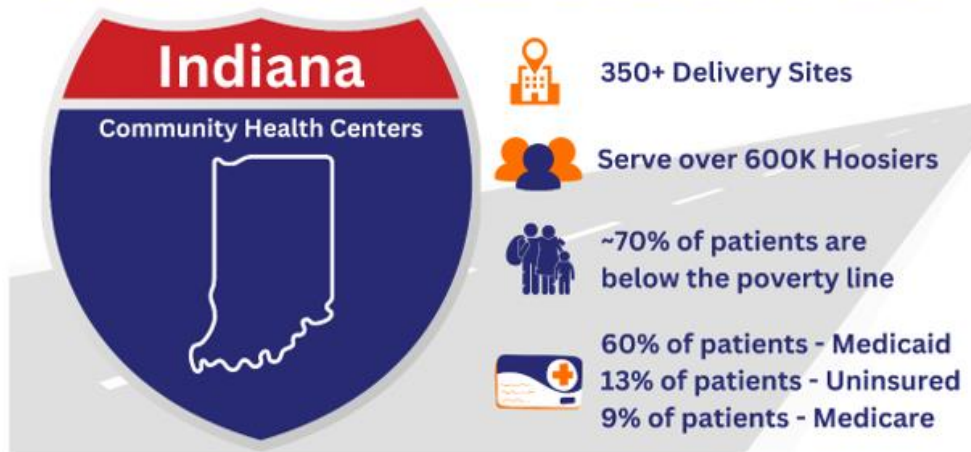


Everyone ▾

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!**  
*(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!



# 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

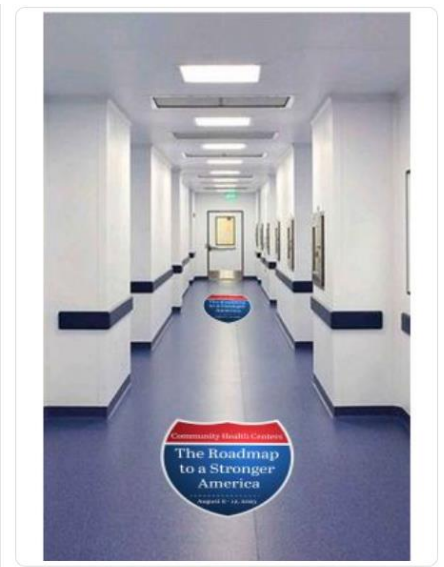


# NHCW Online Store

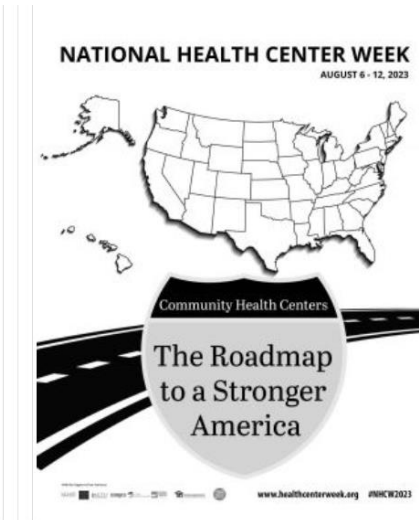
- Posters
- Banners
- Mugs
- T-shirts
- Reusable bags
- Water bottles...and more!



NHCW Cotton Tshirt



Indoor floor decals



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



# Is Your National Health Center Week Event Listed Here?



\* To search for events in **Puerto Rico** and the **US Virgin Islands**:

- Click on the map above
- Locate "Events" on the left side of the screen and click it
- Use the drop-down menus above the map to select State and Puerto Rico and the US Virgin Islands are at the top of the list
- Select the state or territory you would like view for a list of events



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



# Planning: Identify Shared Values, Interests, & Resources

## 1. Create an Action Plan

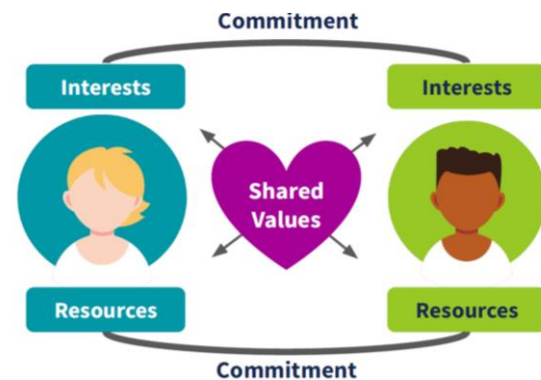
- Create a **leadership team**—make sure to get board and staff leadership support
- Determine **activities and tactics** that will help you achieve your strategic goal

## 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](https://vot-er.org/resources)





# Social Media

- Follow **@HCAAdvocacy** 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

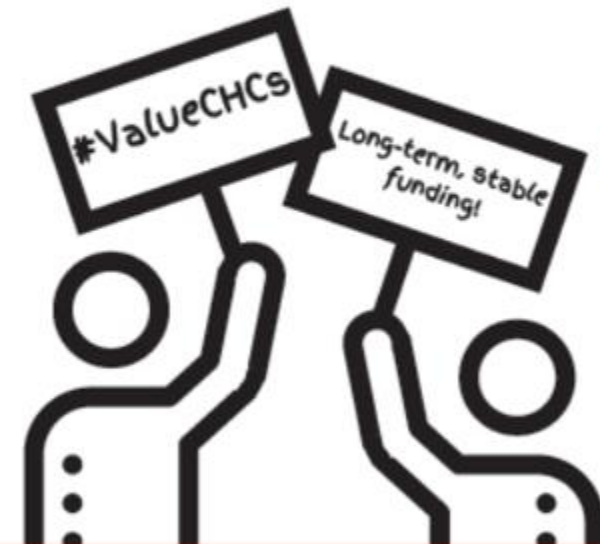
### 100 ACE Challenge

**Goal:** Reach 100 ACEs nationwide!

**Current ACE Count:** 83

## 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](http://WWW.HCADVOCACY.ORG/ACE)



[GRASSROOTS@NACHC.ORG](mailto: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.

# 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

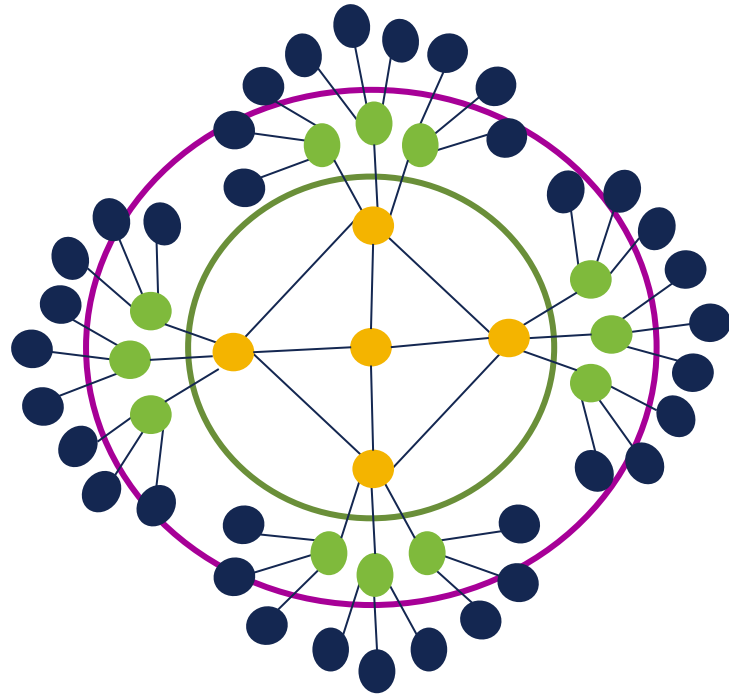
Strengthen your role as an advocacy leader, be inspired by the stories of others and get health center policy updates when you [subscribe](#) to our Washington Update newsletter.



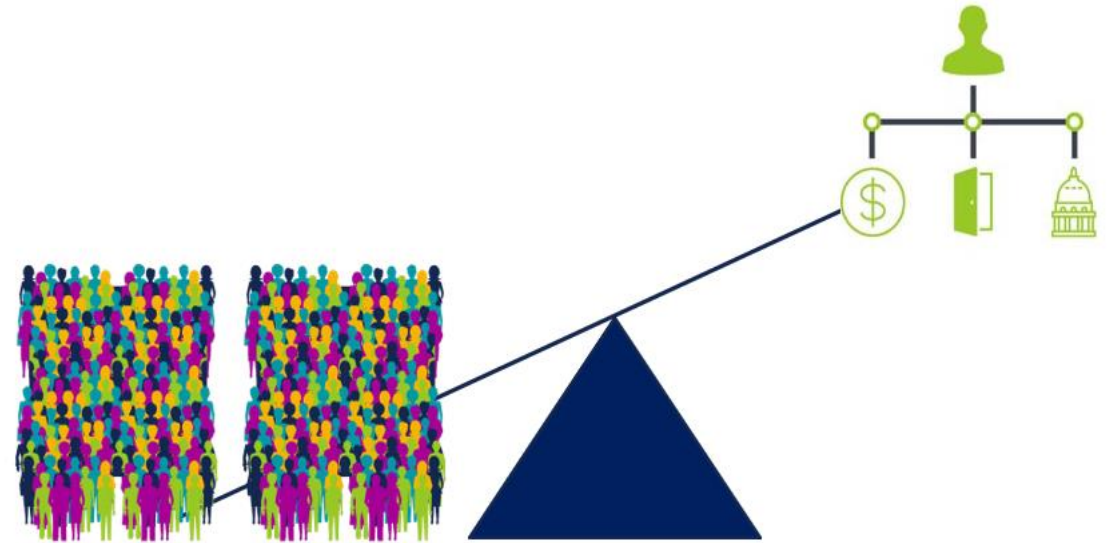
## Social Media Resources

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!



## Shifting Power



# Stay in touch!

## NACHC Grassroots Advocacy Team



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