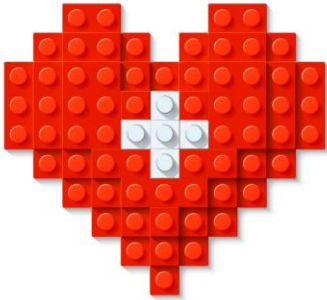


Building Innovative Care  
Where It Matters Most.



National Health Center Week  
August 2-8, 2026



Kickoff Webinar  
May 11, 2026



# Welcome!

- Today's meeting is being recorded. A copy of the presentation materials will be available at <https://healthcenterweek.org/> within 48 hours.
- AI note-takers are not permitted and will be removed from the call per NACHC policy.
- For any questions or concerns, please reach out to [grassroots@nachc.org](mailto:grassroots@nachc.org).

# Housekeeping



Adjust your audio settings if you have trouble hearing the presenters.

Use chat to dialogue with colleagues and peers.

Submit questions using the Q&A box so they are tracked and answered.

# Housekeeping

Please support **NACHC's commitment to creating a respectful and professional environment** for all webinar participants, including attendees, speakers, and moderators.

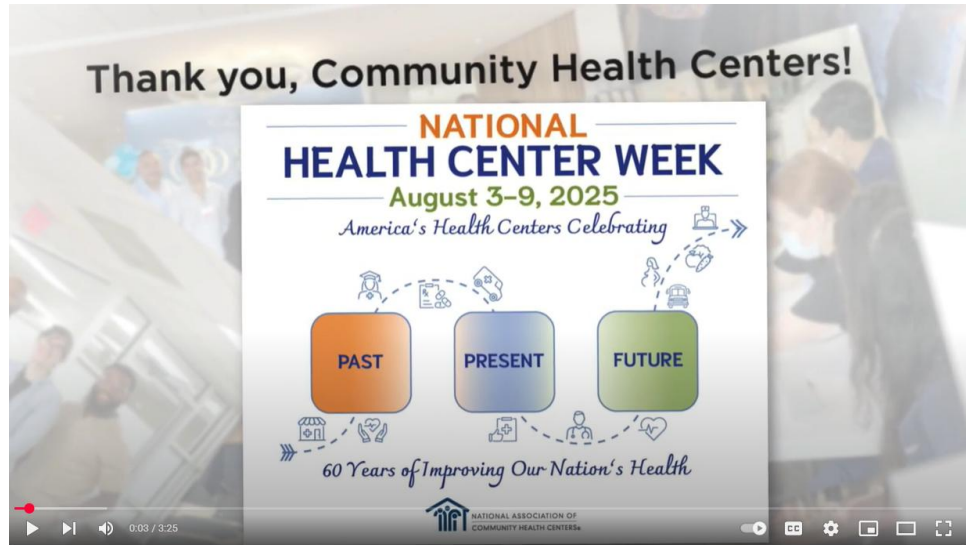
To promote a positive experience for everyone, we expect all participants to use the chat and Q&A functions in a respectful and professional manner. Harassment, discrimination, and disruptive or inappropriate behavior of any kind will not be tolerated. Failure to follow these guidelines may result in removal from the webinar at our discretion. **Thank you for your cooperation.**

# Welcome & Opening Remarks



**Angelique Wilkins, MPS**  
Executive Vice President, External Affairs &  
Chief Communications Officer

# #NHCW25 Recap: Coast to Coast



## #NHCW25 By the Numbers

- Highest social media engagement for entire year across all channels
  - 43,500+ impressions on #NHCW25 posts
- More than 1,100 events nationwide
  - All 50 states represented + DC, PR, USVI & Guam
  - Events in 300+ Congressional districts

**Watch the NHCW highlights video!**

[https://www.youtube.com/watch?v=C\\_AmHa4ZgrY](https://www.youtube.com/watch?v=C_AmHa4ZgrY)

# 2025 Grassroots Advocacy

## Year in Review



Actions grew by nearly 5x to **130,000+** to support CHC funding, protect Medicaid, and advance access to primary care for 52 million patients



Advocates almost doubled to **21,000+** working to maintain **year-round advocacy** through action alerts, in-district meetings, site visits, and NHCW



All-time high **162 Advocacy Centers of Excellence** (ACEs) awarded and graduated the **largest Advocacy Leadership Program** (ALP) class



Revitalized bipartisan CHC Caucus marked a major milestone with advocacy efforts successfully recruiting **72 representatives** and **4 senators**



**42,000+** letters sent to drug manufacturers and HRSA on the value of 340B urging exemptions for CHCs from the Rebate Model Pilot Program



NACHC hosted **four National Fly-Ins** bringing CHC leaders to Capitol Hill for hundreds of meetings, garnering national visibility and media attention

# What Do We Need From YOU?



NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH CENTERS®

## **S.T.A.Y. in it with NACHC!**

**Stay Engaged, Stay Connected, Stay Ready**

**S - Stand for What Matters**

**T - Tell Your Story**

**A - Advocate with Purpose**

**Y - Yield Impact & Results**



# Landscape on Capitol Hill



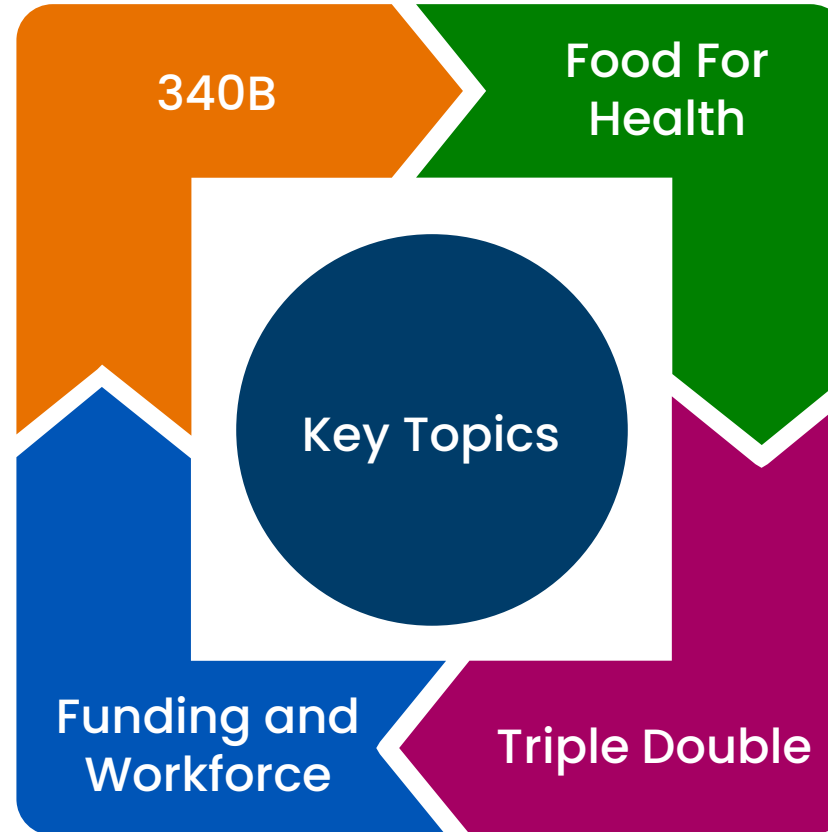
**Joe Dunn**  
**Chief Policy Officer**

# Pending Issues on Capitol Hill

NHCW is a great time to showcase your health center and the importance of federal/state policies  
Other materials available on Medicaid, Medicare, oral health, mobile health and more!

**Highlight the important role of 340B to CHC operations, services to patients, and the implications of the proposed rebate model. Rep. Bergman has introduced a bill (HR. 7391) to exempt CHCs from a rebate pilot.**

**Raise awareness of CHC / NHSC funding expiration in September / December 2026. Press for funding pathway programs such as the Health Workforce Innovation Act (HR. 935/S.4254) to provide new HRSA workforce grants for allied health professionals training.**



**\$125 million allocated from HRSA's funding increase to nutrition programming at CHCs. Urge increased funding for nutrition programming described in Rep. Harshbarger's Nutrition Education and Chronic Disease Prevention in CHCs Act**

**Triple Double Initiative: (1) Double investment in primary care from 5% to 10%; (2) Double the reach of primary care, starting with CHCs (10% to 20% of US population); (3) Double the next generation of primary care workforce by training clinicians and care teams in community-based settings.**

# Stay Updated w/NACHC's Policy Calls



\*All calls take place at 3 PM Eastern.

## **First Wednesdays – F.A.S.T. Call (Open to All)**

Register at <https://bit.ly/NACHCFASTcallregistration>



## **Second Wednesdays – NACHC Policy Pulse (Open to All) –**

Register at <https://bit.ly/3e9a7Cl>



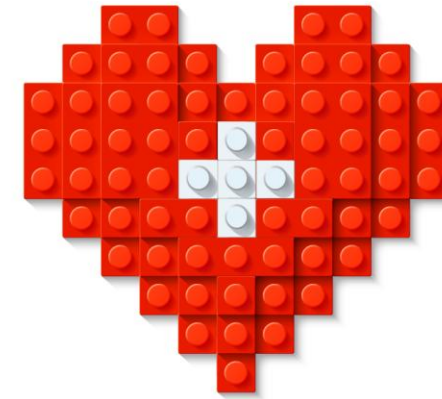
## **Fourth Wednesdays – SEPP Forward (Members Only)**

Register at <https://www.nachc.org/events/sepp-forward/>  
Email NACHC Membership at [membership@nachc.org](mailto:membership@nachc.org) with questions.

# Key #NHCW26 Dates

- **July 1:** Deadline to **submit events** to be considered for NACHC sponsorship
- **July 16:** #NHCW26 Office Hours
  - **Register here:** <https://bit.ly/4nf8TF1>
- **July 20:** Contest submissions open
- **Aug 2–8:** National Health Center Week!
- **Aug 12:** Deadline for contest submission
- **Aug 15–28:** Contest voting

Building Innovative Care  
Where It Matters Most.



**National Health Center Week**  
**August 2-8, 2026**



NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH CENTERS®

# Thank You #NHCW26 Sponsors!

## Platinum

- American College of Lifestyle Medicine (ACLM)
- eClinicalWorks

## Gold

- Aetna
- Centene
- CNECT
- Forvis Mazars

## Silver

- Matthews Specialty Vehicles
- McKesson
- Mobile Specialty Vehicles
- NextGen

## Bronze

- Pfizer
- United Healthcare
- Elevance Health

## Copper

- AndHealth
- AthenaHealth
- Inspire AV
- Johnson & Johnson
- Link Strategies

## Crystal

- American Academy of Family Physicians (AAFP)
- Association of Community Affiliated Plans (ACAP)
- BGR Group
- Commonwealth Purchasing Group
- PointCare
- Swope Health
- The Normandy Group



**Natalie Pell**

Policy and Advocacy Specialist

Michigan Primary Care Association

[npell@mpca.net](mailto:npell@mpca.net)





## Sponsorship

- MPCA, in association with MCHN (Michigan Community Health Network), offers an annual sponsorship funding opportunity to support our members' NHCW activities.
- Light requirements for funds:
  - **Submit event to NACHC's NHCW website**
  - Advocacy or community component related to the theme of the year

A	B	C	D
Event Date	Health Center Name	Title	Address
8/8/2025	Advantage Health Center	Community Health Rally	101 E. Alexandrine
8/8/2025	Alcona Health Center	Free Community Open Skate	751 Woodward Av
8/8/2025	Alcona Health Center	Free Community Open Skate	3450 M-119
8/8/2025	Alcona Health Center	Skate & Celebrate Wellness in Alper	751 Woodward Av
8/8/2025	Alcona Health Center	Skate & Celebrate Wellness in Petos	3450 M-119
8/3/2025	Catherine's Health Center	Grand Rapids Hispanic Festival	320 Ottawa Ave N
8/3/2025	Center for Family Health	Celebrating 60 Years of Progress Tin	505 N Jackson Stre
8/4/2025	Center for Family Health	Snackueterie + Trivia	505 N Jackson Stre
8/5/2025	Center for Family Health	Patient Appreciation Day	505 N Jackson Stre
8/6/2025	Center for Family Health	FREE Blood Pressure Screenings in J	505 N Jackson Stre
8/7/2025	Center for Family Health	What is Centering? Learn the Facts	505 N Jackson Stre

# Social Media

- During NHCW, our Communications Manager monitors members' social media channels and reposts content throughout the week
- Curate individualized content for the PCA
- Create press release for promotion of NHCW
- Follow social media contests through NACHC and other avenues





## Sponsorship Requirement Examples

- *2025: Celebrating the Past, Present, and Future of Health Centers*
  - Prepare and post a message to your organization's social media profiles (and newsletter, if applicable) during NCHW about the history of your organization and where you are headed.
- *2024: Empowering Communities Through Connection*
  - Include at least one activity during NHCW that is focused on community connection.
  - Examples include conducting a voter registration or blood drive event, host a donation/resource drive, mobile health screening event, immunization event, farmers market, or health fair for residents, etc.

# Legislative Opportunities

- We always submit a request for proclamation to both our executive office and state legislature.
- Excellent way to build legislative champions!



# Staff Participation

- PCA staff love to attend events, and we often get requests for MPCA representation from members.
- Every year we send out an internal survey to our staff to capture interest and availability.



# Legislative Opportunities

- The PCA encourages our members to let us know when a legislator will be visiting.
- A NHCW visit with a Senator directly led to the introduction of a 340B bill in Michigan!





**Jeff Larsen**

Chief Growth & Development Officer  
Great Lakes Bay Health Centers

[jlarsen@glbhealth.org](mailto:jlarsen@glbhealth.org)



# Patient Engagement

- During events, games and giveaways are donated by local supporters.
- GLBHC hosts screenings, especially well-child visits, but also dental and vision screens, as well as sports physicals.



# Patient Engagement

Pictures shown on the previous slide are from a larger health center site. At a rural health center site, we host a food giveaway every year.



# Partner Engagement

- GLBHC provides free tables to share community resources.
- Insurance plans LOVE to be involved.



# Staff Engagement

- Admin staff LOVES to get out of the office and run games.
- Great chance for non-clinical to interact with patients.
- Some smaller sites feel overwhelmed by doing too much.
  - For them, we plan a visit from a few members of strategic leadership (C-suite, VPs, Directors) to come bring lunch for staff.



# Staff Engagement

- Pediatric Care Coordinator does A TON.
  - Effects of NHCW help her hit goals for several weeks.



# Media Engagement

- Three years ago, GLBHC held a press conference on the courthouse lawn with local partners to announce the doula grant we received and our plan to aggressively lower infant mortality rates.
- Last year, GLBHC used a NHCW event to debut our new mobile vision unit.



# Legislative Engagement

- US Rep Lisa McLain “didn’t get it” until she visited a site in person.
- State Senator Sam Singh drafted state legislation to protect health centers from contract pharmacy restrictions shortly after a NHCW visit.

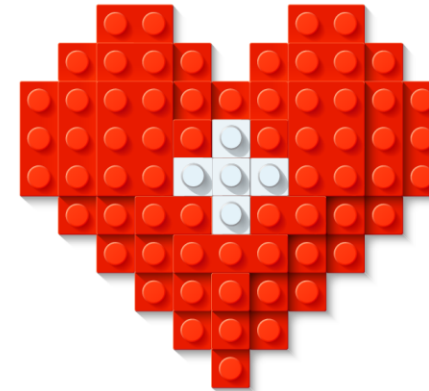


# Step 1: Planning and Preparing

# *Everything you need is online!*

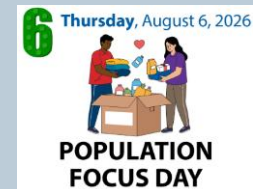
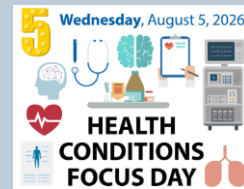


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Where It Matters Most.



[www.healthcenterweek.org](http://www.healthcenterweek.org)

# Event Ideas for Focus Days



History exhibit

Share “then and now” photos & stories

Appreciation breakfast or lunch

Thank you cards to staff

Patient appreciation event

Board member & patient testimonials

Host a health fair with screenings

Highlight chronic condition education programs

Community outreach events

Drives to collect supplies

Highlight community partnerships

Host elected officials and staff for a tour

Community gratitude event

Create a vision board highlighting future strategic goals

Get more event ideas and download graphics:

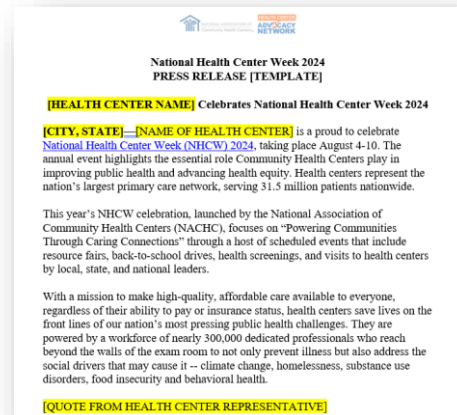
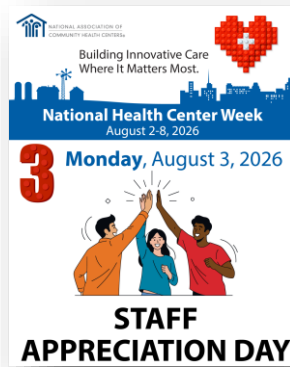
<https://healthcenterweek.org/focus-days/>

# Communications Tools, Resources, & Marketing

- NHCW proclamation template
- Downloadable graphics
- Talking points, factsheets
- **Media Toolkit—coming in June!**
  - Social media templates
  - Letter to the editor/press release



[healthcenterweek.org/tools/](https://healthcenterweek.org/tools/)



## Official #NHCW26 Swag

- Posters
- Banners
- T-shirts
- Reusable bags...& more!

[nhcw.zancanstore.com/](https://nhcw.zancanstore.com/)

# NACHC Contests and Activities

- **Bingo challenge:** open to all CHC staff
- **Button design contest:** one submission per CHC



Building Innovative Care Where it Matters Most. **#NHCW26**

National Health Center Week August 2-8, 2026

Create a **circular, 5-inch** original design that reflects this year's theme: *Building Innovative Care Where It Matters Most* and represents health centers from a **national perspective**.

**JUDGES WILL LOOK FOR:**

- Creativity & fun
- Use of the theme
- Originality

**BUTTON DESIGN CONTEST**

Submissions Open: July 20 - August 12

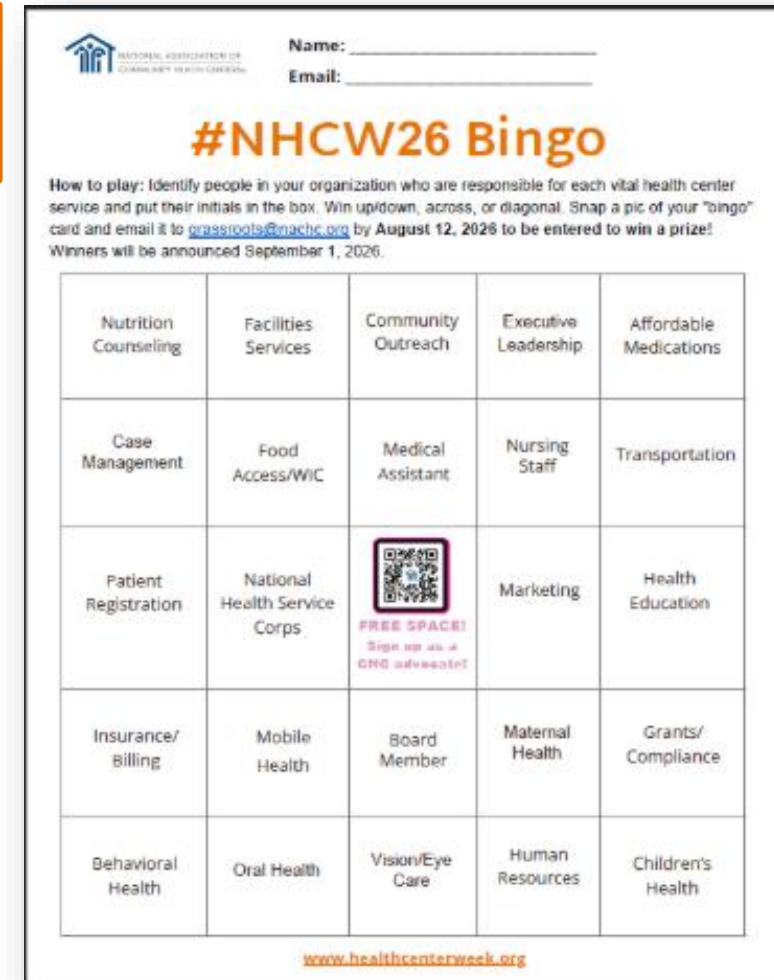
Learn more at [www.healthcenterweek.org](http://www.healthcenterweek.org)

Email [grassroots@nachc.org](mailto:grassroots@nachc.org) with questions

NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS



#NHCW25 Button Contest Winner  
Pamela from Piedmont Health, NC




NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS

Name: \_\_\_\_\_  
Email: \_\_\_\_\_

## #NHCW26 Bingo

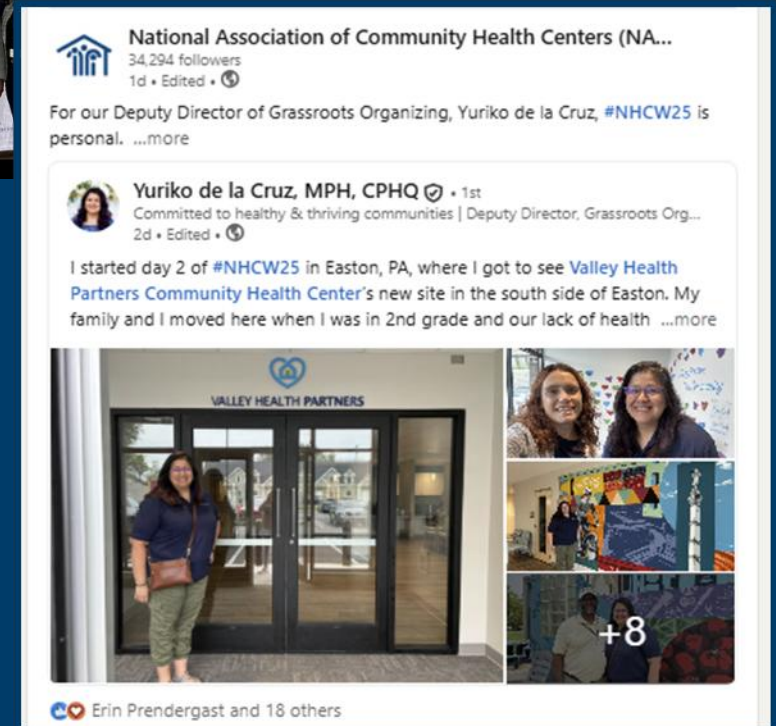
How to play: Identify people in your organization who are responsible for each vital health center service and put their initials in the box. Win up/down, across, or diagonal. Snap a pic of your "bingo" card and email it to [grassroots@nachc.org](mailto:grassroots@nachc.org) by August 12, 2026 to be entered to win a prize! Winners will be announced September 1, 2026.

Nutrition Counseling	Facilities Services	Community Outreach	Executive Leadership	Affordable Medications
Case Management	Food Access/WIC	Medical Assistant	Nursing Staff	Transportation
Patient Registration	National Health Service Corps	 FREE SPACE! Sign up at a CHC advice@!	Marketing	Health Education
Insurance/Billing	Mobile Health	Board Member	Maternal Health	Grants/Compliance
Behavioral Health	Oral Health	Vision/Eye Care	Human Resources	Children's Health

[www.healthcenterweek.org](http://www.healthcenterweek.org)




# Social Media

- Follow **@NACHC** on LinkedIn, X/Twitter, Facebook, Instagram
  - Share posts amplifying events across the country
- Post about your National Health Center Week events
  - Use **#NHCW26** and **#ValueCHCs**
- Don't forget to tag your elected officials!
  - Use official - *not campaign* - accounts ([found here](#))



# #NHCW26 Office Hour

Get the latest information,  
ideas, and answers about  
#NHCW26!

-  Social media toolkit overview (to be released in June)
-  Pitching stories to local media
-  Peer Q&A + best practices

Registration link: <https://bit.ly/4nf8TF1>

July 16 at 3pm ET



SCAN ME

# Step 2: Promoting & Inviting

# NHCW Event Sponsorships

- Thanks to generous support from Partners of Choice, a **limited number** of \$500 sponsorships are available to health centers hosting NHCW events.
- To be **considered** for a sponsorship, **submit your event on the NHCW website no later than July 1, 2026.**
- Events must be open to the public to be considered for sponsorship.
- Health centers that are selected to receive a sponsorship will be notified in mid-July.

# Event Sponsorships FAQ

**Q: Do I need to take any additional steps after submitting my event?**

**A: No.** Submitting your event on the NHCW website **by July 1** automatically enters your health center into the pool for consideration.

**Q: Does submitting my event guarantee funding?**

**A: No.** Submission makes your event **eligible** for sponsorship consideration. We cannot guarantee funding for every event.

**Q: Is NHCW sponsorship money restricted funding?**

**A: No.** Funds may be used to support and promote NHCW events. There are no reporting requirements tied to these funds.

# Hosting Elected Officials and Their Staff

## Start early and be persistent

- Use NACHC's [In-District Meeting Toolkit](#) to connect with your elected officials
- Work with scheduler in federal or state/district offices
- Be flexible
- Follow them on social media
- Post events on the [NHCW website](#) – elected officials find events this way
- [Request a proclamation](#) recognizing NHCW from your elected officials

## Types of engagement

- Award presentation
- Health center tour
- Ribbon-cutting at new site
- Press conference
- Candidate forums/panels
- Volunteering (handing out food, reading to children)

[Complete this form](#)  
to provide feedback  
about your visits  
with elected officials



*Congressman Jerry Nadler visits Ryan Health for #NHCW25.*

# Advocacy and Lobbying: Legal Guidance for Community Health Centers

## Advocacy and Lobbying: Legal Guidance for Community Health Centers

Virtual Webinar

June 25, 2026

2:00 - 3:00 PM ET

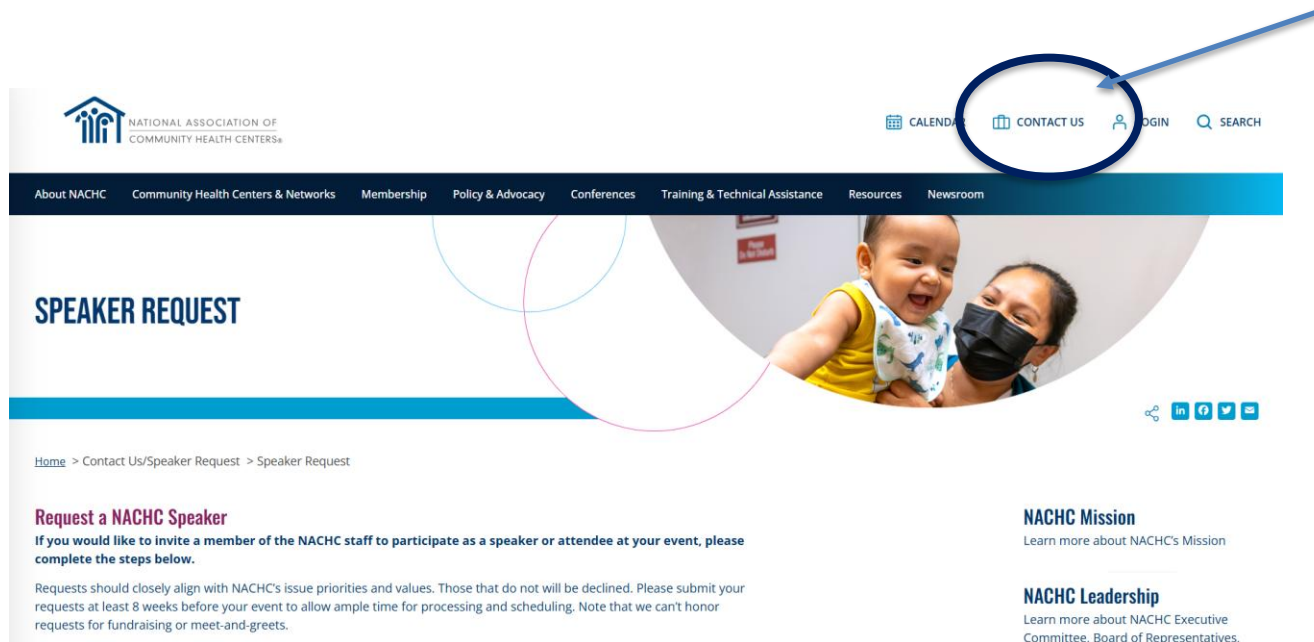


[Register here](#)

### Participants will learn:

- How to engage effectively w/lawmakers
- Distinguish advocacy education from lobbying
- Apply best practices to remain compliant while advancing CHC priorities
  - *The importance of remaining **nonpartisan***
  - *Campaign events and donations are **strictly prohibited***

# NACHC Speaker Request Form



- Submit NACHC speaker requests here: <https://www.nachc.org/contact-us/speaker-request/>
- A speaker request form must be submitted, even if separately communicating with NACHC staff
- Please add as much detail as possible, including specific names of any speakers you are inviting
- ***Deadline to request a NACHC speaker at your NHCW event is July 1, 2026***

# Step 3: Hosting & Follow-Up

# Making the Most of #NHCW26

## 1. Create an Action Plan

- Create a **#NHCW26 team** — make sure to get board member and staff leadership support
- **Work with leadership** to identify current priorities, staffing, and resources
- Determine which **activities** will amplify the mission and story of impact

## 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 (include follow-up)
- Debrief with **#NHCW26 team**

# Is Your Health Center an ACE?

## What is the Advocacy Center of Excellence 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

## Bronze Status Requirements

- 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

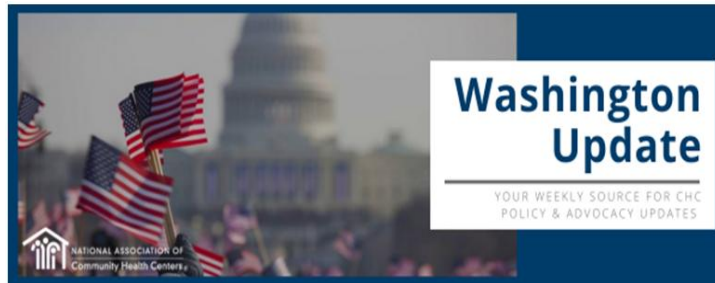


**Learn More & Apply:**

<https://bit.ly/3li2Eo1>



# NACHC's Advocacy Programs and Resources



## 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.



## Advocacy Center of Excellence

ACE health centers are recognized for consistent engagement and commitment to making advocacy an organizational priority. [Learn more](#) and apply for ACE status.



## Advocacy Leadership Program

ALP is 4-month [virtual program](#) designed to guide participants in building a culture of health center advocacy at their organization.



Questions?



# Connect With Us!

## Grassroots Advocacy Team



**Sarah Francois**

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Email general questions to: [grassroots@nachc.org](mailto:grassroots@nachc.org)