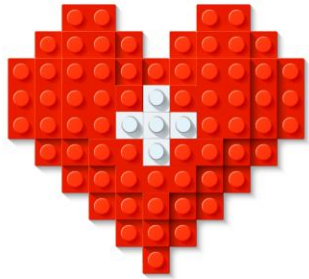




NATIONAL ASSOCIATION OF
COMMUNITY HEALTH CENTERS®

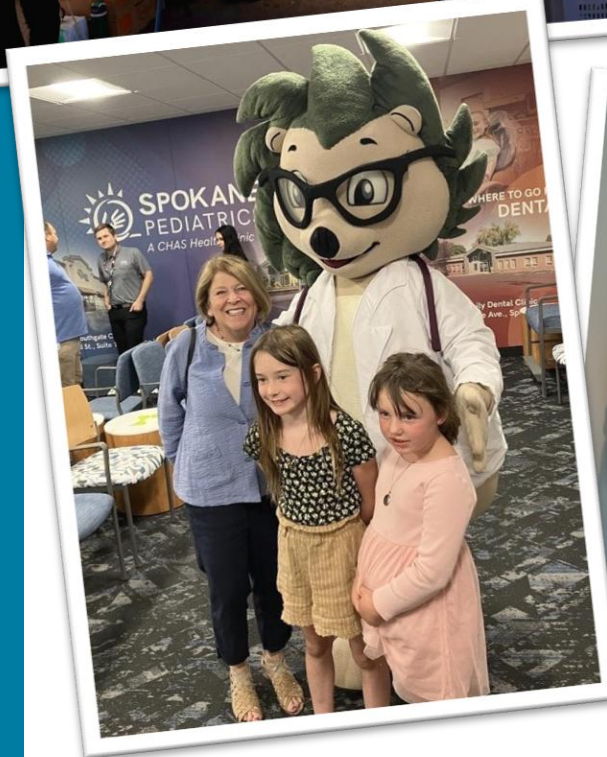
Building Innovative Care
Where It Matters Most.



National Health Center Week
August 2-8, 2026



#NHCW26 Office Hour
July 16, 2026



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.

Today's Agenda

- Welcome
- Key Updates & Reminders
- #NHCW26 Communications Resources
 - Media Pitch Kit
 - Social Media Toolkit
- Open Q&A

Connect with the Advocacy & Comms Team!

Advocacy Team



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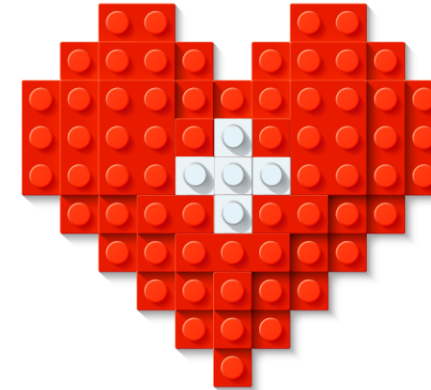


Rebecca Dooley
Deputy Director, Communications
& Speechwriter
rdooley@nachc.org

Everything you need is online!



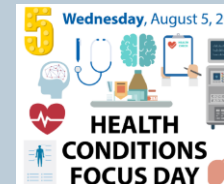
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Event Ideas for Focus Days

 2 Sunday, August 2, 2026 CELEBRATING OUR HISTORY	 3 Monday, August 3, 2026 STAFF APPRECIATION DAY	 4 Tuesday, August 4, 2026 PATIENT APPRECIATION DAY	 5 Wednesday, August 5, 2026 HEALTH CONDITIONS FOCUS DAY	 6 Thursday, August 6, 2026 POPULATION FOCUS DAY	 7 Friday, August 7, 2026 PARTNER APPRECIATION DAY	 8 Saturday, August 8, 2026 GRATITUDE AND FUTURE VISION
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/>

Word Cloud: Creative Ideas for NHCW Events

Share your creative ideas by either:

1. Visiting Menti.com and entering code 1810 3935
2. Clicking on the link in the chat:
<https://www.menti.com/alluu1knwurp>
3. Scanning the QR Code on the right





- **#NHCW26 Events (to date)**
- More than 900 events nationwide!
- 46 states + Puerto Rico

- **#NHCW26 Events (to date)**
- More than 900 events nationwide!
- 46 states + Puerto Rico

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

Thank You #NHCW26 Sponsors!

Platinum

- American College of Lifestyle Medicine
- eClinicalWorks

Gold

- Aetna
- Centene
- CNECT
- Forvis Mazars
- McKesson

Silver

- Matthews Specialty Vehicles
- Mobile Specialty Vehicles
- NextGen

Bronze

- Pfizer
- United Healthcare
- Elevance Health

Copper

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

Crystal

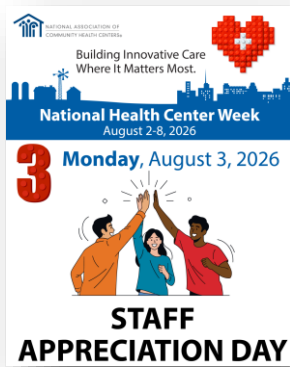
- American Academy of Family Physicians
- Association of Community Affiliated Plans
- BGR Group
- Commonwealth Purchasing Group
- Exact Sciences (formerly Abbott)
- PointCare
- Swope Health
- The Normandy Group
- Visualutions, Inc.

Communications Tools, Resources, & Marketing

- NHCW proclamation template
- Downloadable graphics
- **Media toolkits – available now!**
 - Social media templates
 - Ready-to-use media templates



healthcenterweek.org/tools/



PRESS RELEASE TEMPLATE

How to use this template: Customize all bracketed placeholders and aim for one to two quotes from your health center leadership, board, a patient, or partner. Keep under two pages when possible.

FOR IMMEDIATE RELEASE

Contact: [Name, Title], [Phone], [Email]

[Health Center Name] MARKS NATIONAL HEALTH CENTER WEEK WITH [X YEARS] OF SERVING [COMMUNITY]

[CITY, STATE] — [DATE] — [Health Center Name] joins the [National Association of Community Health Centers](#) and over 1,500 Community Health Centers (CHCs) across the country to celebrate [National Health Center Week](#) and recognize the vital role health centers play in providing affordable, effective, comprehensive primary care to [more than 52 million Americans](#), regardless of insurance status or ability to pay. This year, we celebrate how health centers use innovation to reach more patients and improve outcomes.

For [x years], [Health Center Name] has provided [short description of your main services] to [community]. [Add 1-2 sentences about your health center's mission and work.]

[Quote from CEO or medical director about your health center's impact and NHCW]

Official #NHCW26 Swag

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

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

Email 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 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 as a CHC advocate!	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

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Full Court Press for In-District Meetings

- Policy papers can be found [here](#)
 - *America's Health Center Fact Sheet will be updated when HRSA releases 2025 UDS data*
- CHCs are encouraged to host elected officials and their staff **throughout August**
- Share feedback and photos from visits with elected officials



[Complete this form](#)
to share details
about your
In-District Meetings

Toolkit for In-District Visits and Meetings

Step-by-Step Guide to schedule in-district meetings
along with templates and resources



Communications Resources & Toolkits

#NHCW26 Media Pitch Kit: Quick Start Guide

Technical assistance for health center communications teams

Whether you're an experienced media maven or a true novice, there's something in here for you and your team

Access the full toolkit: <https://bit.ly/NHCW26MediaToolkit>

What's in the Pitch Kit?



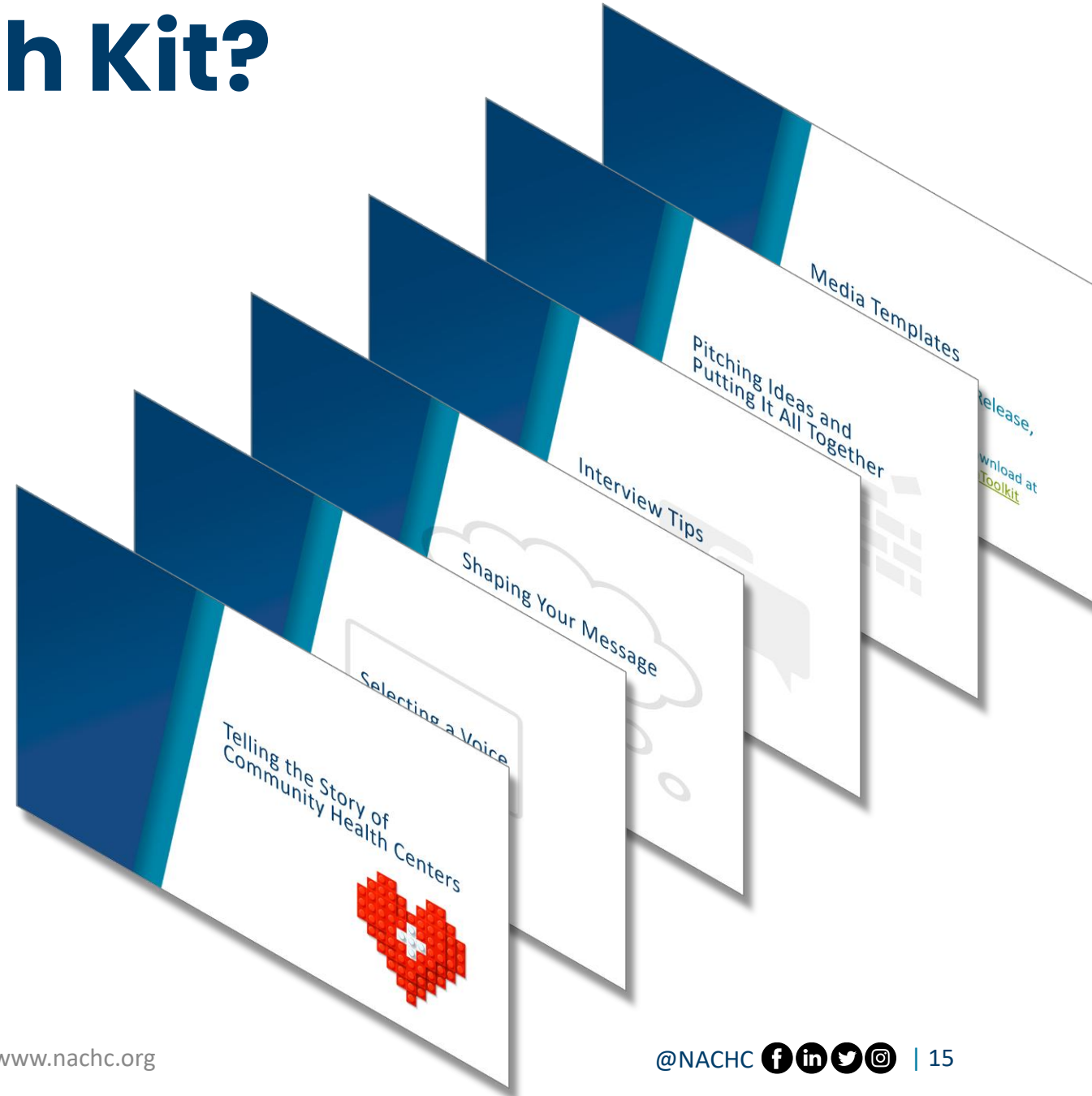
Table of Contents

- Telling the Story Community Health Centers
- Selecting a Voice
- Shaping Your Message
- Interview Tips: Prep, Dos, and Don'ts
- Pitching Ideas and Putting It All Together
- Media Templates: Media Advisory, Press Release, Op-Ed, and more!



nachc.org

@NACHC     | 2



Building Your Pitch: Voice & Message

1 Select Your Voice

Who is best suited to tell your story?

- Health center leadership
- Health care professional
- Trusted patient spokesperson
- Board member

Ask yourself: Is this the most authentic voice? Do they know the story well? Do they have time to prepare talking points?

2 Shape Your Message

Define your Who, What, When, Where, & Why
Then find your hook. What detail makes this newsworthy?

- A health center event
- Your role in the community
- Active advocacy efforts
- A community leader or stakeholder attending an event
- A compelling visual or activity (e.g., a mobile health unit)

Tip: avoid jargon, emphasize the local angle, and show why your story matters to the news outlet's audience.

Pitch Angles That Work

1

Human Interest

A patient story humanizes your health center, builds an emotional connection, and demonstrates your impact on the community.

"Dana lost her insurance right after her diabetes diagnosis. Then she found free care at Potomac Community Health Center."

2

Public Health Impact

Data on reach and outcomes gives readers a reason to care and act.

"Potomac Community Health Center served 15,987 patients this year, up from 14,521 – including 43% of the county's Medicaid enrollees."

3

Celebration of Innovation

Creative programs and partnerships show your health center in action and create opportunities for site visits.

"Our new mobile health unit brings primary care to hundreds of residents that live over 30 minutes from our clinic."

Reporters are busy and often reading on their phones: keep your pitch short, to the point, and easy to skim.

Interview Readiness

Before You Sit Down

- Outline your story: define your objective and cover Who, What, When, Where, How, Why
- Research the outlet: what kind of stories do they cover?
- Understand the format: is it print? Live TV? Recorded?
- Prep your spokesperson: three key messages



DO

- Get your key messages in early
- Keep it brief – less is more
- Use a “wow!” fact (e.g., CHCs serve 1 in 7 Americans)
- Respect deadlines and be honest



DON'T

- Say “no comment” or speak “off the record”
- Use jargon your audience won't understand
- Cite stats or data you can't support
- Argue with the reporter

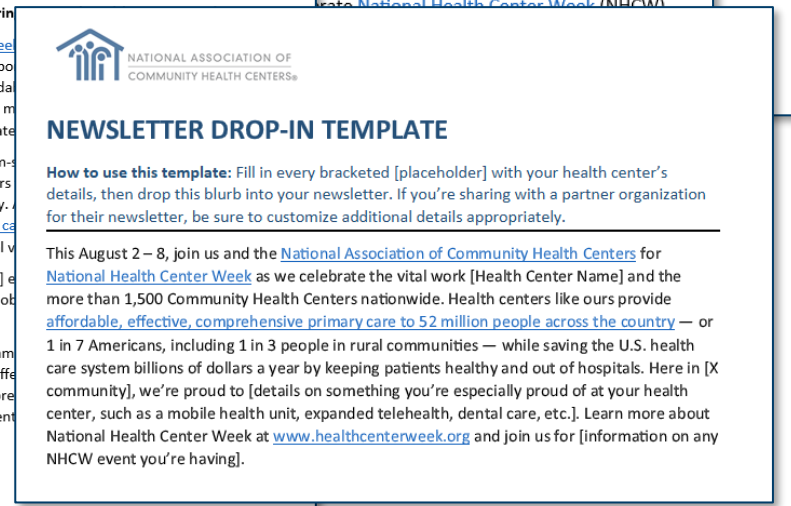
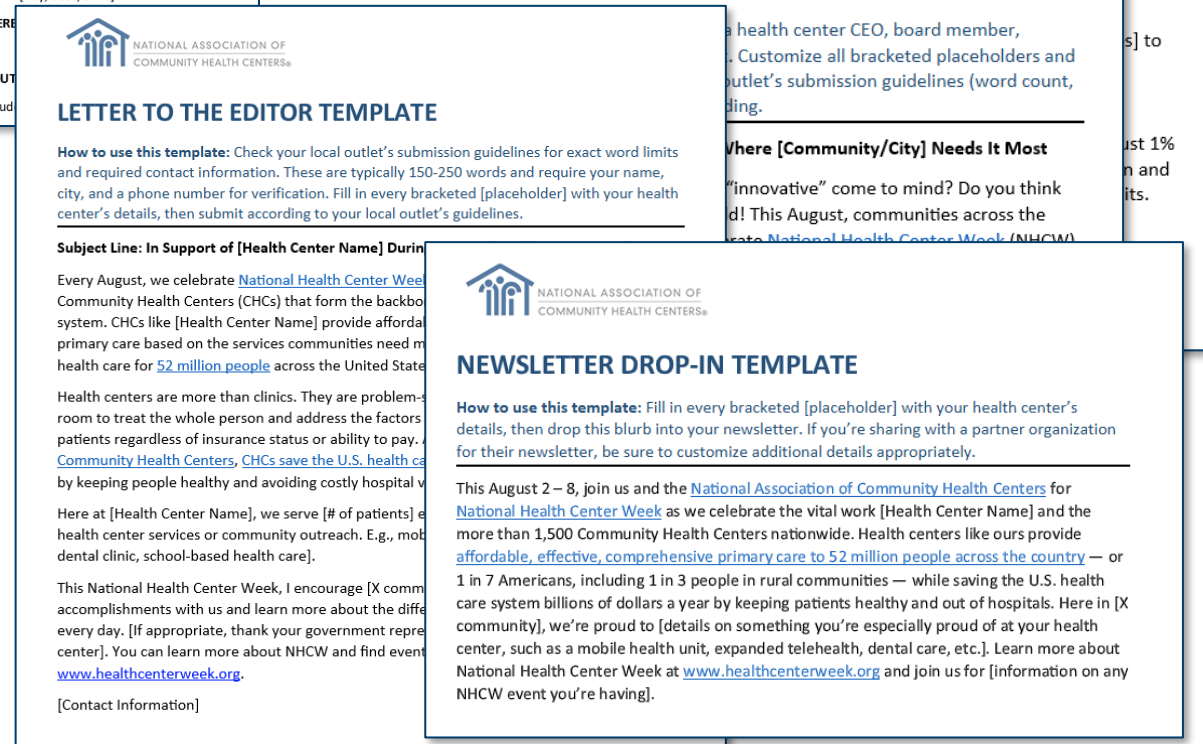
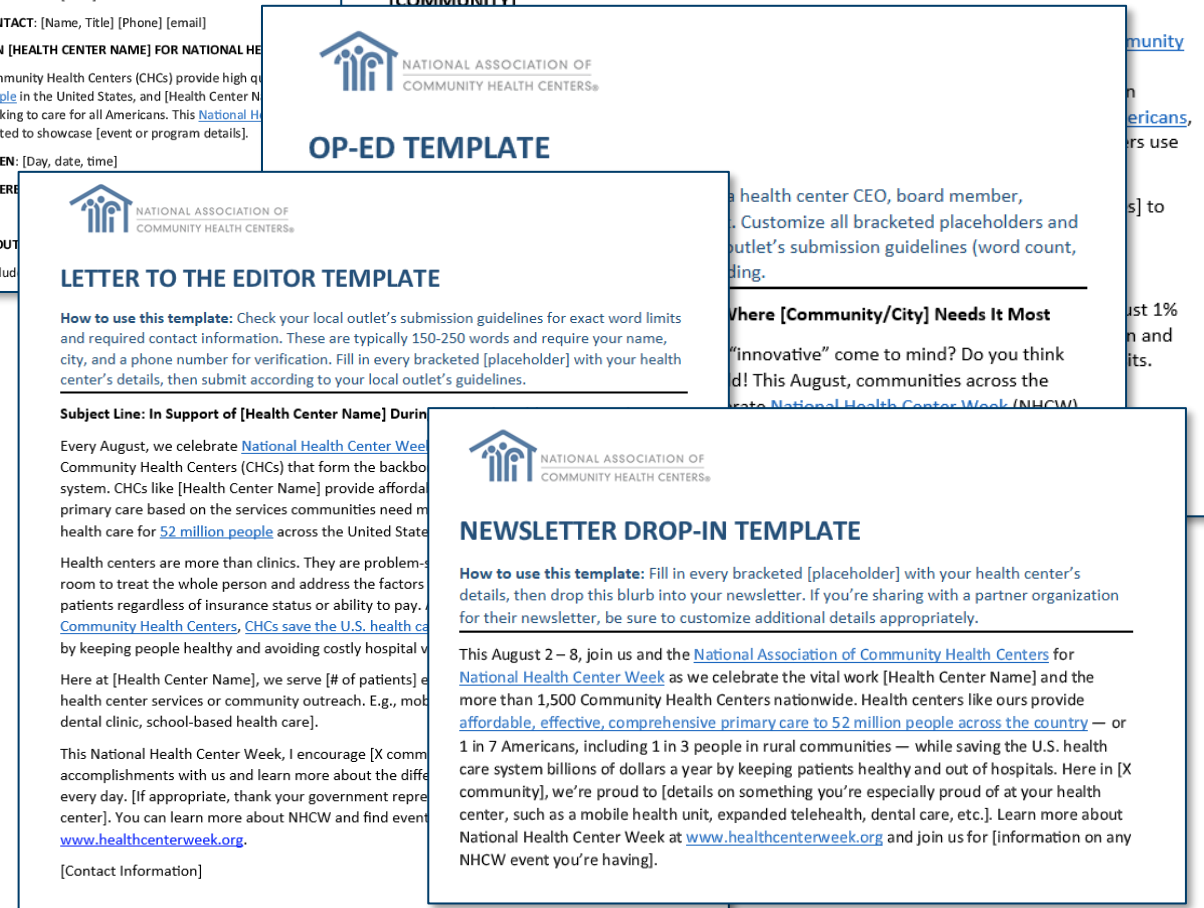
You don't need formal media training to be able to have a great interview!

Ready-to-Use Templates

- Template have instructions on best practices and submission tips
- Includes bracketed fields to customize with your health center's information
- Use them as-is or as a starting point and edit them freely

Templates available for download

- Press release
- Media advisory
- Op-ed
- Letter to the editor
- Newsletter blurb



#NHCW26 Social Media Toolkit

Access the toolkit here:

<https://bit.ly/NHCW26SocialToolkit>

- English and Spanish post options for every #NHCW26 Focus Day
- Captions for Facebook, Instagram and LinkedIn
- Graphics in 1:1 and 4:5 format



Social Media Toolkit Language Guidance

- All content available in English and Spanish
- Spanish captions are editable:
 - Adjust "tú" vs. "usted" based on your audience
 - Adapt regional language as needed



Customizable Profile Pic



Let your network know you're participating in National Health Center Week with this custom profile pic. Follow the [Twibbonize campaign link](#) to create your custom social media frame by uploading your organization's logo or your personal headshot! The frame meets the dimension requirements for profile pics on Facebook, Instagram, LinkedIn, and X/Twitter!

Additional Customizable Graphics

Staff Appreciation & Partner Appreciation Graphics

- Use the [Twibbonize campaign link](#) to upload staff images, partner images, or partner logos

Vision Quote Template:

- Add your future goals using any design program (Canva, MS Paint, Adobe Express, etc.)
- Font: Myriad Pro or Poppins
- Colors: Blue (#2f5da6), Red (#d7282e), Black (#0000)



Choosing the Right Graphic Size

Use the format that best fits your platform:

Instagram:

- Portrait (4:5) images fill more screen space and are ideal for profiles that Instagram has upgraded to a portrait feed
 - Square (1:1) images are still the default for some accounts
-
- If unsure, check your recent posts for sizing
 - NACHC uses portrait (4:5) graphics; yours may differ, but most accounts have been upgraded to 4:5

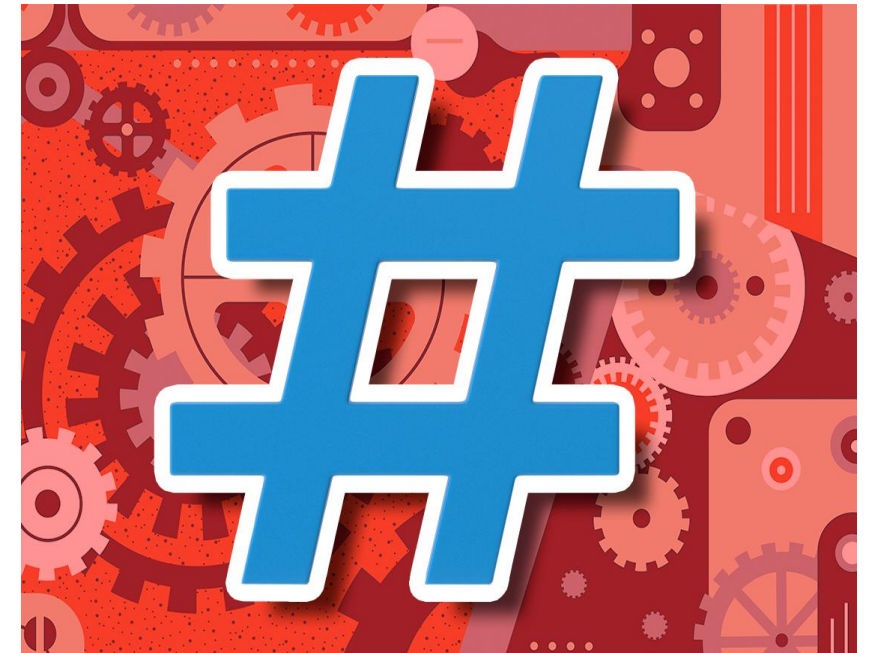
Social Media Hashtags

Include both hashtags in your posts:

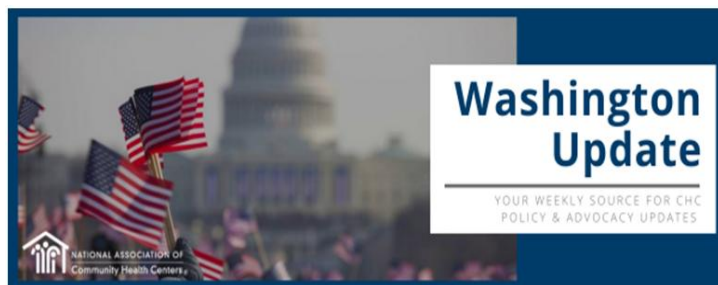
#NHCW26 | #ValueCHCs

Why use them?

- Boosts visibility
- Allows NACHC to find and reshare your content
- Contributes to a unified and collective national message
- Don't forget to tag your elected officials!
 - Use official – not campaign – accounts ([found here](#))



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?

