



In 2022, the National Association of Community Health Centers (NACHC) and the Health Center Advocacy Network invite you to celebrate the ways that health centers prove to be the fabric of the communities they serve. This year's theme for National Health Center Week is "Community Health Centers: The Chemistry for Strong Communities." In addition to celebrating, this year's NHCW will serve as a memorial for all health center employees and patients who lost their lives during the pandemic. In moments of pain and loss, health centers offer support and love. In moments of triumph, they offer hope and a vision for the future. .

NHCW will continue with a stronger focus on in-person events and health education. We encourage you to get comfortable with a camera, talk to your community partners, and be creative; you may be

able to reach a whole new audience!

Focus Days

NACHC is encouraging health centers to coordinate celebrations around the below dates and focus days to showcase the innovative ways that health centers are providing high-quality health care, improving health outcomes, and narrowing health disparities. Your events do not have to coincide exactly with the focus of respective days — much like the NHCW theme, focus days are available to enhance your events and help provide structure at your discretion. Coordinating local efforts around the themes of the focus days helps maximize the national impact of our message.

- 8.7: [Public Health in Housing Day](#)
- 8.8: [Health Care for the Homeless](#)
- 8.9: [Agricultural Worker Health Day](#)
- 8.10: [Patient Appreciation Day](#)
- 8.11: [Stakeholder Appreciation Day](#)



MPCA Event Guide

- 8.12: [CHC Staff Appreciation Day](#)
- 8.13: [Children's Health Day](#)

Don't forget to submit your events!

Whether virtual or in-person, don't forget to submit your events! Visit the [National Health Center Week website](#) to share and promote your event with NACHC. Be sure to also share your events with [Patrick Stewart](#), MPCA's communications manager.

The Chemistry for Strong Communities

National Health Center Week is a great time to nurture the relationships your health center has with the people who serve and live in your communities. Your community partners can help you plan events, provide additional resources, and help get the word out!

As community health centers continue to work on the front lines of COVID-19, we encourage you to think creatively about how you can celebrate and showcase your work with your community while maintaining appropriate social distancing. We've shared some ideas you can implement at your health center below...

Show Off Your HC To The Community

Host a virtual open house and tours of your health center and the services you provide. Develop a theme for a day (Back-to-School day check-ups or sports physicals are good ones!). Hold a virtual voter registration drive. Involve local



school districts by inviting teachers and health personnel, such as school nurses, to a virtual meeting to tour your health center and to learn more about your center's initiatives directed to children's health.

Honor Your Staff

Offer lunch to your health center staff to show your appreciation for their work. Hold an awards ceremony to honor staff, board members, and other health center volunteers.

Engage Your Community

Hold a contest like a kid's coloring contest or a poster contest and share the entries and winners on social media. Host a virtual Future Clinicians workshop to celebrate and to encourage kids to take an interest in medicine. Partner with your local libraries to promote your services to the community. Arrange a library talk, and offer to have a clinician at your health center read a children's book live on social media to reach new audiences and promote your services. Host a free in-person/virtual fitness class to promote



wellness in your community. Show appreciation for local community partners and collaborate with local organizations on your celebration. Contact religious institutions to place advertisements or inserts about NHCW activities on church social media accounts and offer to make health education presentations via live streams.

And Always Invite Your Elected Officials To Engage With You

Give them an in-person or virtual tour of your health center. Offer them an award for their support.

Community Block Party

Community block parties are a great way to build community spirit. Invite surrounding businesses to join in the celebration. Host the block party in front of your health center and offer tours during the event.

Safety Awareness Day

Invite your local EMT, fire and police

departments to your health center to offer educational demonstrations about safety. Your health center can also present on important patient safety issues.

Back-To-School Event

In August, chances are good that there are plenty of kids in your community who are getting ready to go back to school. Use National Health Center Week as an excuse to promote yearly physicals, hand out school supplies, encourage vaccinations and more.

Community Garden Gathering

Many community health centers have green spaces, community gardens, or farmers markets. Organize a gardening day, demonstration or a plant-and-take event.

5-Kilometer Race

Virtual race events are happening across the country, and it's a great way to get people motivated on their own time (and their own pace). Here are [seven tips for organizing a virtual run/walk](#).





Blood Drive

The American Red Cross always needs blood! You can [apply to host a blood drive by filling out this form](#).

Voter Registration Day

Organize a virtual voter registration drive at your health center! You can encourage people to [register to vote](#) or [apply to vote by mail](#).

Cook-Off

Have a Cooking Matters program? Use it as a springboard to host a healthy cook-off that gives members of the community and opportunity to get in on the action.

Arts & Craft Show

Are you supporting your local art scene? National Health Center Week is perfect for hosting health-themed arts and crafts activities, as well as providing an exhibit space for your local artists.

Ideas for Quick and Easy NHCW Events

Every event helps promote your health center, no matter how big or small. Please make sure that you're sending your events to [Patrick Stewart](#) and [NACHC](#).

Hang Posters and Banners

You can design your own, or you can order one from the [Health Center Week store](#). Any kind of NHCW promotion counts as an event!

Facebook Live Event

Organize a Facebook Live event during

NHCW. You can host a Q&A session about your health center, the services you provide, or why NHCW is so important.

Patient Appreciation Day

Show your support for your patients by providing drive-through refreshments and giveaways for them during Patient Appreciation Day.

Staff Appreciation Day

Highlight the staff at your health center with an appreciation day, award ceremony, or lunch/breakfast. You can also highlight staff members on social media.

Getting Your Elected Officials Involved

It's no coincidence that NHCW coincides with August recess. The time is now to contact your elected officials at the local, state, and federal levels about health center visits. Remember:

- Be flexible. You need to work with their schedule, not yours.
- Your health center is not a campaign stop. Visiting elected officials must understand that they cannot engage in campaign-related activities (or speak to members of the media) on health center grounds. If one candidate would like to visit, you must make a good-faith effort to invite them all.
- Remain nonpartisan.
- Be persistent. You may have to reach out multiple times to schedule a visit. Don't be afraid to pick up the phone!



- Get virtual. Your elected officials may not be able to visit your health center. Don't be afraid to offer a virtual tour instead. You can use a multitude of video conferencing platforms (e.g., Google Meet, Zoom, FaceTime) to schedule a call with your elected official and "bring them" on a tour through the health center. Treat it the exact same way as you would a real tour.

You can learn more about legal dos and don'ts by visiting the [Health Center Advocacy Network's website](#). If you need a sample letter to invite your elected officials, [click here!](#)

MPCA also has a number of Michigan-specific fact sheets to help support your advocacy:

- [MPCA Fact Sheet](#)
- [Health Center Fact Sheet](#)
- [MPCA Annual Report and Health Center Snapshot](#)
- [Michigan Health Center Economic Impact Analysis](#)

Working with Local Media

National Health Center Week is a great opportunity to engage your media contacts, whether that's a local radio host, a reporter, or a local-access TV station. Best of all, it's free! To help with your media outreach efforts, MPCA has prepared media advisory, press release, and letter to the editor templates for you. [Download them here!](#)

Media Advisory

Media advisories give local media a heads-up about an event in hopes that they'll attend and cover it. Your goal is to give them the who, what, when, where, and why of your event.

Press Release

Press releases are one of the most common ways that organizations interact with the press. Press releases literally "release news" to the media to generate or supplement news coverage, and they're often distributed at or immediately after an event. Before you start writing,





take the time to figure out whether what you're sending will stand out among hundreds of other press releases. Is it newsworthy? Does it add to a local, state, or national conversation about an issue? Does it provide enough background information?

Letter to the Editor

Letters to the editor are short (150-300 words) letters that give you the opportunity to "talk" to a publication about an issue. They can help start community conversations and shape opinions. Make your letters concise and impactful, and don't forget to include the name of your health center.

Local Access News

Your local television channels are always looking for a story, even if it's just filler. Don't hesitate to call or email them and use your NHCW event to give them a feel-good story opportunity. Your event might be a springboard to bring up a larger conversation, such as the need for emergency and long-term health center funding.

Using Facebook Live

Did you know that [Facebook Live](#)'s popularity has increased by 330% since 2014, so are YOU watching? (That's according to Digital In the Round, 2021.) You can take advantage of live video engagement by scheduling a Q&A or office tour using Facebook Live. If you're nervous about doing this for the

“ Make sure you're following us on [Facebook](#) and [Twitter](#), because we'll be posting throughout the week. You should also follow (and use) the hashtags [#NHCW21](#) and [#ValueCHCs!](#) ”

first time, you can try it out with your own account by making sure that your live privacy settings are set to "Only me."

1. You need a smartphone that's connected to your organization's Facebook account.
2. Open up the Facebook or Facebook Pages Manager app and navigate to your organization's account.
3. Under "Create a post," click on the camcorder icon that says "Live."
4. If Facebook asks for access to your camera and microphone, click "OK."
5. On the screen, there will be a prompt to "Tap to add a description..." Let your viewers know what's going on! Write a compelling description, which will show up in people's News Feeds like a status update above a video.
6. To help personalize your video, you can tap the icons at the bottom of the screen (the person, location, and smiley face) to tag people, add a location, or share what you're doing in the broadcast.
7. Before you hit "Start Live Video," ensure your camera is oriented in the correct direction. Do you want it to be



- front or rear facing? It doesn't matter if you hold your smartphone vertically or horizontally; the video will be a square.
8. Click the blue "Start Live Video" button to start broadcasting. Facebook will give you a countdown, and then you'll be live.
 9. When you're done, click "Finish." Your video will stay on your Page like any other video.

Tips for Livestreaming

1. Plan ahead. You don't need a script, but you should have the basics down.
2. Pick a location. What does the lighting look like? Is there anything that could be construed as PHI in the background?
3. Test your internet connection.
4. Make sure you periodically introduce yourself so that people who are just checking in don't feel lost.
5. You can broadcast for 90 minutes, but you should at least broadcast for 10. The longer you broadcast, the likelier it is that people will see it.
6. Encourage people to Like and share the video and subscribe to Facebook Live notifications. If you can, engage with commenters and mention them by name.

Showcase Photos and Videos!

When you share your photos on social media, don't forget to tag MPCA and use the hashtags #ValueCHCs and #NHCW22! It doesn't hurt to tag your elected officials, either. (For some hokey inspiration, watch this scene from the

2009 movie *Up in the Air*.)

Need more help on collecting stories and providing releases? You can access the media release form [here!](#)

Get Social!

You can help spread the word and boost the message of National Health Center Week by posting on social media! Make your posts pop by including pictures and videos, and don't be afraid to highlight your staff and your patients (with permission, of course). To save you some time, MPCA created sample Facebook and Twitter posts. Feel free to use them as a springboard for your own ideas! You can also find NACHC-created social media graphics [here](#).

Facebook

- Today kicks off National Health Center Week, a celebration of the incredible work health centers around the country do every day to keep their communities healthy. Michigan's health centers care for more than 715,000 people — a number that continues to grow every year. We're proud of being a part of a national movement that's expanding access to quality care!
- Community health centers aren't just health care providers — they're also economic engines. In Michigan, health centers have helped generate \$1.3 billion in total economic stimulus, creating nearly 40,000 jobs!
- Everyone is welcome at IHealth Center



MPCA Event Guide

Name)! This National Health Center Week, we want to remind you that no matter who you are, where you come from, or whether you can pay, you deserve compassionate care.

- Health centers provide the chemistry for strong communities for healthier communities by meeting patients where they are, connecting them to community resources, housing, job training, childcare, and more! We hope you'll join us in celebrating this year's National Health Center Week!
- It takes a community to run a health center! We appreciate our staff, patients, volunteer board members, and community partners each and every day. Happy National Health Center Week!

Twitter

- Join #MichiganCHCs in celebrating #NHCW22! Find your local community health center to make an appointment or [learn more](#). #ValueCHCs
- Did you know that #MichiganCHCs provide whole person care to more than 715,000 Michiganders? Community health centers offer medical, dental, vision and behavioral health services to everyone, no matter what. #NHCW22 #ValueCHCs
- #MichiganCHCs don't just help people get and stay healthy — they also create jobs! More than 6,100



people work at a health center, and they generate \$1.3B in total economic activity. Healthy people = a healthy economy. #NHCW22 #ValueCHCs

- How are #MichiganCHCs "The Chemistry for Strong Communities" for healthier communities? They work beyond the walls of their clinics by connecting patients to community resources, such as housing, job training, childcare, and more! #NHCW22 #ValueCHCs

Promote Your Events on Social Media

You can promote and encourage engagement with what your health center is doing for National Health Center Week by creating Facebook events. To create a Facebook event:

1. Navigate to your health center's Facebook page.
2. At the top of the page, there's an option bar for creating posts. Click "Event."
3. Enter the details for your event, and don't forget a good cover image!

Once you create the event, you can share



and invite people.

In closing, visit the NHCW '22 tools tab for fun activities and event ideas including the new TikTok Challenge and Bingo!

If you have additional questions, contact Patrick Stewart, communications manager, by calling 517.827.0884 or emailing pstewart@mpca.net.



NATIONAL HEALTH CENTER WEEK

- VALUES
- POPULATIONS
- ENABLING SERVICES
- SERVICES
- INNOVATIONS
- AFFORDABILITY
- MISSION

Co COMMUNITY HEALTH CENTERS:
The Chemistry for Strong Communities

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Ad	Bi	V	Ag	I	C	Cm	Cw	Ss
Cp	Op	E	H	W	S	Ph	Nu	Ch

AUGUST 7 – AUGUST 13
www.healthcenterweek.org
[#NHCW2022](https://twitter.com/NHCW2022)

Hc	Su	O	Pu	Sb	Sd	Ns
Pc	B	Pb	Pr	Pn	Sv	Th