



Texas Association of Community Health Centers National Health Center Week August 7-13, 2022 GUIDE

ACTIVITIES & EVENT IDEAS

As COVID-19 cases rise again throughout Texas, we encourage Community Health Centers 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 HEALTH CENTER TO THE COMMUNITY







Elected Officials

- 🌿 Offer them an award for their support.
- 🌿 Speaking opportunity during one of your events

Community







- 🌿 Host an 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 voter registration drive.
- 🌿 Involve local school districts by inviting teachers and health personnel, such as school nurses, to a meeting to tour your health center and to learn more about your center's initiatives directed to children's health.
- 🌿 Host a 5k Walk/Run or an employee step contest-In-person or virtually
- 🌿 Host a farmer's market to promote healthy eating
- 🌿 Host Workshops/Classes. These classes could be exercise, yoga, or a health-related topic like stress management. These classes could be in-person or virtual (Facebook/Instagram Live)

ENGAGEMENT IDEAS

-  **Hold a contest like a kid's coloring contest or a poster contest and share the entries and winners on social media.**
-  **Host a 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 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 National Health Center Week activities on church social media accounts and offer to make health education presentations via live streams.**

HONOR YOUR STAFF

Think of self-care and team-building events throughout the week to celebrate your staff.

-  **Cookout/lunch**
-  **Night out event (bowling, baseball game, mini-golf, etc.)**
-  **Stress management training, meditation classes, massage sessions**
-  **Fitness Competition (5k or step challenge)**
-  **Spirit Week Competition**
-  **Staff Awards**

SOCIAL MEDIA

On Twitter:

- ✿ **Actively favorite and retweet tweets posted @TACHC or @NACHC**
- ✿ **Use the official NHCW hashtag, #NHCW22and #ValueCHCs, in your tweets so your HC tweets show up when someone searches for more about NHCW!**
- ✿ **Like and engage with people who post about your NHCW event or your organization!**
- ✿ **Spend time in the lead-up to NHCW engaging with other people and groups using #NHCW22and #ValueCHCs.**
- ✿ **Tweet multiple times leading up to NHCW to build anticipation, and tweet 2-4 times daily during NHCW (or more!).**

On Facebook:

- ✿ **Post to Facebook 1-3 times per day during NHCW — Facebook's algorithm favors pages and profiles that are more active.**
- ✿ **Be sure to keep an eye on social media! Engage in a two-way conversation on ALL platforms by liking, commenting, sharing, retweeting and addressing any comments or questions that people make on Twitter and Facebook.**
- ✿ **Use the Facebook Event Page to organize your event, invite people and post reminders and updates.**
- ✿ **Boost posts promoting your event for \$25-\$50 on Facebook, which can help target audiences you want to participate.**

On photo-sharing platforms like Instagram:

- ✿ **Share photos with your supporters and other public health groups.**
- ✿ **Use Instagram to capture compelling moments during NHCW and be sure to engage with other people using the #NHCW22 and #ValueCHCs tag on Instagram by liking and commenting on their posts.**
- ✿ **Try not to use graphics as much on Instagram. Using actual photos of the centers/people in your community work best on this platform.**