



Community Health Care Association of New York State

National Health Center Week in New York State

A Joint Webinar by
CHCANYS and NACHC



Defining New Directions

www.chcanys.org

Thanks to NACHC

- For co-sponsoring this presentation with CHCANYS
- For all the work they do for CHCs and PCAS
- For making their vision for National Health Center Week a reality for all of us

CHCANYS' NHCW Theme

- Because of CHCANYS' statewide strategic planning work, we wanted our NHCW theme to reflect that work

Aug 8th – Aug 14th



GROWING AND STRENGTHENING
NEW YORK STATE'S FQHCs THROUGH HEALTH CARE REFORM

National Health Center Week

CHCANYS' NHCW Resources

- Go to www.chcanys.org and click on NHCW link
- Downloadable Marketing Resources
 - Logo
 - Posters
 - Flyers
 - Banners

CHCANYS' NHCW Resources

- Downloadable PR Resources
 - Press Advisory
 - Press Release
 - Letter to the Editor
 - Letter requesting Editorial Board Meeting
- Downloadable Proclamation Resources
 - Sample proclamation for locality
 - Sample request letter

Don't Forget to List Your NHCW Event

- Link is on CHCANYS' NHCW web page
- Want to build a robust list of NHCW events



NATIONAL ASSOCIATION OF

Community Health Centers



America's Voice for Community Health Care



NATIONAL ASSOCIATION OF
Community Health Centers

Gearing Up For National Health Center Week: Easy Steps To Success

National Health Center Week 2010

**America's Health Centers: *Turning the Vision
Into Reality***

August 8 -14



Making NHCW A Success at YOUR HC

- The Basics
- Event Ideas
- The VIP List
- NHCW in an Election Year
- Sponsors
- Social Media
- Tools & Resources
- 5 Easy Steps to Success

Learning From The Pro's...Getting Started Early



Everything is BIG in Texas – Notes From Uvalde

Tasks

Due By

- | | |
|--|----------------|
| 1. Schedule initial meeting for Wellness Fair Planning Committee | 2/02/09 |
| 2. Decide location/date/time of Fair | 2/19/09 |
| 3. Draft Participant Invitation/Registration Form | 2/19/09 |
| 4. Develop Participant List | 2/27/09 |
| 5. Set up committees and assign duties | 3/9/09 |
| - Theme /Decorations Committee | |
| - Program Committee | |
| - Booth Set-Up/Clean Up Committee | |
| - Children's Activities Committee | |
| - Refreshments/Door Prizes Committee | |
| - Identify Committee Members | |
| 6. Mail Invitations to Participants | 4/16/09 |
| 7. Develop Marketing Materials and Official Proclamations
(Banner-Media-Flyers-Press Release) | 4/24/09 |
| 8. Schedule Set-up time & Develop Floor Plan | 5/20/09 |
| 9. Final ideas/Address pending issues | 5/20/09 |
| 10. Report update on Confirmed Participants/Activities/Committees | 5/21/09 |
| 11. Proclamation signing & pictures | 5/29/09 |
| 12. Order Banner/Schedule posting locations & dates | 6/04/09 |
| 13. Assign duties to Volunteers | 8/03/09 |
| 13. Call Participants to remind of Set-up Time/
Decoration of Booth | 8/04/09 |
| 14. Wellness Fair – The Big Day! | 8/14/09 |
| 15. Debriefing/Lessons Learned | 8/21/09 |



It's All About the Invite: CHD Get's The Word Out

Date
Name
Address

Dear _____,

With National Health Center Week being observed in the month of August, Community Health Development, Inc. and Uvalde Consolidated Independent School District will be hosting our **8th Annual Community Wellness Fair to be held on Friday, August 14, 2009 from 4:00 pm to 7:00 pm at the Uvalde High School Cafeteria.** The theme for this year will be a carnival theme. "Come join our Carnival Wellness Fair Where Wellness Can Be Fun". We are hoping everyone will feel free in decorating their booths with our carnival theme. Booth spaces are available for you to reserve for sharing health, wellness and safety related educational presentations, distribution of educational material, health screenings, etc.

The entire community will be invited to attend. Last year, we had over 750 attendees. This year, we look forward to another successful Wellness Fair with more Community involvement. If you would like to participate please contact Ruth Villarreal at (830) 278-5604 ext. 3215 to RSVP no later than April 17, 2009. We thank you in advance for your willingness to participate in this event.

Enclosed please find a Registration Form. Please note that this year we will ask each Participant to pay the nominal fee of \$5.00 per table and \$.60 cents per chair to be used for their respective booth. CHDI will be responsible for payment to the vendor. Therefore, we ask each participant to submit reimbursement to CHDI along with the completed Registration Form. Should you have any questions please feel free to call Vicenta Moreno at 830-278-5604 ext. 3212.

Respectfully,

Rachel A. Gonzales-Hanson
Chief Executive Officer
CHDI

Dr. Wendell Brown
Superintendent
UCISD



The Basics...Getting Started

1. Start Early & Have a Plan

- Events/Goals: Big or Small – **HCW doesn't have to mean HUGE events.**
- Schedule: Create a timeline leading up to HCW as well as a tentative event schedule that you can build on as the week approaches.
- Support Team: Designate a HCW team to help roll out planning and events.
 - OR, secure support from the Board and Leadership staff:
 - Attending events
 - Writing/Submitting Letters to the Editor
 - Seeking Sponsors
- Guest Lists: Dignitaries & Sponsors

2. Incorporate Theme

- Increased Access to Care – Planning for the Future
- Personalize: What are your plans for growth at health center? What will growth mean to your Community? Your Patients?

3. Celebrate!

- Remember NHCW is a celebration
 - Celebrate the great work of the HC
 - Celebrate the great work of your staff
 - Celebrate the support of your officials and champions

The Main Event....



Event Ideas...Big & Small

- **Funding Events – Check Presentation**
- **Health Center Open House**
- **Health Center Tours/Legislative Visits**
- **Health Center Health Fairs**
- **Health Center Anniversary Celebrations**
- **Health Center Awards Ceremonies-**
 - Policy Makers
 - Board Members
 - Staff Awards
 - Community Leaders
 - Patient Volunteers
- **Health Tests/Screenings-**
 - Immunizations
 - Fitness Tests
 - Blood Pressure Screenings
- **Editorial Board Visits**
- **Health Center Community Breakfasts**
- **Kids Day/Kids Fair- Back To School**
- **Community Information Session**
- **Health Care for the Homeless BBQ**
- **Staff Appreciation Lunch**
- **Theme Days- Health Awareness/Screenings**
 - Women’s Health
 - Child Health
 - Men’s Health
 - Behavioral Health
 - Cardiac Health
- **Community Walk- End Point At Health Center/Healthy BBQ**
- **Ground Breaking/Ribbon Cutting Ceremonies**
- **Meet Your Providers Day**
- **Health Center Talent Show**
- **Voter Registration Drive**
- **Kids Color Contest- Health Center Posters Etc.**
- **Health Center Races & Parades**
 - Road Race
 - Bike Race
 - Triathlon
 - Golf Tournament
- **Health Center Family Day**
- **Patient Testimonial Drive**
- **HCW Proclamation with Local Officials**
- **Partner Events – GUARD CARE**

The Size of Your Event Has NO Bearing On The Success Of Your Celebration!

Persistence Pays: One HC CEO Extends an Invitation

From: Marie
Sent: Friday, May 07, 2010 3:54 PM
To: Scheduler,
Subject: Schedule Request
Importance: High

Hello Krista (sorry if the name is incorrect)

I called Congressman XXXX's West office and I thought they said Krista. I would like to schedule a ground breaking ceremony and have Congressman XXXX attend. We are looking at the week of August 8th but would like to confirm the date when we know Congressman XXXX's availability.

The ground breaking is for a new 18,000 sq. ft. Community Health Center.

I'm happy to provide more details if you could let me know what you need.

Thank you!

Marie

From: Kristen
To: Marie
Sent: Thu Jun 03 22:37:03 2010
Subject: RE: Schedule Request

Marie,

Unfortunately, Leader XXXX is unable to attend the ground breaking ceremony as he will not be in the Middletown area that day. Thank you for the invitation and for understanding.

Best,

Kristen

From: Marie
Sent: Thursday, June 03, 2010 10:59 PM
To: Kristen
Subject: Re: Schedule Request

Hello Kristen,

Thank you for responding. We've left the entire week (Aug. 8- 14) open for the groundbreaking with the hopes he might arrange one day out of the week. He stressed that while he had problems with the issue of Health Care Reform, he was VERY SUPPORTIVE of Health Centers and the work we do for his constituents. I thought This would be a great opportunity to show his bipartisan support.

Please ask him to reconsider per our discussion following his presentation to the Chamber members.

Again kristen, thank you!

Please forgive the brevity of messages sent from my BlackBerry, however, I wanted to respond to your message as soon as possible.

Thank You!

XXXX

From: Kristen
Sent: Monday, June 07, 2010 3:09 PM
To: Marie
Subject: RE: Schedule Request

Marie,

Unfortunately, Leader XXXX will not be in the Middletown area all week. Thank you for the opportunity and for the invitation. If you are interested in the Leader's District Director attending, please feel free to contact him (Ryan) at (5##)###-####.

Best,

Kristen

From: Marie
Sent: Monday, June 07, 2010 3:17 PM
To: Kristen
Subject: RE: Schedule Request

Kristen,

Thank you for getting back to me so quickly. I will give Ryan a call.

We would still like to schedule a tour of one of our centers for Congressman XXXX. Would I work with you on that?

Again thanks!

Marie

From: Lindsey (Reynolds) Ruivivar [mailto:lruivivar@ohiohc.org]
Sent: Monday, June 07, 2010 3:29 PM
To: Marie
Subject: RE: Schedule Request

Marie, I love your persistence!! Just fyi, maybe to help with the follow up, not only will Congress be on recess almost the entire month of August (Aug. 9 - Sept. 10 - so I would hope Rep. XXXXX would plan to be in Middletown at some point that month!), but there is also an Independence Day recess, the entire week of the Fourth of July (which is on a Sunday this year, so July 5-9).

Lindsey

From: Marie
Sent: Monday, June 07, 2010 3:33 PM
To: Lindsey (Reynolds) Ruivivar
Subject: RE: Schedule Request

Lindsey,

Between you and I he is locked up tighter than Fort Knox!



The VIP List...And Getting Them There

- **Elected Officials:**
 - **Extend the Invitation Early & Check in Regularly**
 - **Provide Multiple Options:** Share with their office what you have planned for the week by phone AND fax invitation with schedule of events.
 - **Be Flexible:** Ask their office/scheduler if there is a day or event they would like to build from.
 - Remember to Tie in Stimulus Funding!
 - **Awards are Key!**
 - **New Recognitions:** Create a Health Center Award to Say Thank You
 - Award your official for their support at the local level & in the public eye.
 - OR, Award someone deserving (Board Member, Staff, Volunteer, Community Supporter) and ask your official to be the presenter.
 - **When Your Official Can't Make It**
 - Ask Staff to attend in their absence – Use HCW as a way to build your relationship.
 - **Remember ALL Your Officials**
 - Local, State & Federal
 - REMEMBER THEIR EGOS TOO...
 - **Use Your Guest List To Solicit Sponsors**

Seeking Local Sponsorship for Your NHCW Events

Step 1: Write a description of what your event might look like.

- What will the event be called?
- Who do you expect to attend?
 - o Who has been invited?
 - o Who has confirmed?
- Where will you hold your event?
- When will you hold your event(s)?
- Why are you holding your event?
 - o Why is it important?
 - How can sponsors help or be involved/included? What's in it for them?
 - o What benefits will your sponsor receive by sponsoring the event?
 - o Why should they care whether or not they get involved?
 - o How will their time/money be used?
 - o What type of support are you looking for? Financial, in-kind contributions, give-aways, catering etc. Provide choices of how they can be involved.

Step 2: Make a list of your potential sponsors.

- What local businesses do you often work with? Banks, Pharmacies, Grocery Stores, Chamber of Commerce, Churches, Heating/Fuel Providers, Medical Supply Companies etc.
- What local businesses employ large percentages of your patients?
- What local businesses might be interested in social responsibility?
 - o Do any local businesses have social service programs?
- Check with your health center board and members for recommendations on likely sponsors.

Step 3: Make your initial contact and request.

- Before contacting your sponsor, research to see if they have a process for these types of requests.
 - o Try to establish who your contact person at the company should be for scheduling meetings and making your request.
- Make an appointment well in advance to make your request.
 - o Don't be discouraged if they ask for a proposal first before scheduling a meeting. Send a proposal/request and follow up to schedule a meeting face to face if possible.
- Be prepared with your event plan and examples of how their sponsorship could be used both to their benefit and yours.
- Follow up- Always thank your contact, whether they agree to sponsor your event or not.

Step 4: Produce Results- Make good on what you proposed.

- When a group agrees to be a sponsor, deliver the results you promised.
 - o **Turn Out-** Make sure people attend the event.
 - o **Exposure-** Provide the exposure your sponsor was seeking.
 - o **Appreciation-** Publicly thank your sponsor.
 - o **Community-** Make the community aware of their sponsorship.
- When a group chooses not to sponsor
 - o **Attendance-** Invite the group to attend the event anyway, so they can see what the value of their involvement might have been for next time.
 - o **Marketing-** Send any marketing materials produced for or after the event, to illustrate the value in sponsorship for next year.
 - o **Future Plans-** Encourage their involvement in your next event.

Step 5: After your event, follow up- Thank You's

- Always follow up personally, with a note or in person, recognizing the support of the sponsor.
 - Give them info on the success of the event
- o How many people attended?
- o Special comments about the Sponsor.
- o Any press coverage.
- Let your sponsor know how their support helped the health center and community.
- Thank your sponsor and leave an invitation open for the next event.
- Recognize their support publicly if possible.

Sponsors Come in All Shapes & Sizes...

- **Money Isn't Everything...**

- Local Restaurants & Grocers
- Police & Fire Department
- Local Personalities

- **When Money IS Everything...**

- Who Do You Do Business With?
 - Banks
 - Insurance
 - Accountants
 - Suppliers
 - Partners
- The Regulars...
 - Drug Reps
 - Health Plans
 - Lab Companies

- **Let NACHC Know!**

- While We Can't Promise Everyone...
 - We will do everything we can to support your event - but we can't help if we don't hear from you!





NACHC Social Media Goals

1. To build and strengthen relationships with health center staff, boards and advocates.
2. To expand our ability to reach, educate and mobilize potential supporters and advocates.
3. To be a significant source in the online environment of information related to health care delivery to medically underserved persons in general and health centers in particular.
4. To expand the reach of our messages via communications channels that more and more individuals, policymakers and the media are using.
5. To be able to react quickly to the kind of Web 2.0 feedback requests now seen from the administration and Capitol Hill.
6. To boost traffic to the NACHC web site.

National Health Center Week: August 8-14, 2010

Health Center Week YouTube Videos



Once this video has played for approximately 10-30 secs, mouse over it to choose additional videos.

View Health Center Week's YouTube [video list](#).

Like 2 people like this.

[Browse](#)

Search options



[Community Health Center Patient Testimonial - Rahman Nelton](#)

learn more about National Health Center Week, visit www.healthcenterweek.org. To learn more about Community Health Centers, by [nachcmedia](#) | 9 months ago | **307 views**



[2009 National Health Center Week - Riggs Community Health Center](#)

, Ind. August 13, 2009. More on this event: blogs.nachc.com ... To learn more about National Health Center Week, visit www.healthcenterweek.org ... by [nachcmedia](#) | 9 months ago | **78 views**



[2009 National Health Center Week - Lorain County Health and](#)

A public open house also included a ceremony recognizing volunteers. To learn more about National Health Center Week, visit www.healthcenterweek.org ... by [nachcmedia](#) | 9 months ago | **29 views**



[2009 National Health Center Week - Rural Health Services,](#)

at the Fish (family) Farm, where tomatoes are grown and shipped. To learn more about National Health Center Week, visit www.healthcenterweek.org ... by [nachcmedia](#) | 8 months ago | **71 views**



[2009 National Health Center Week - Free Shots for Kids in Arizona](#)

Health Centers' Pascua Yaqui Clinic. Tucson, Ariz. August 12, 2009. To learn more about National Health Center Week, visit www.healthcenterweek.org ... by [nachcmedia](#) | 9 months ago | **492 views**

Something NEW: Health Center Advocate Video Contest



[Post Your Event](#)

[Find a National Health Center Week Event](#)

[Find a Health Center](#)

[Find a Health Care for Homeless Center](#)

[NHCW in the News](#)

[NHCW YouTube Videos](#)

NHCW VIDEO CONTEST

[Contest Rules](#)
[Submission Instructions](#)
[Video Submission ID Form](#)
[Audio/Video Release Form](#)
[Contest Write Up & Rules](#)

[NHCW Photo Gallery](#)

[Become a NHCW Sponsor](#)

[NHCW on Facebook](#)

National Health Center's

VIDEO CONTEST!

What better way to let your community, your elected officials, and most importantly your health center know just how vital and important they are to you and your family than by creating a video detailing exactly that! Creating a short video is a creative and personal way to advocate on behalf of health centers, share your unique story of what the health center means to you, and have fun along the way.

While we encourage you to create your own videos throughout the entire year, we would like to help spark your creativity by encouraging you to participate in the **Health Center Advocate Video Contest**, to coincide with this year's National Health Center Week celebrations, August 8-14, 2010!

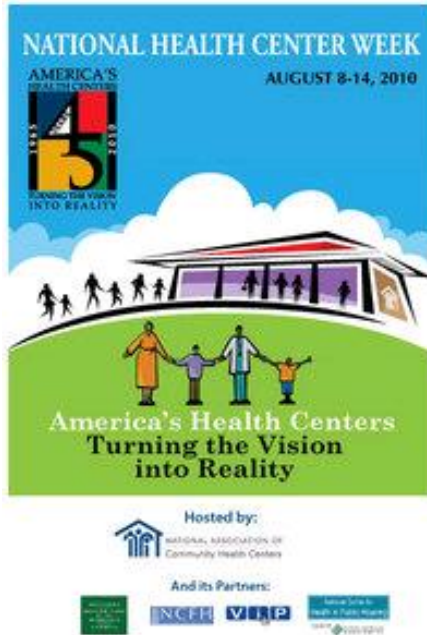
The goal of the contest is to provide a way for YOU (health center advocates, staff and patients) to tell your story using new media and social media outlets as a way to spread these stories and develop greater awareness of health centers.

To Enter: Individuals should create and submit short videos, **no longer than three minutes**, that address one or more of the following questions; Why is your health center important to you? How does your health center serve your community? How is your health center celebrating National Health Center Week? What does it mean to you to be a health center advocate? The National Association of Community Health Centers (NACHC) Advocacy and Communications teams will review all videos submitted before the contest deadline and announce the contest winners as a kick-off to National Health Center Week (August 8-14, 2010).

For instructions on how to submit your Health Center Advocate video - [click here](#).

Get The Word Out & Make It Personalize!

Take advantage of National Health Center Week Tools & Resources.





Tools & Resources

- National Health Center Week Web Site:
 - www.healthcenterweek.org
- [National Health Center Week Store](#)
- [Health Center Week Media Tool Kit](#)
- PCA Support: Darryl Ng & Libby Post
- Stay In Contact!
 - Email with questions, Ideas & Feedback aappears@nachc.com

Don't Forget to Post Your Events Online!



Five Easy Steps to Success - **CELEBRATE**

1. Planning – Start Early

1. Determine the Types of Events You Would Like To Hold
2. Create Invitation & Sponsor List ASAP
3. Remember Your Theme

2. Teamwork, Planning Support & Benchmarks

1. Create Your Own Roadmap for Success
2. Board & Leadership Support

3. Outreach

1. Invitations to Officials
2. Seek Sponsors – Start with a list of potential sponsors and begin getting the word out.
3. Don't Forget the Media – TV, Radio, Newspaper

4. Persistence

1. Don't Give Up
2. Success Doesn't Happen Over Night – But Will Happen Much More Easily With A Well Laid Plan

5. Thank You's & Notes Of Success

1. Always Say THANK YOU
2. Let Your Supporters – Participants AND Nonparticipants – Know How Your Events Turned Out



Amanda Pears
Assistant Director of National Advocacy
National Association of Community Health Centers
apears@nachc.com
202-834-2592

Thanks for Attending!

- CHCANYS NHCW Contacts
 - Libby Post, 518-438-2826, lpost@chcanys.org
 - Darryl Ng, 212-710-3814, dng@chcanys.org