

Community Health Improvement Week 2020

Digital Marketing Toolkit

BACKGROUND

The American Hospital Association **Community Health Improvement (CHI) Week is June 1-5, 2020.**

As we're facing a once-in-a-generation crisis with the COVID-19 pandemic, hospital and community partnerships have never been more important. This year's CHI Week celebration will recognize and honor hospitals and communities coming together to make human connections to care for people and keep them safe during these unprecedented times.

Throughout the week, AHA will share stories about hospitals and community-based organizations joining efforts to protect the health of their communities, as well as everyday people supporting hospitals and each other with acts of kindness. We'll also release actionable resources and essential insights for improving community health.

Visit aha.org/chiveek for more information.

AHA encourages you to participate in CHI Week via social media as follows:

- Follow [@ahahospitals](https://twitter.com/ahahospitals) and [@communityhlth](https://twitter.com/communityhlth) for CHI Week updates.
- Join the online conversation using [#chiveek](https://twitter.com/hashtag/chiveek) [#healthcareheroes](https://twitter.com/hashtag/healthcareheroes) and share what your organization is doing to celebrate the week. Be sure to tag us in your posts [@ahahospitals](https://twitter.com/ahahospitals) and [@communityhlth](https://twitter.com/communityhlth).

AHA/ACHI Social Media:

- Twitter: [@ahahospitals](https://twitter.com/ahahospitals) [@communityhlth](https://twitter.com/communityhlth)
- LinkedIn: <https://www.linkedin.com/groups/104598/>
- Facebook: [@ahahospitals](https://www.facebook.com/ahahospitals) [@communityhlth](https://www.facebook.com/communityhlth)

ENGAGE YOUR COMMUNITY

Throughout this pandemic, people have turned to their communities for help. And communities across the country have responded by thanking our health care heroes, making face masks, donating to food banks, sharing inspirational messages and so much more.

This year, we want to celebrate CHI Week by sharing stories about acts of kindness taking place in your communities. And we need your help.

Starting this week and continuing through CHI Week, we want to flood social media with messages asking people, hospitals and community groups to share stories, videos and images of hope, encouragement and support. People can share their stories using this AHA story submission form at aha.org/chiveek. Positive stories submitted to AHA will be promoted on our CHI Week web site page and across our social media platforms.

To make it easy for you to join us in this effort, we crafted sample messages you can customize and share with your communities.

Sample Message

Community Health Improvement (CHI) Week, **June 1-5, 2020**, is about people coming together to create healthier communities. Throughout this pandemic, we've seen endless acts of bravery, care, kindness and support. Neighbors cheering on health care workers as they begin their shifts. Restaurants providing our hospital with free meals. Donations arriving to local food banks. Volunteers delivering groceries to the elderly. Hearts on windows. Inspirational messages on sidewalks.

Help us celebrate CHI Week by sharing your stories on how we all are coming together as a community to support each other and stay safe. Learn more and share your story at aha.org/chiweek.

Sample Social Media Content

- National Community Health Improvement Week is June 1-5 and we want to hear from you. Tell us how you, your family and neighbors are supporting our health care heroes and taking care of each other during these challenging times. And we'll share your stories with communities across the country. Learn more at aha.org/chiweek. #chiweek #healthcareheroes @ahahospitals
- Is your community doing its part to stay safe and well? Are your neighbors coming together to support our health care heroes? Then we want to hear about it. Share your story for Community Health Improvement Week, June 1-5 at aha.org/chiweek. #CHIweek #healthcareheroes
- Do you know someone who is going above and beyond to help your community or local hospital? Tell us about it and we'll share your story with others as part of National Community Health Improvement Week, June 1-5. Learn more at aha.org/chiweek. #chiweek #healthcareheroes @ahahospitals
- Everyday heroes are supporting their local hospital workers and doing their part to improve the health of their communities. And we want to celebrate them during national Community Health Improvement Week, June 1-5. Learn how you can honor an everyday hero in your community by sharing their story at aha.org/chiweek. #chiweek #healthcareheroes @ahahospitals
- Community Health Improvement Week, June 1-5, is coming soon, and we'd like to hear from you. How are you connecting with people throughout your community while staying safe and well? Share your story at aha.org/chiweek. #chiweek #healthcareheroes @ahahospitals
- We're seeing the powerful impact of hospital and community partnerships all around us. Saving lives, caring for vulnerable communities and providing hope. Let's celebrate community and hospital partnerships by sharing their stories during [#chiweek](http://aha.org/chiweek). Learn more at aha.org/chiweek.

STAY TUNED

We'll be updating this toolkit in the coming weeks with more content to share during CHI Week. We'll have the hospital and community stories we've collected from across the country, expert insights on improving community health and invaluable resources for helping people live well.

Thanks for your support and we look forward to celebrating CHI Week together!

SHAREABLE GRAPHICS



Community Health Improvement Week
June 1-5, 2020

CELEBRATE

Join the conversation at [#chiweek](#) and [#healthcareheroes](#)
For more information visit aha.org/chiweek

This graphic features a dark blue background on the left with white text. On the right, there are four photographs: a group of volunteers, a child in a red hoodie, a doctor with a young girl, and two people clapping. A red oval with the word 'CELEBRATE' is centered over the photos. The bottom section has a dark red background with white text.



Community Health Improvement Week
June 1 - 5, 2020

CELEBRATE

Join the conversation at [#chiweek](#) and [#healthcareheroes](#)
For more information visit aha.org/chiweek

This graphic is identical to the one above but with the text layout rearranged. The title and date are at the bottom, the 'CELEBRATE' oval is in the middle, and the call to action is at the top.

Please contact Samantha Borow at sborow@aha.org with any questions.