

## Community Health Improvement Week (June 6-12) Digital Engagement Toolkit

### What is Community Health Improvement Week?

**EXECUTIVE SUMMARY:** AHA and AHA Community Health Improvement (ACHI) invite you to join us for Community Health Improvement (CHI) Week 2021, a time to celebrate and honor those working in partnership to improve the health and well-being of individuals and communities. For more than a decade, #CHIWeek has highlighted and elevated the commitment and work of community and population health leaders and their local partners across the country.

This year as our nation moves further toward recovery and rebuilding after the COVID-19 pandemic, we're highlighting three themes during #CHIWeek:

- ❖ **Reflect** on health disparities illuminated by the pandemic and consider further actions needed to improve the health and well-being of all people.
- ❖ **Renew** our commitment to community health improvement, including working with cross-sector partners to better serve our communities.
- ❖ **Rise Together** to strengthen our communities through collaborative and creative work and investment in our neighborhoods and one another.

**Now more than ever, we are looking for your ideas, voices and efforts exemplifying what it means to reflect, renew and rise together to provide high-quality, compassionate and connected care in your communities. See below for ways to share your inspirational work during this week and join in the national conversation.**

### When is this event?

CHI Week will occur during the first full week in June: June 6-12. We encourage you to share info about the week ahead of time via your newsletters/listservs/message boards/social media (see the end of this toolkit for sample language).

### Where does #CHIWeek happen?

#CHIWeek is a virtual engagement event. There are two main platforms through which content is shared:

**Website:** The Community Health Improvement Week website is [www.aha.org/chiweek](http://www.aha.org/chiweek). It will be updated throughout the week with relevant content from the AHA/ACHI related to the themes. The website will also house the Community Health Inspiration Board (see below for more details).

**Social Media:** The most active conversations happens on social media (mainly Twitter) via the main hashtag: #chiweek. The full list of handles and hashtags you can follow/use are:

- @communityhlth
- @ahahospitals
- #CHIWeek

## How can I/my organization participate?

There are multiple opportunities for engagement with this year's CHI Week:

- ✓ We will be posting questions related to the themes on the ACHI social accounts on Monday, Wednesday and Friday of #CHIWeek. Preview the questions (see list below) and prepare your responses to go live during the week.
- ✓ If you have recently released content related to community health in general or something that directly aligns with these themes, this is a great opportunity to reshare your work (e.g., webinars, podcasts, issue briefs, case studies, frameworks, toolkits, discussion guides, etc.).  
**Here is a sample post:**
  - We're joining @ahahospitals @communityhlth for Community Health Improvement Week! ICYMI, we recently published this [resource/content]. Check it out here: [your link]
- ✓ Contribute to the Community Health Inspiration Board on the #CHIWeek website.
- ✓ Reshare content posted during the week from ACHI and AHA pages.

## Theme Questions

These questions will be posted on the ACHI social accounts during CHI Week. To engage with the questions and add your voice to the conversation:

- **Respond** to the ACHI post with your insights/tags.
- **Reshare** on your account with your insights/tags.
- **Copy/paste** and create a new post on your account.

### #CHIWeekReflect (Monday 6/7-Tuesday 6/8)

- Who/what partners do you want to thank or recognize for their partnership and support this past year in improving community health? Tag them here! #CHIWeek
- Last year was undeniably a difficult year for individuals, families and communities, but there were bright spots. Tell us about a new practice or solution you experienced in community health during the pandemic and why it should become a lasting change. #CHIWeek
- If you had to describe your community health improvement work/strategies/partnerships, how would you do that? #CHIWeek

### #CHIWeekRenew (Wednesday 6/9-Thursday 6/10)

- Improving community health and advancing equity is a journey. Where do you want your work and partnerships to be a year from now? #CHIWeek
- What motivates your work (individually or collectively)? What keeps you going? #CHIWeek

### #CHIWeekRiseTogether (Friday 6/11-Saturday 6/12)

- Looking forward, how does your organization plan to strengthen current partnerships or bring new partners to the table to advance community health and health equity? #CHIWeek
- What is a community health priority that your organization is focused on to advance health equity in the coming year? #CHIWeek
- Achieving equity requires humility. How are you and your partners planning to have meaningful conversations about health equity both internally and externally? #CHIWeek

## Sample Pre-#ChiWeek Social Media Posts (through June 6)

GRAPHICS: <https://drive.google.com/drive/folders/1hbh1MGUQsS8mOfhjKZIFnq7X-1l4Nb7?usp=sharing>

We're joining @ahahospitals @communityhlth June 6-12 Community Health Improvement Week! Tell us what inspires you to help improve the health of your community for our Community Health Inspiration Board: [www.aha.org/chiweek](http://www.aha.org/chiweek) #chiweek

Mark your calendars for June 6-12 to celebrate Community Health Improvement Week, an initiative of @communityhlth @ahahospitals. This year's themes are Reflect, Renew and Rise Together. #chiweek. Learn more at [www.aha.org/chiweek](http://www.aha.org/chiweek)

## Sample Newsletter Copy

AHA and AHA Community Health Improvement (ACHI) invite you to join them for Community Health Improvement Week 2021, a time to celebrate and honor those working in partnership to improve the health and well-being of individuals and communities. For more than a decade, #CHIWeek has highlighted and elevated the commitment and work of community and population health leaders and their local partners across the country. This year's theme is: Reflect, Renew, Rise Together. Visit [www.aha.org/chiweek](http://www.aha.org/chiweek) for an opportunity to contribute to the Community Health Inspiration Board and learn about other ways to engage with this year's event.

## Sample Press Release

### FOR IMMEDIATE RELEASE

Contact Information: **{Contact person and his/her info}**

**{Hospital/Community Group} Celebrates National Community Health Improvement Week,  
June 6-12, 2021**

*Weeklong activities will unite and inspire thousands of hospitals, health systems and community groups across the country to accelerate health equity*

{City, State} - **{Hospital/community group}** is excited to join the American Hospital Association (AHA) as part of a nationwide effort to unite hospitals, health systems and community organizations around a shared vision of a society of healthy communities, where all individuals reach their highest potential for health.

From June 6-12, all people working to improve the health and well-being of individuals and communities are encouraged to share their goals, ideas and actions that confront social determinants of health and improve health outcomes in the communities where they live and work. This year as the nation moves further toward recovery and rebuilding after the COVID-19 pandemic, AHA is asking participants to focus their Community Health Week efforts on three key actions:

- Reflect on health disparities illuminated by the pandemic and consider further actions needed to improve the health and well-being of all people.
- Renew your commitment to community health improvement, including working with cross-sector partners to better serve our communities.
- Rise together to strengthen communities through creative work and an investment in neighborhoods and one another.

**{Hospital/community group}** is participating in Community Health Week by **{insert planned activities}**.

Join the Community Health Improvement Week conversation and share inspiration for a society where all people can reach their highest potential for health using #CHIWeek on social media.

Learn more at **{add your hospital/community group webpage dedicated to Community Health Improvement Week and/or AHA's page at <https://www.aha.org/center/community-health-improvement-week>}**

**{Boilerplate about the hospital and partners involved in this service/resource launch}**.