

# Community Health and Wellbeing Week 2021

October 4-10, 2021



**Alliance for Healthier Communities**  
Alliance pour des communautés en santé

# Agenda

- Introductions
- CHWW basics
- CHWW 2021 context
- Goals of CHWW
- How to participate
- Support and resources
- Questions






# CHWW Basics

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# CHWW2021 at a Glance

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- **Date:** Monday, October 4 till Sunday, October 10.
- **Theme:** Building Equitable Futures
- **Context:** Black health strategy, Digital Inclusion Week, Community Health Equity Builders
- **Main Activities:** “Take Your MPP to Work” Day; Webinar/Panel discussions
- **Communication Activities:** Stories in local media, Op-ed, COVID-19 Health Equity Builders
- **Social Media:** #CHWW2021; #BuildingEquitableFutures; #HealthEquityBuilders
- **Resources and Information:** [www.allianceON.org/CHWW2021](http://www.allianceON.org/CHWW2021)
- **Contact Person:** Angie Anselmo at [angie.anselmo@allianceON.org](mailto:angie.anselmo@allianceON.org)



# CHWW 2021: Context and Theme

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Building Equitable Futures

# Context

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- Black health strategy launches in September
- Digital Inclusion Week (\*Oct. 4-8 in the U.S.) coincides with Community Health and Wellbeing Week (CHWW), we will want to use this opportunity to amplify our own messages.
- It is the first CHWW since the soft launch of the Community Health Equity Builders Program. We will encourage people to join and participate in the Week.

# Goals of CHWW 2021

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- Amplifying and promoting the Black Health Strategy (launching September with an event/ town hall by the Black Health Committee) and key messages/points for action among members and communities;
- Amplifying the Digital Equity Strategy Playbook and related success stories from members, sharing specific key messages to amplify/points of action for members and communities to raise heading into election season;

# Goals of CHWW 2021

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- Spreading the word, gathering support for the Community Health Equity Builders program/ participants, benefits of joining, and the reasons why people already have, profiling individuals and organizations that have joined the program;
- Celebration of Alliance members' leadership and innovation during the COVID-19 response, with a focus on celebrating community-led vaccination efforts, addressing social isolation, such as the new Social Prescribing project;



# Goals of CHWW 2021

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- Laying out health equity principles and goals for building back better;
- Highlighting the important roles Alliance members play in building a stronger, more equitable health system.



# How to Participate

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# “Take Your MPP to Work” Day

- Organize a “Take your MPP to work” day; take them on a tour of your centre or include them as part of the event/program.
- Sample invitation letter is available at [www.allianceON.org/CHWW2021](http://www.allianceON.org/CHWW2021)
- Find constituency contact information for your MPP at [www.ontla.on.ca/lao/en/members/](http://www.ontla.on.ca/lao/en/members/)



# Webinars/Panel Discussions



- Host a webinar or workshop online.
- Access Alliance Multicultural Health and Community Services in is planning a series of webinars during CHWW, including sessions on stigma, as well as housing and 2SLGBTQ+ populations.
- If you're planning any webinars or workshops, let us know so that we can help spread the word.

# Digital Inclusion Week

- Digital Inclusion Week (\*Oct. 4-8 in the U.S.) coincides with Community Health and Wellbeing Week this year. To mark the occasion, the Alliance will host a series of webinars throughout the week on digital equity.





# Sharing our stories

- This year we have another unique opportunity to celebrate the above and beyond moments, the community spirit, that your organization, its staff, volunteers and community members have shown and continue to show as we move through this health crisis.
- **Use the op-ed, news advisory and news release templates to help tell your stories.**



# More resources and supports

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- **Need help reaching the local media?** If you need help identifying journalists/media outlets to pitch, writing a pitch email, or preparing for an interview, we can help.
- **Need a hand editing an article?** Let us know: We'll help you get past the finish line and into the newspaper.
- **News advisory & press release templates** will be updated, plus check out tips in the Media Relations Guide
- **Questions? Submissions?** [angie.anselmo@allianceON.org](mailto:angie.anselmo@allianceON.org)

# COVID-19 Community Connectors

- Use the COVID-19 Community Connectors story card template to share the work of a staff member or volunteer during COVID-19 on social media, websites, or e-newsletters.



Health equity matters ... because health equity approaches – like addressing food security, poverty, racism and isolation – can significantly reduce barriers for marginalized people to reach their best possible health and wellbeing.

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*Jason Rehel*

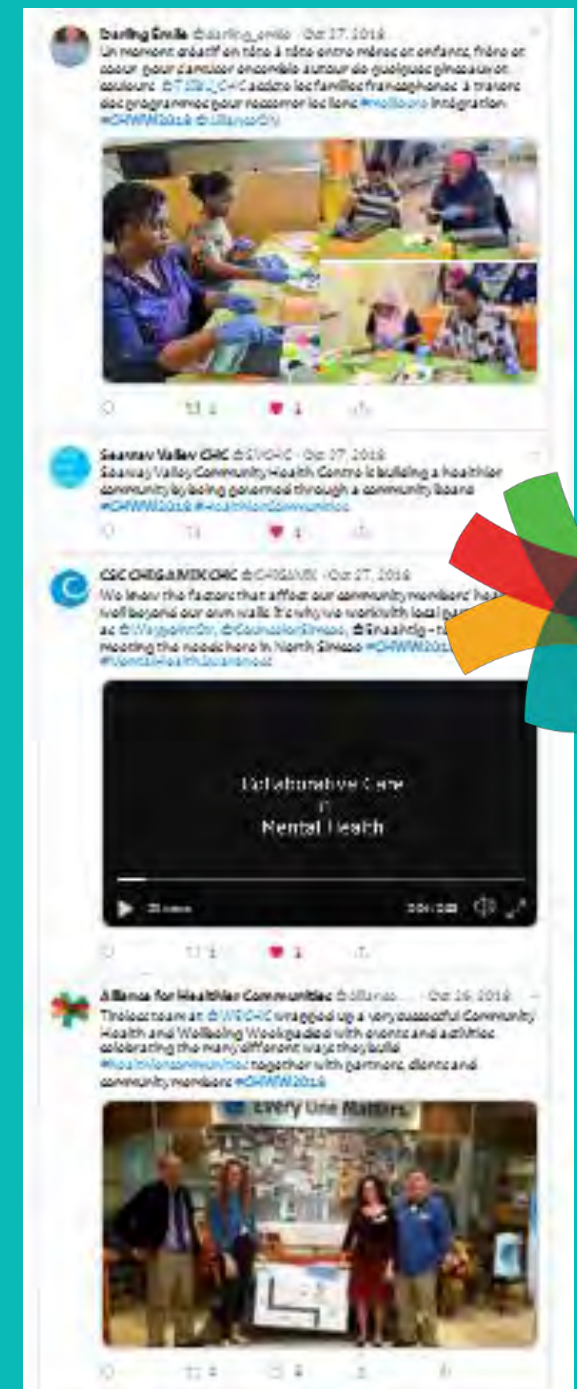
*Alliance for Healthier Communities*

Building **Equitable** Futures  
COMMUNITY HEALTH AND WELLBEING WEEK  
OCTOBER 4-10, 2021



# Social Media Buzz

- Remember to tweet, facebook and instagram to keep the conversation going!
- Hashtags: #CHWW2021, #BuildingEquitableFutures, #HealthEquityBuilders
- Use lots of pictures
- Sample social media messages will be provided
- Social media tips + webinars



# Other Activities and Events

- Celebrate COVID-19 Community Health Equity Builders at a special appreciation event
- Organize a photo/art exhibition
- Celebrate the launch of a new program that promotes health and wellbeing or feature an ongoing program with a special focus on community participation in program design
- Hold a virtual open house or create an information booth outside your centre
- Organize a community walk and invite community members to lead it
- Hold an outdoor or virtual exercise class
- Organize a virtual forum on community leadership and invite media or officials to speak/cover the event



# Support and resources


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# Resources and supports

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- Event in a Box
- Invitation letter for MPPs/local elected officials and decision-makers
- News advisory/media release/op-ed template + media relations tips
- Sample social media messages
- “COVID-19 Health Equity Builder” story card template
- Social media banners
- CHWW Posters
- Zoom backgrounds

[www.allianceON.org/CHWW2021](http://www.allianceON.org/CHWW2021)



Remember to submit your events at  
**[www.allianceON.org/CHWW2021](http://www.allianceON.org/CHWW2021)**  
and send an event write-up, photos  
and any media links to Alliance team  
members so we can share widely.

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# Thank you!

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