



Alliance for Healthier Communities
Alliance pour des communautés en santé

Community Health and Wellbeing Week

Building Healthier Communities Together

October 22 - 28, 2018



Community Health and Wellbeing Week 2018 at a glance

WHAT: Community Health and Wellbeing Week (CHWW) is an annual communications campaign coordinated by the Alliance for Healthier Communities. Every year during CHWW, members of the Alliance mount a wide range of communication activities and special events to bring attention to the issues that are important to them. The Week also provides an opportunity to highlight and celebrate the great work that Alliance members do to achieve the best possible health and wellbeing for everyone living in Ontario.

WHEN: Monday, October 22 till Sunday, October 28

THEME: Building Healthier Communities Together

CONTEXT: new provincial government, municipal elections, new name/visual identity for the Alliance

MAIN ACTIVITIES:

- Community Health and Wellbeing Day at Queen's Park
- "Take Your MPP to Work" Day
- Democracy, for the Health of It: Getting Involved with Local Government
- Bus/walking/cycling tour
- Building on our past, looking into the future: history/timeline display and activities that help envision healthier communities

COMMUNICATIONS ACTIVITIES: Stories in local media, Op-ed, Healthier Community Builder

SOCIAL MEDIA: #CHWW2018, #HealthierCommunities, #HealthierCommunityBuilder

RESOURCES AND INFORMATION: www.AllianceON.org/CHWW2018

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The Alliance for Healthier Communities (formerly Association of Ontario Health Centres) is the voice of a vibrant network of community-governed primary health care organizations. Alliance members serve diverse communities across the province, and are rooted in the communities they serve. We share commitment to advancing health equity through the delivery of comprehensive primary health care.

Through comprehensive primary health care, we aim to eliminate barriers that leave 3.5 million people in Ontario at risk of poor health. Together, we work to address the root causes of illness by changing social, economic and environmental policies to address and change inequities harming people's health. Together with members and partners, the Alliance for Healthier Communities stands for healthier people, healthier communities, a more inclusive society, and a more sustainable health care system.

Goals of CHWW 2018

With the new provincial government, municipal elections happening on October 22nd and our new name/logo, the intent is to use Community Health and Wellbeing Week to:

- Introduce the Alliance for Healthier Communities and Alliance members to new MPPs and councillors or re-introduce ourselves to the returning ones and create opportunities for them to better understand the work that we do;
- Position Alliance members as leaders in building local connections and working closely with their communities to develop local solutions to the issues their clients and communities face, including barriers to health equity and wellbeing;
- Celebrate more than four decades of putting health in community hands and spotlight the many different ways Alliance members deliver primary health care services to the people who need them the most. By celebrating our history, we also hope to draw connections between the establishment of CHCs and the PC government.

CHWW 2018 key messages



We build healthier communities that change lives

The Alliance for Healthier Communities is a vibrant network of more than 100 community-governed, interprofessional, primary health care organizations that serve diverse communities across Ontario. Alliance members have a long history of building healthier communities where individuals and families can access comprehensive primary health care services they need to be healthy and well. The history goes back to the early 1970s when the first Community Health Centres were launched by the Bill Davis government as a pilot project, and then formally incorporated into the Ontario health system in 1982 under PC Health Minister Larry Grossman.



We work with communities to understand local issues, build local connections and deliver local solutions

Alliance members are different from other primary health care organizations. We are deeply rooted in the communities we serve, and are overseen by a board of directors made up of community members. We work closely with our communities, other community-based organizations, grassroots teams, local leaders and decision-makers to understand local issues, build local connections and develop local solutions to address unmet or under-served needs and create more sustainable, resilient communities.



We keep people healthy and well in their homes and communities

Alliance members have a specific mandate to serve people who often experience barriers to health care: people living on low incomes, those in rural and remote areas, recent immigrants, people with disabilities and mental health and addictions challenges, people who identify as LGBTQ. Under one roof, we're able to provide both primary health care services and a range of community supports that are designed to meet the needs of the people we serve.

By offering primary health care services that people need right when they need them in their local communities, Alliance members not only create opportunities for everyone to achieve their full health potential but also help keep people out of hospitals and contribute to a more sustainable healthcare system in Ontario.

How to participate?

There are many different ways to get involved in the Community Health and Wellbeing Week. Members participate by organizing events, communications activities, inviting MPPs and newly-elected councillors, creating media opportunities and community gatherings. We understand that you may be facing time and resource constraints so you can go as big or as small as you want with CHWW events and activities.

Here are suggested areas of focus that will help reinforce this year's message:

Community Health and Wellbeing Day at Queen's Park

Building on the success of last year's Queen's Park Day, we will be holding targeted meetings with key ministers in the new PC government to introduce the Alliance for Healthier Communities, spotlight the work Alliance members do and discuss our role in their healthcare plans.

Alliance staff will coordinate the meetings and provide support to the lobby team that will consist of representatives from member centres. We will also seek recognition of CHWW at Queen's Park by inviting the Minister of Health and Opposition Health Critics to make a statement in the Legislature.



Alliance delegation at Queen's Park Lobby Day during 2017 Community Health and Wellbeing Week

For more information, please contact Jacquie Maund at jacquie.maud@allianceON.org.

"Take your MPP to Work" Day

If you cannot participate in the Community Health and Wellbeing Day at Queen's Park, you can still make sure our messages reach decision- and policy-makers by including your local elected officials, cabinet ministers and LHIN representatives in the CHWW activities at your CHC, AHAC, CFHT or NPLC. Many Alliance members have new MPPs so Community Health and Wellbeing Week provides a great opportunity to introduce your organization and spotlight the work that you do.

Politicians enjoy photo opportunities. Invite them to participate in a community walk, ask them to give out the awards or include them in a forum about social determinants of health. MPPs spend Fridays in their constituencies, so consider this day the CHWW prime time.



Invitations to MPPs should go out 6-8 weeks prior to the event. We will provide a sample invitation for MPPs that you customize and send out.

Democracy, for the Health of It: Getting Involved with Local Government

A lot of the work that Alliance members do around affordable housing, access to recreation, transportation, public safety, etc., falls under the jurisdiction of local government. The majority of Alliance members are actively involved with local government in a variety of constructive and innovative community initiatives aimed at addressing the determinants of health and advancing health equity.

With municipal elections happening during the Community Health and Wellbeing Week, the run-up to CHWW and the Week itself provide great opportunities to build on this strong foundation.

Here are some ways to do it:

- In the run-up to the CHWW, engage with local candidates and organize all candidate meetings in your communities.
- Encourage and support the people you serve to vote in the municipal election, i.e. arrange transportation, let people know where the voting stations are located, etc.
- After the election, gear up for the next term of municipal government by extending congratulations where appropriate, offering your support and inviting them to your CHWW event. The newly-elected politicians will be excited to meet you!
- Celebrate your work with the local government by showcasing interesting partnerships between you and your local government in open houses, tours, etc.

Bus/walking/cycling tour of your community

Organize a bus/walking/biking tour of your community to highlight the main issues the people you serve face, and how you work together with community members and partner organizations to build local connections and develop local solutions to address those issues.

- Invite your elected officials and local media to participate in the tour.
- Make stops at partner agencies and community spaces in your area.
- Involve your board, community members and partners in running the tour.

Building on our past, looking into the future

Create a history corner outlining the main milestones for your organizations and celebrate the work you've been doing to build a healthier community.

- Include photos and quotes from staff/volunteers about what your organization means to them.
- Invite clients, community members and partners to contribute their best memories.

And as you honour your past, invite everyone to participate in envisioning the future.

- Using building blocks, Lego, a large board to draw/write on, encourage staff/clients/partners to contribute their ideas of what healthier communities look like.
- This can be a one-time event or an activity that happens in the common area throughout the week.
- Don't forget to share photos on social media!

Telling our stories

This year, with the new provincial government, CHWW provides a unique opportunity to tell stories about:

- Alliance members as leaders in building local connections and working closely with their communities to develop local solutions to the issues their clients and communities face;
- A wide range of programs and services Alliance members offer under one roof to meet the needs of the people and communities they serve;
- Our approach to delivering healthcare that helps keep people healthy and well in their communities and out of hospitals;
- The many different ways Alliance members build healthier communities together with partners and the people they serve.

Here are some of the ways we are going to share our stories far and wide.

Opinion articles in local media

To support spreading our message of Building Healthier Communities Together, we will again this year provide a Newspaper Article Template. The theme of the article this year will be **Community Changes Lives** and it will extend from the overall CHWW theme outlined above, i.e., by building healthier communities together, Alliance members and their partners can and do change lives.

The template will give you opportunities to highlight some of the ways you work to build healthier communities together, improving the health of your clients and communities with true collaboration and engagement. It will leave room for your centre to add local examples, staff quotes and client testimonials/anecdotes. Remember, to preserve anonymity, you can always change names and details, but seeking permission to tell someone's story is also essential.

The goal will be to show in concrete and practical ways the role that your centre plays in keeping people healthy in your communities, and spurring others to build healthier communities, too. The Alliance communications teams is available to assist you in pitching the story to your local media.

Healthier Community Builders

Our goal this year is to make sure as many people in your local community know as much about the work you do as possible. One of the best ways to do this is to focus in on the work of individual staff and teams, and the impacts that work has had for real people. Then we're going to take those local examples, and highlight them together alongside those of other centres at the provincial level.

To do that effectively, we'll need your help. Here is how it will work:

- We will help you highlight staff members, board members, volunteers, peer workers, or even teams within your centre. To do so, we'll provide you with a template to capture and share the work of staff and others who are building #HealthierCommunities in all kinds of big and small ways (and everything in between). We will place a special emphasis on collaborations and partnerships – building together.
- To shine the spotlight on these builders, we will provide you with a template with ONE question to answer: How do you work to build a healthier community?

- When you send us the completed question, together with a picture of each person or team (and their title and centre), we'll format them into baseball/hockey card-type templates for use on social media, and feature your centre's #HealthierCommunityBuilders on the Alliance for Healthier Communities blog.

Other storytelling notes:

Please have fun with this year's theme to bring it alive. If someone is doing something at your centre that demonstrates "Building Healthier Communities Together", whether it's a group lunch for clients to engage with a community partner, or a staff member introducing a client to a new service, or even just your Board at their regular meeting discussing an advocacy issue, snap PICTURES and share them on social media using the hashtag #CHWW2018 and #HealthierCommunities. We want to share as many candid shots that bring to life the idea of what it takes every day to build healthier communities. So feel free to get creative, and we will watch for your posts and make sure they are seen even more widely. Consider having teams work on the idea together, to brainstorm the ways they build healthier communities, and then share the list in a story on your website, in a Twitter essay, or using a photo along with the social media template described below.

NEWS ADVISORIES and PRESS RELEASE templates: Use these tools to highlight a program or event. Offer to embed reporters in a program, or invite them when MPPs are visiting (but give the politician a heads up). Make your event or open-house program a chance for the community – reporters, political leaders – to take pride in the work at your centre by making them the star of the show. If you have some additional resources, and you want to make an impression with local politicians, consider offering a bus tour of a number of your own sites and partner sites. Even in smaller communities, demonstrating how we build healthier communities together with partners can be a powerful narrative.

Please REACH OUT for support on op-eds, #HealthierCommunityBuilder baseball cards, fact sheet templates, media relations, or anything else. You can reach us with your CHWW 2018 requests at angie@aohc.org.

"Building Healthier Communities Together" Social Media Campaign

Let's show the many different ways we build healthier communities together! The goal of this social media campaign is to demonstrate how stronger, more vibrant communities help improve the health and wellbeing of individuals and families, while also contributing to a more sustainable health system.

It is fast and easy to participate in the campaign.

- We will provide a customizable template in both English and French along with the guidelines.
- Invite your colleagues, board members, clients, community members and partners to share how you build healthier communities together.
- Share their photos on social media using hashtags: #CHWW2018 and #HealthierCommunities.

Other event ideas:

- Celebrate the launch of a new program that promotes health and wellbeing
- Organize a health promotion event
- Host a lecture/seminar on health equity and social determinants of health
- Celebrate the launch of a new program or feature an ongoing program with a special focus on community participation in program design
- Hold an open house or create an information booth outside your centre
- Organize a social or outdoor event
- Organize a volunteer appreciation event
- Webinar/Workshop/Health fair
- Host a community meal
- Organize a community walk and invite community members to lead it
- Organize a photo exhibition
- Invite decision makers and opinion leaders to the launch of a new program or service
- Organize a forum on community leadership and invite media or officials to speak/cover the event
- Organize a competition and ask decision makers and opinion leaders to speak at the awards ceremony
- Organize an awards ceremony for health champions in your community and invite MPPs to give the awards



Remember to send an event write-up, photos and any media links to the Alliance team members so we can share widely.



Resources

Invitation letter for MPPs/local elected official and decision-makers

Suggested talking points

News advisories template

News release template

Op-ed template

Media relations tips

Social isolation fact sheet + customizable template

Healthier Community Builders questionnaire and guidelines

Building Healthier Communities Together social media campaign: template + guidelines

Sample social media messages + tips

Social media video tips

Project plan template

Budget workbook

CHWW posters

Social media banners