



Community Health and Wellbeing Week

Connected Teams, Connected People,
Connected Communities

October 21 - 27, 2019



Alliance for Healthier Communities
Alliance pour des communautés en santé

Community Health and Wellbeing Week 2019 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: October 21-27, 2019

THEME: Connected Teams, Connected People, Connected Communities

CONTEXT:

- Federal election on October 21, 2019
- Health system restructuring in Ontario and creation of Ontario Health Teams

SUGGESTED ACTIVITIES:

- Community Health and Wellbeing Day at Queen's Park
- "Bring Your MPP to Work" Day
- Federal election
- TeamCare Launch
- Bus/walking/cycling tour of your community
- Connecting the Dots social media campaign
- Sharing our stories

RESOURCES AND INFORMATION: www.AllianceON.org/CHWW2019

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The Alliance for Healthier Communities 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 a 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 2019

- Highlight the important role Alliance members play in the health system transformation and Ontario Health Teams;
- Position Alliance members as leaders in building local connections and working closely with partners, clients and community members to develop local solutions to the issues their clients and communities face;
- Spotlight the many different ways Alliance members deliver comprehensive, people-centred, team-based primary health care services, contribute to a more integrated health system and build more connected, vibrant communities.

CHWW 2019 Key Messages

Overarching theme: We build connections



Connected Teams, Connected System

Alliance members have an important role to play as Ontario embarks on a journey to build a more integrated health care system. With the Model of Health and Wellbeing, grounded in interprofessional, team-based care and based on addressing determinants of health, at the core of their work, Alliance members have decades of experience bringing health and social programs and services under one roof, building strong partnerships in the community and enabling warm and efficient transitions between services for the people they serve. And with innovative projects, like TeamCare and Social Prescribing, spearheaded by Alliance members across the province, we are building even stronger connections between different parts of the health, social and community supports systems and making comprehensive primary health care available to more people who need them most.



Connected People, Connected Communities

Alliance members put people and communities they serve at the centre. They are deeply rooted in the communities they serve, and are overseen by a board of directors made up of community members. Alliance members work closely with their communities, 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 of the people they serve. Through health promotion and community development work, Alliance members not only support individuals and families, but also help build more connected, vibrant communities where everyone belongs.

How can we participate?

This year, we've introduced theme days for the days of the week, each with its own particular focus. Theme days will help to sharpen our messages on each day, highlight different aspects of our work and demonstrate how these different aspects come together to advance the best possible health and wellbeing for everyone living in Ontario.

We encourage you to consider coordinating celebrations around the corresponding dates and focus days to showcase the innovative ways your organization is providing high-quality health care, improving health outcomes, and narrowing health disparities. However, the events do not have to coincide exactly with the focus of respective days – much like the CHWW theme, focus days are meant to enhance your events and help provide structure to messages: speeches, written materials, and social media content, to name a few. Coordinating local efforts according to the themes of the focus days helps to maximize the provincial impact of our message.

Monday	Tuesday	Wednesday	Thursday	Friday
Connected Society	Connected Teams	Connected System	Connected People	Connected Communities
Federal election	SCOPE/TeamCare	Celebrating partnerships	Health promotion and community programs	Building vibrant communities/ Community development
Democratic engagement as a determinant of health	Ontario Health Teams	Social prescribing	Celebrating volunteers	Social belonging and inclusion
	Interprofessional primary care services			Community governance

Suggested Activities

Community Health and Wellbeing Day at Queen's Park - Date TBD

Building on the success of past years' Queen's Park Days, we will be holding targeted meetings with representatives from the government to talk about our priorities, spotlight the work Alliance members do, and to discuss our role in Ontario's healthcare plans. We will also meet with representatives of the other parties to talk about how we can continue working together to achieve our goals and objectives.

Alliance staff will coordinate the meetings and provide support to the lobby team that will consist of board members and staff from



Alliance delegation at Queen's Park Lobby Day during 2018 Community Health and Wellbeing Week

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 statements in the Legislature.

If you have board members or a staff person interested in participating in the Community Health and Wellbeing Day at Queen's Park, please contact Sané Dube: sane.dube@allianceON.org.

"Bring your MPP to Work" Day

Alliance members are encouraged to invite their MPPs and other elected officials to participate in the CHWW activities, and to use events held during the week as opportunities to showcase the work they do.

Politicians enjoy photo opportunities. Invite them to participate in a community walk, ask them to give out volunteer awards or include them in a forum about social determinants of health. MPPs usually spend Fridays in their constituencies but this year, the Legislature will not yet be sitting yet, so consider the entire week to be CHWW prime time.

Invitations to MPPs should go out six to eight weeks prior to the event. We will provide both a sample invitation for MPPs and a proclamation for municipalities in early September.

Federal Election

With a federal election happening during Community Health and Wellbeing Week this year the run-up to the CHWW offers a great opportunity to engage with local candidates, organize all candidate meetings, and to encourage clients to vote on October 21. Post-election, members are highly encouraged can reach out to the newly elected officials to congratulate them and invite them to the CHWW activities.

TeamCare Launch

For Alliance members that are involved in TeamCare projects, Community Health and Wellbeing Week is a great opportunity to organize an official public/media launch and/or celebrate the success of their projects to date. Find TeamCare Launch resources, including key messages and a media release template, on our website: www.allianceON.org/TeamCare.

Bus/walking/cycling tour of your community

Organize a bus/walking/biking tour of your community to highlight the main issues faced by the people you serve. A tour can also be a chance to demonstrate 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. Engage your board, community members and partners in running the tour, and providing visitors with insights and quotes for articles about your organization.

Connecting the Dots

Bring the Model of Health and Wellbeing to life! The goal of this activity is to demonstrate in a highly visual way how health is impacted by various factors and what your organization does to meet the needs of your community. This is a way to highlight various programs and services, your partnerships, and community-centred approach that puts people and communities at the centre. Create a visual display in the reception, community room or any common area. You can build it up throughout the week inviting staff, clients, partners, community members to get involved. Snap pictures of parts of your display for use later in social media posts.

Sharing our stories

CHWW provides a unique opportunity to tell stories about:

- The important role Alliance members play in health system transformation and Ontario Health Teams;
- 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 connections with partners and the people they serve, contribute to a more integrated health system and build more connected, vibrant communities.

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

Opinion articles in local media

To support spreading our message of Connected Teams, Connected People, Connected Communities, we will again this year provide a Newspaper Article Template. The theme of the article this year will be We Build Connections. An extension of the overall CHWW theme outlined above builds connections between providers, partners, different parts of the health system, as well as with the people and communities you serve. Across the province, we want the message to be loud and clear: Alliance members not only keep people healthy and well but also contribute to a more integrated health system and support more connected, vibrant communities.

The template will give you opportunities to highlight some of the ways you work to build connections, 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, or honing and editing your article.

"Connect the Dots" social media campaign

Let's demonstrate the many different ways we build connections! The goal of this social media campaign is to showcase how Alliance members deliver integrated programs and services and work with their partners to address different determinants of health and advance the health and wellbeing of their clients and communities. The campaign will also focus on the ways we create opportunities to strengthen connections with the people we serve and build more connected, vibrant communities.

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.

- You will invite your colleagues, board members, clients, community members and partners to share how you build connections between providers, teams, different parts of the health and social services systems, people and communities.
- You'll then share photos on social media using the hashtag: #CHWW2019

"Community Connectors" story cards

In the last two years, the Health Equity Heroes and Healthier Community Builders campaigns were big successes. This year, we will create a new template focused on how Alliance members build connections in their organizations, in their communities and in the health system. The goal is to make sure as many people in your local community know as much about the work you do as possible.

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, and teams within your centre. To do so, we'll provide you with a template questionnaire to capture and share the work of staff and others who are building connections both within your organization and beyond in all kinds of big and small ways (and everything in between).
- To shine the spotlight on these connectors, you will provide the questionnaire with just ONE question to answer: How do you work to build connections for better health and wellbeing?
- When you send us the completed question, together with a picture of each person or team (and their title/role and name of the centre or organization), we'll format them into baseball/hockey card-type templates for use on social media, and feature your centre's #CommunityConnectors 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 "Connected Teams, Connected People, Connected Communities", 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 #CHWW2019. We want to share as many candid shots that bring to life the idea of what it takes every day to build connections. So feel free to get creative, and we will watch for your posts and make sure they are seen even more widely.

MEDIA ADVISORY 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 be sure to 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.

Please REACH OUT for support on op-eds, #CommunityConnectors story cards, media relations, or anything else. You can reach us with your CHWW 2019 requests: angie.anselmo@allianceON.org.

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 to watch for at www.AllianceON.org/CHWW2019

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

"Community Connectors" questionnaire and guidelines

"Connecting the Dots" social media campaign: template + guidelines

Sample social media messages + tips

Social media video tips

Project plan template

Budget workbook

CHWW posters

Social media banners