



Building Equitable Futures

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



**Alliance for
Healthier Communities**

Alliance pour des
communautés en santé

Community Health and Wellbeing Week 2021 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 4-10, 2021

THEME: Building Equitable Futures

CONTEXT:

- Black health strategy launches in September. [Black health strategy fact sheet](#)
- [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. [Builders program details](#).

SUGGESTED ACTIVITIES:

- “Bring Your MPP/MP/City Councillor to Work” Day
- Webinars/Panel discussions
- “COVID-19 Health Equity Builder” story cards
- Sharing our stories

SOCIAL MEDIA: Primary: #CHWW2021, #BuildingEquitableFutures, #HealthEquityBuilders
Secondary: #HealthEquity #CommunityHealth #ONpoli #ONhealth

RESOURCES AND INFORMATION: www.allianceON.org/CHWW2021

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ABOUT THE ALLIANCE: 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 commitments 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 eliminate 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 2021

- 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;
- 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;
- 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**.

CHWW 2021 Suggested Key Messages

- **Support and fund communities to tailor local solutions and initiatives for community health and wellbeing.** Building equitable futures requires investments in community programs, services and spaces co-designed by community, for community, which are vital to supporting people during the pandemic and will be vital to building back more equitably. *[Talk about your organization's nimble approaches and local innovations to meet people's needs during the pandemic.]*
- **Ontario needs to support and resource the Black Health Strategy laid out by Black Health leaders and communities.** To build equitable futures for Black, racialized and other marginalized communities, we must have systemic and sustainable ways to address racism. We're calling on our health system and social services partners to focus on the disparities in health outcomes for Black populations laid bare during the pandemic. We must work together to address the impact of anti-Black racism in the design and implementation of health services at organizational and provincial levels. The impact of structural inequalities and their impacts on the social determinants of health for Black people must be key priorities for policymakers. *[Use key messages to introduce and share the Black Health Strategy and related fact sheets more widely with other organizations, partners, local leaders and to talk about the work on Black Health at your organization.]*
- **The pandemic is exposing the gaps people and communities face as we all depend more and more on the virtual world across the spheres of work, health, justice, social life and more.** Digital equity means finding ways to increase inclusive access to services, including data plans and internet services, and devices like smartphones and tablets. As well, we're finding new ways to promote and develop meaningful adoption of technology to support health and wellbeing among the people we serve. We have exciting stories to tell you about how we're

connecting people better to our organization, other services and each other. *[Highlight local success stories/partnerships/work in progress, and how it's supporting overall digital equity for your clients and in your community.]*

- **The time for action on Indigenous health and wellbeing is now.** We're supporting Indigenous health in Indigenous hands, and we're creating culturally safe spaces and services to serve Indigenous people and communities. We're taking steps to address anti-Indigenous racism and the ongoing trauma of colonization. *[Include examples of your work towards Indigenous cultural safety and anti-racism and decolonization efforts.]*
- **You've seen how important community supports and outreach are during the COVID-19 pandemic. Now come and be part of it alongside us. Become a Community Health Equity Builder today, and join the movement across Ontario and Canada to build healthier communities.** The people in our communities -- you're at the heart of what we do, and why we do it. During the pandemic, we've all seen the importance of community to navigating a crisis. But we also know that community engagement is important, period, when it comes to improving the health and wellbeing of marginalized people. Now, people and organizations beyond Alliance members have a chance to join our movement to build healthier communities through our new open to the public program. Here are the details on how individuals and non-Alliance member organizations can become Health Equity Builders today, and some of the benefits of joining this broader movement towards a healthier Ontario.

Main Activities

We recognize that this year members may have fewer resources to dedicate to CHWW than usual. In addition, with the COVID-19 public health measures, many of the traditional events may be challenging or even impossible. This CHWW, we will focus more on virtual activities and social media. Our goal is to put easy-to-use templates and tools into your hands to allow everyone to participate in the Week.

"Bring your MPP/MP/City Councillor to Work" Day

Whether virtual or in person, it is a great opportunity for members to showcase their work, especially the COVID-19 response, and get the elected officials to sign the Pledge. We will provide an invitation template.

Webinars/Panel Discussions

Access Alliance Multicultural Health and Community Services in Toronto is planning a series of webinars during Community Health and Wellbeing Week, including sessions on stigma, as well as housing and 2SLGBTQ+ populations. If you're planning any webinars or workshops, let us know at angie.anselmo@allianceON.org so that we can help spread the word across the sector! With virtual events and sessions, you can draw an audience for your work and innovations from right across the province!

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.

So whether with a picture on social media (use the hashtags #CHWW2021 and #HealthEquityBuilder), or an online workshop, or a small outdoor gathering, show us your community health messages widely!

Here are some other ways we are going to share our stories.

Opinion articles in local media:

The Alliance is creating an op-ed for members to pitch to their local media outlets, outlining some of the latest developments on health equity, including Black health strategy and relevance to local community, digital equity as a primary area of action for Alliance members, and the opportunity for community to get involved through the Builders program.

“COVID-19 Community Connectors” story cards:

This year, we will create a template that you will be able to use with any photo, to share the work of a staff member or volunteer during COVID-19 on social media, websites, or e-newsletters. You'll craft the message, and we'll all share the hashtags #BuildingEquitableFutures, #CHWW2021 and #HealthEquityBuilder to ensure our messages are heard as a united voice on social media.

Other event ideas:

Below you will find some event ideas for Community Health and Wellbeing Week. COVID-19 has changed a lot of things and many of the activities on the list will depend on your capacity and access to an outdoor space that would allow for a safe, physically distanced community event. Alternatively, you can consider holding these events in a virtual format.

- Celebrate COVID-19 Community Connectors 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
- 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/CHWW2021

- Event in a box
- CHWW Q&A webinar
- Invitation letter to MPP/other elected officials
- Op-ed template
- News advisory template
- News release template
- Social media messages
- “COVID-19 Health Equity Builder” story cards
- Social media banners
- CHWW posters
- Zoom backgrounds