



Community Health and Wellbeing Week 2023 EVENT IN A BOX

Community Health Is Essential

October 16 to 22, 2023



Alliance for Healthier Communities
Alliance pour des communautés en santé

Community Health and Wellbeing Week 2023 at a Glance

WHAT: Community Health and Wellbeing Week (CHWW) is a yearly initiative for communication and advocacy, propelled by the actions, gatherings, storytelling, and social media updates of Alliance members. CHWW is coordinated by the Communications and Stakeholder Relations team at the Alliance for Healthier Communities. Every year, within the span of CHWW, Alliance members plan and execute a diverse array of communicative events and activities, to draw focus to issues impacting people, communities, and Alliance member organizations and their partners. This occasion also presents opportunities to commemorate and amplify the efforts of Alliance members and their collaborators in the pursuit of equitable health and wellbeing for everyone living in Ontario.

WHEN: October 16 to 22, 2023

THEME: Community Health is Essential

LOGO: CHWW 2023's logo, portrayed as a dynamic GIF, serves as an intricate representation of the thematic core of Community Health. Through its transitions, it articulates a few of the foundational principles of Community Health. The words in the sequence include **equity-focused, data-driven, people-centered, social prescribing, inclusive, and digital equity**. Conclusively, it asserts the pivotal message, 'Community Health is... essential.' This emblematic design symbolizes the many aspects that makeup Community Health, with the goal of helping everyone understand its central themes.

KEY CONTEXTS:

- **Persistent Human Resources and Funding Issues:** Member organizations and the broader health system are experiencing ongoing challenges related to human resources and funding pressures.
- **Midpoint of Provincial Political Cycle; Upcoming Federal Pre-Election Period:** The provincial government is currently in the mid-phase of its political cycle, while there is anticipation of a federal pre-election period before the potential federal election in the first half of 2024.
- **Unprecedented Attention on Primary Health Care in Public and Media:** Primary health care has garnered an unparalleled level of attention from both the public and media in the last six to nine months, with discussion of models and details of future transformation being debated openly in the media and among thought leaders, including Alliance members and leaders.

ACTIVITIES AND MATERIALS:

- [Social Prescribing Conference - Cultivating Connections: Pathways to Wellbeing](#)
- [Social Prescribing for Human Connection](#)
- “Bring Your MPP to Work” Day
- Send an invitation letter to MPP/other elected officials
- Community Primary Health Care Day at Queen’s Park
- Opinion-editorial article template to reach local media with CHWW messages
- Media advisory template
- News release template
- Sample social media messages
- CHWW social media banners
- CHWW posters

RESOURCES AND INFORMATION: <https://www.allianceon.org/CHWW2023>

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ABOUT THE ALLIANCE, MEMBERS AND OUR SHARED MISSION AND VISION:

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 Ontario, and their organizations are each rooted in the communities they serve. The Alliance and its members 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 and more equitable communities, a more inclusive society, and a more sustainable health care system.

Goals of CHWW 2023

- Underscore the leadership and inventive approaches of Alliance members in enhancing the health of marginalized individuals and communities;
- Showcase endeavors towards comprehensive health care transformation;
- Advocate for consistent and sustainable funding, ensuring that community health organizations are capable of attracting and retaining compassionate and dedicated health care professionals who serve individuals confronting obstacles to health and holistic wellness.

CHWW 2023 Key Messages

Key Messages for Your Audiences:



Community health is proven

Proven to work for people and communities at comprehensive primary care, disease prevention and health and wellbeing. Proven at improving breast cancer screening rates, rates of effective diabetes care, and effective at helping people maintain complex chronic conditions while living in their communities. Proven to be efficient and effective at helping complex clients manage mental health and substance issues through a broad spectrum of care including harm reduction and safer supply. Proven to work. Proven to be accountable to the communities it serves. Proven to address the inequities people face in accessing safe, accessible, and culturally appropriate care. Proven to meet community needs. Proven to be there in a crisis.



Community health helps people

Helps people access primary health care where they live. Helps people navigate the health system. Helps people understand their health. Helps people meet unmet needs: housing, food, transportation, medications, oral health care, social connections, and much more. Helps people take control of their health. Helps people access care in their own language. Helps people who face barriers, like racism and poverty, when accessing health care. Helps people where they're at, with outreach, mobile units and satellite locations. Helps people by listening to people. Helps people find a place to belong. Helps people design a better health system that works for them.



Community health is essential

Essential for health equity. Essential for an effective health system. Essential to a connected health care system. Essential to supporting effective access to primary health care. Essential to belonging. Essential in cities. Essential in rural areas. Essential in the North. Community health is critical to the health and well-being of people and communities.



Community health is under-resourced

Organizations and teams that play essential roles in our communities and our lives require support and resources to do the work they do. Even if we don't call on their services every day, or ever, we need to know they're there, able to help keep our communities healthy, especially in a crisis. To keep community health organizations strong, we call for them to be supported by all levels of government. Community health is under-resourced and is essential to healthy communities, so we need to be confident it can meet our needs now, and in the future.



How can we participate?

Drawing inspiration from last year's successful model, this year, we're introducing themed days for the week. Each day focuses on a specific aspect, refining our messages. This underscores our belief that during crises, illnesses, celebrations, and more, our reliance tends to be on local communities and assisting organizations.

Amid our increasingly digital landscape, one truth prevails: our local networks are crucial. In this context, the goal of CHWW is clear – securing commitments from the government to reinforce Ontario's community health sector through unprecedented investments, ensuring readiness to meet evolving health needs. Achieving equitable health and well-being for all in Ontario involves foresight in workforce planning, commitment to health equity, and data-driven strategies, including comprehensive, team-based care with community programs. Ontario's community health sector needs investments to do this work well.

Join us in aligning your events with themed days, showcasing your contributions to high-quality care and innovations that help to reduce disparities. These themes are meant to provide a guiding structure for your messaging, from speeches to social media. This will help amplify our collective voice, enhancing the impact of our messages. The Alliance will host themed events and conferences to enrich theme-centered discussions. Your involvement and efforts locally will help to fortify this movement, shaping a healthier future for all in Ontario.

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|----------------|---|--|---|--|----------------|
| 10/16 | 10/17 | 10/18 | 10/19 | 10/20 | 10/21 | 10/22 |
| Spotlight on Harm Reduction, Prescribed Safer Supply and Evidence | Climate Change | Community Health Queen's Park Lobby Day | Social Prescribing Conference - Cultivating Connections: Pathways to Wellbeing | Social Prescribing for Human Connection | Homelessness and Other Social Determinants of Health | Digital Equity |



Activities

Participate in Alliance events

The Alliance's **Social Prescribing Conference 2023 | Cultivating Connections: Pathways to Wellbeing**: Mark your calendars for Thursday, October 19, and get ready as we gather healthcare trailblazers and community champions from across Ontario, Canada, and around the globe. This year, we're taking the conference to new heights as we delve into the heart of the social prescribing movement: Connection.

[Details and Register for the Social Prescribing Conference.](#)

Social Prescribing for Human Connection: We invite you to join us on October 20, 2023, for an empowering and transformative experience that celebrates the beauty of human connection and the potential of social prescribing. Together, we can create stronger communities, and promote community health and wellbeing. The event is purposely organized the day after [the annual Social Prescribing Conference](#) as an opportunity for participants, community groups, link workers, clinicians, and program managers to meet in person.

[Details and Register for the Social Prescribing for Human Connection.](#)

Digital Equity Day: Ontario can leverage digital equity to play a transformative role in enhancing healthcare access, mental health support, health literacy, and the overall health and wellbeing of all Ontarians. In recognition of Digital Equity Day, as part of Community Health and Wellbeing Week, the Alliance will identify 5 key areas in which digital technology can be used to improve health and wellbeing.

“Bring your MPP to Work” Day – Invite your local leaders on a tour of your organization

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

Politicians enjoy photo opportunities. Invite your local leaders outside to participate in a community walk, or ask them to give out volunteer awards. Consider including them in a forum about social determinants of health, or even just a tour of your centre. MPPs usually spend Fridays in their constituencies.

Invitations to MPPs should go out four weeks prior to the event, so in mid-September. We are providing a sample invitation letter for MPPs and city councillors. We suggest starting with this step!

Community Primary Health Care Day at Queen's Park

Alliance is hosting a Lunch Reception for MPPs on October 18 during Community Health and Wellbeing Week to remind the Ontario Government how our sector continues to be foundational to the community and the health and wellbeing of hundreds of thousands of people across towns, cities, and communities in our province. This **Community Primary Health Care Day** at Queen's Park, Toronto will raise the importance of

community-governed comprehensive primary healthcare organizations across the province and their impacts in the community.

If you have any questions, please don't hesitate to reach out to our Government Relations team of Marie-Lauren Gregoire Drummond marielauren.gregoiredrummond@allianceon.org and Zakaria Abdulle zakaria.abdulle@allianceon.org.

Sharing our stories

This CHWW provides a unique opportunity to tell stories about why your work, every day, is essential: to your clients, to your community, to Ontario, and to our health system.

And this year, more than any other, PEOPLE WANT TO HEAR YOUR STORIES ABOUT PRIMARY HEALTH CARE SUCCESS AND WHAT'S NEEDED FOR MORE OF IT.

- Stories about extending access to people who face barriers;
- Stories about working with people to stabilize and improve their health upstream – upstream from the hospital, from medical interventions, and upstream from poor health outcomes
- Stories about social prescribing, digital equity, housing programs, food programs and more that contribute to better health beyond clinical interventions – and the stories of how you're doing it (in partnerships, with federal/charitable funding, etc.)
- Stories that show 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;
- Stories about the navigation that Alliance members offer to meet the needs of the people and communities they serve across a host of programs and services;
- Stories about your unique Learn Health System approach to delivering healthcare that helps keep people healthy and well in their communities and out of hospitals;
- Stories of success (and how much more is possible) when community health organizations have the resources they need to reach marginalized people in Ontario.

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

Pitching your own opinion news article in local media

To support spreading and developing the CHWW theme, Our 2023 CHWW Newspaper Article Template will make the case for why Community Health Is Essential, and what that means to community members, local leaders, and governments. The theme of the article this year will be **Community Health Is Essential in My Community -- Here's Why I Support It and Why You Should, Too**. The template will give you opportunities to highlight key areas of your recent work that touch on different aspects of community. It will leave room for your centre to add local examples, references to work with partners, and a quote from a client/board member/local leader/OHT ally. It will end with an "ask" that will be universal across CHWW: For governments,

starting with Ontario, to acknowledge the ESSENTIAL contributions of Community Health Organizations by supporting and funding them to continue doing this work and to meet future needs.

The Alliance communications team is available to assist you: in pitching the story to your local media, or honing and editing your article.

Social media sharing and other storytelling notes:

Embrace the spirit of this year's theme and infuse it with vibrancy. Should your centre embody the essence of "Community Health is Essential," whether it's a collaborative luncheon with clients and community partners, a staff member introducing a client to a new service, or even your Board engaging in advocacy discussions during their routine meeting, capture these moments through **PHOTOGRAPHS**. Share these visuals across social media, using the hashtag #CHWW2023. We aim to feature a myriad of candid snapshots that vividly portray the daily efforts invested in forging connections. Unleash your imagination and originality – we eagerly await your posts, ensuring they receive a broader audience.

Op-ed, News advisory, and News 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 to Sanya Budhiraja at Sanya.Budhiraja@allianceon.org.

Other event ideas:

Please note: You can submit events organized to celebrate CHWW 2023 using this link: <https://www.surveymonkey.com/r/HGT8B3D>. They will then be hosted on the Alliance's website.

Celebrate the launch of a new program that promotes health and wellbeing

- Organize a health promotion event
- [Host a Social Prescribing Event](#)
- Host a lecture/seminar on homelessness 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:

<https://www.allianceon.org/CHWW2023>

- Invitation letter to MPP/other elected officials – early September
- Municipal Proclamation Template – early September
- Op-ed template – mid September
- News advisory template – late September
- News release template – late September
- Social media messages and tips – early October
- CHWW social media banners – early October
- CHWW posters – early October