



Community Health and Wellbeing Week

Building Healthier Communities Together

Social Media Campaign

What: Twitter and Facebook posts with photos of signs/people holding signs explaining how Alliance members build healthier communities.

Goals:

- Raise awareness about Community Health and Wellbeing Week
- Support conversation about health system transformation in Ontario
- Celebrate decades of putting health in community hands and spotlight the different ways Alliance members deliver primary health care services to the people who need them the most
- Position Alliance members as leaders in building local connections and working closely with their communities

Who: Alliance members including boards, staff, clients, community members, partners

When: During Community Health and Wellbeing Week 2018 from October 22-28, 2018

How it works:

1. Download and print the signs from the Community Health and Wellbeing website. The signs are available in English and French.
2. Invite your colleagues, board members, clients, people from the community, and partners to add their ideas about how your centre/clinic/health team builds healthier communities.
3. Take a picture of people/groups holding the sign or just the sign if the person doesn't want to be in the picture.
4. Post the picture on Twitter and/or Facebook using hashtags #CHWW2018, #HealthierCommunities

Tips:

- Start with your colleagues to get the ball rolling.
- Display the signs prominently at your centre to encourage others to participate.
- Bring the printed signs to all your programs running during Community Health and Wellbeing Week and invite program participants to contribute their ideas.
- Provide a short explanation of what this campaign is about and what we are trying to achieve.
- Encourage both individual and group photos.

- Make sure to ask people first if they agree to be in a picture.
- Use a dark-coloured marker to write the message.
- Choose a nice background, for instance a kitchen for a cooking group, a community garden if you are talking about food security, your centre's signage, etc.
- Make sure the message is clearly visible. Think about the lighting when taking a picture.
- Please send us high-resolution photos to use in lobbying campaigns and reports.
- Finally, have fun!