



Community Health and Wellbeing Week 2022

EVENT IN A BOX

Confronting Inequity, Celebrating Community

October 17 to 23, 2022



Community Health and Wellbeing Week 2022 at a Glance

WHAT: Community Health and Wellbeing Week (CHWW) is an annual communications and advocacy campaign driven by Alliance members' activities, events and social media posts. CHWW is coordinated by the Communications and Stakeholder Relations team at 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 issues and needs that are important to their clients, communities and organizations. The Week also provides opportunities to highlight and celebrate the great work of Alliance members and their partners towards equitable health and wellbeing for everyone living in Ontario.

WHEN: October 17 to 23, 2022

THEME: Confronting Inequity, Celebrating Community

KEY CONTEXTS:

- [Ontario Municipal Elections – Monday, October 24](#)
- Digital Equity spotlight
- [Social Prescribing Virtual Conference – October 20](#)
- Encouraging individuals + organizations to join [Community Health Equity Builders](#)

SUGGESTED ACTIVITIES:

- Community Health and Wellbeing Day at Queen's Park
- "Bring Your MPP to Work" Day
- Send an invitation letter to MPP/other elected officials
- Use the Health Equity Pledge template to build support
- Use the op-ed template to reach local audiences with CHWW messages
- News advisory template
- News release template
- Sample social media messages
- CHWW social media banners
- CHWW posters

RESOURCES AND INFORMATION: <https://www.allianceon.org/CHWW2022>

CONTACT PERSON: Sanya Budhiraja, Sanya.Budhiraja@allianceon.org



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 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 2022

- Share stories and celebrate the important role Alliance members play in the health system transformation and Ontario Health Teams, especially members' leadership and innovation to improve the health of marginalized people and communities;
- Highlight efforts for systemic change at both individual levels and also in policies, procedures, and other forms of the status quo of oppression that perpetuate and reproduce vulnerable conditions;
- Advocate for funding which is essential to ensuring community health organizations can attract and retain the compassionate and dedicated health professionals who serve people facing barriers to health and wellbeing.

CHWW 2022 Key Messages

Key Messages for Your Audiences:



Celebrating Community

The strength of our interprofessional model of health care here at **[insert name of your organization]** is reflected in an approach that addresses the whole person and whole community both during a crisis, but also in efforts to keep people well and out of the hospital.



Confronting Inequity

At [insert name of your organization], we support communities facing barriers, such as [insert names of priority populations], through advocating for and collecting data to identify gaps and inequity, and through supports such as [insert examples of health equity work in action].



Increased funding for community health care

Whether you receive services directly there or not, the community health organization in your area helps keep people well and out of the hospital, which benefits everyone. Whether through new community health organizations or expansions of existing community-led teams, new funding for community health organizations has the potential to be a game-changer for equitable health and wellbeing in Ontario.



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. Keep in mind that events do not need 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 your 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 messages. The Alliance will also be hosting conferences and events on theme days to help create buzz and conversation around the themes.

Monday	Tuesday	Wednesday	Thursday	Friday
10/17	10/18	10/19	10/20	10/21
Social Determinants of Health - Food Safety	Digital Equity Day	Climate Change	Social Prescribing Conference	Digital Equity, Community Voices
				Digital Equity: Post Pandemic Planning



Suggested Activities

Health Equity Pledge template

Building on the campaign we rolled out in 2020, Alliance staff will once again be providing you with a template to collect Health Equity pledges. The purpose will be to gather concrete, plainspoken commitments – from staff, board members, partners, local leaders, volunteers and general public – in support of health equity principles and actions. The Pledge Templates we provide will be super simple, and designed to be used quickly via social media, and other online platforms, along with CHWW-themed graphics. There will be option of using short, fill-in-the-blank templates to highlight specific ways that your centre and staff are committed to health equity. We will also be providing pre-set pledges to share with partners who've expressed interest in taking the pledge.

By speaking with unified voices across Ontario on what health equity in action looks like, and why it is the key to confronting inequities and reducing and removing barriers to wellbeing, we hope to share and celebrate many of the diverse ways that Alliance members are making this work real.

This resource will be available around the end of September, and we encourage members to take action and start collecting pledges during the first couple of weeks of October in anticipation of CHWW.

Community Health and Wellbeing Day Virtual Queen's Park Lobby Days

Building on the success of past years' Queen's Park Days, we will be holding targeted virtual 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 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 Marie-Lauren Gregoire Drummond:

marielauren.gregoiredrummond@allianceon.org.

"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 councillors, 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, especially shortly before and after elections. 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 but this year, the Legislature will be in recess, so consider the entire week to be CHWW prime time. Your leaders will be around town, and so you should be getting them to your door to see what's great, and what could use their support and leadership.

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 with this Event in a Box kit. We suggest starting with this step!

Participate in Alliance events

The Alliance's **Social Prescribing Conference: Current Practices & Community Conversations** is happening on October 20 starting at 9 a.m. Clinicians, health and/or social service providers, researchers, policy-makers, and anyone new to social prescribing and interested in learning more is welcome to join! For the first time, healthcare and community-based professionals across Canada will convene to discuss successful practices in implementation, current challenges, and potential solutions for scaling up the national social prescribing movement.

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

Digital Equity Week 2022 is coinciding with CHWW again this year. The need to advocate for digital equity did not go away with the pandemic. For this upcoming **Digital Equity Week** we will explore how to engage your community and develop a collective impact strategy to address digital equity. We will also hear from partners and community members describing the impact of having digital access on their lives.

[Watch for Digital Equity Week details here in the days ahead.](#)

Sharing our stories

CHWW provides a unique opportunity to tell stories about:

- The important role Alliance members play in supporting their communities and leading for health equity;
- 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 Celebrating Community and Confronting Inequity, we will again this year provide a Newspaper Article Template. The theme of the article this year will be Celebrating Community as We Confront Inequity. The template will give you opportunities to highlight some of the ways you work towards health equity through community collaboration and engagement. It will leave room for your centre to

add local examples, staff quotes and client testimonials/anecdotes. The goal is to show in concrete and practical ways the role that your centre plays in keeping people healthy in your communities. The Alliance communications teams 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:

Please have fun with this year's theme to bring it alive. If someone is doing something at your centre that demonstrates "Confronting Inequity, Celebrating Community", 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 #CHWW2022. 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.

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:

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

- Organize a health promotion event
- Host a lecture/seminar on digital 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/Heath 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.https://www.allianceon.org/CHWW2022](https://www.allianceon.org/CHWW2022)

- Invitation letter to MPP/other elected officials – TODAY!
- Municipal Proclamation Template – TODAY!
- Health Equity Pledge template – late September
- Op-ed template – late 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