



# **Community Health and Wellbeing Week**

October 16 - 22, 2017

## **Event in a Box**

# Table of Contents



Introduction ..... 2

This year’s main message: Health Equity at the Centre ..... 3

How to Participate ..... 4

Planning Your Event ..... 7

CHWW 2017 Support Team ..... 9

Resources ..... 9

# Introduction

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This “event in a box” is a step-by-step guide for planning events and outreach during Community Health and Wellbeing Week (CHWW), which runs from October 16 to 22, 2017. Here you will find the key messages, main activities and event ideas, as well as tips, resources and supports that you can access to help make CHWW 2017 a success at your centre and across the province.

## What is Community Health and Wellbeing Week?

Every year during Community Health and Wellbeing Week (CHWW), AOHC members mount a wide range of communication activities and special events to spotlight issues that are important to them and the people they serve. The AOHC membership is a vibrant network of Community Health Centres (CHCs), Aboriginal Health Access Centres (AHACs), Community Family Health Teams (CFHTs) and Nurse Practitioner-Led Clinics (NPLCs) who serve diverse communities across the province. They all share a commitment to advancing health equity and delivering Comprehensive Primary Health Care. Together, we work to achieve the best possible health and wellbeing for everyone living in Ontario.

Accomplishing this goal requires broader changes in Ontario’s health system. Community Health and Wellbeing Week is a key opportunity for the AOHC membership to come together and put these much needed changes on the policy agenda. When all members join their voices together, we can be very effective raising awareness about how the Models of Health and Wellbeing and Wholistic Health and Wellbeing can deliver positive and transformative change.

This year, CHWW takes place from Monday, October 16 through to Sunday, October 22. The theme – Health Equity at the Centre – will emphasize the need to put health equity at the centre of decision- and policy-making in the province. During the Week, we will also spotlight the ways in which AOHC members work to advance health equity in their communities.

# This year's main message: Health Equity at the Centre

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## Why 'Health Equity at the Centre'?

Advancing health equity has always been at the core of our work. Together with our members, we work to confront social, economic or environmental barriers that create disadvantage and put 3.5 million people at risk of poor health.

For many years, *Shift the Conversation* was our call to action, urging decision- and policy-makers to apply a health equity lens to planning and delivery of services. In 2016, we saw the shift starting to happen. The *Patients First Act* mandates Local Health Integration Networks (LHINs) to promote health equity, recognize social determinants of health and partner with primary care to deliver health promotion programs.

Now that we have managed to bring health equity into the conversation, our goal is to ensure it is put at the centre of decision- and policy-making in Ontario.

## Goals of Community Health and Wellbeing Week 2017

With the upcoming 2018 provincial election, we plan to use Community Health and Wellbeing Week (CHWW) 2017 to:

- Launch our main election asks and seek commitment from all three parties;
- Speak out about the need to put health equity at the centre of decision- and policy-making in our province;
- Highlight the many different ways AOHC members work to advance health equity at their centres and in their communities.

## Our key election messages

Here is what we need government to do to fulfill our commitments to health equity in action

- **Commit to Comprehensive Primary Health Care as the foundation of the health system:** Our model of care, and not hospitals, has to be the bedrock of health and wellbeing in Ontario.
- **Support AOHC members' ability to say yes to our growing role in leading Comprehensive Primary Health Care:** Support our core needs on base funding and capital, and support expansion so that when we take on new initiatives and communities, we have the resources we need to do the work well.
- **Build a healthier and more inclusive society:** Expand universal healthcare so that pharmacare and oral health are publicly covered, and use policy power to address key determinants of health such as income, social support networks, education and employment, affordable housing, child care and more.

# How to Participate

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There are many different ways to get involved in Community Health and Wellbeing Week. Members participate by organizing events, communications activities, inviting MPPs to visit and take part in programs, creating media opportunities, and community gatherings. We understand that you may face time and resource constraints, so you can go as big or as small as you want with CHWW events and activities.

Here are suggested areas of focus that will help reinforce this year's message:

## Community Health and Wellbeing Day at Queen's Park Wednesday, October 18, 2017

As part of our advocacy work to seek commitments from all three parties on AOHC's key policy asks, we are planning a Queen's Park Lobby Day on October 18 during Community Health and Wellbeing Week. On this day, a group of board members and staff from member centres will formally meet with party representatives to introduce our input and ideas for their election platforms. One of the key goals of these meetings will be to emphasize the community governance aspect of our Model of Health and Wellbeing.

AOHC will coordinate the meetings and provide support to the lobby team. We will also seek recognition of CHWW at Queen's Park by inviting the Minister of Health and Opposition Health Critics to make a statement 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 Jacquie Maund: [jacquie@aohc.org](mailto:jacquie@aohc.org).

## 'Bring your MPP to Work' Day

If you cannot participate in the Community Health and Wellbeing Day at Queen's Park, you can still make sure our election messages reach decision- and policy-makers by including your local elected officials, cabinet ministers and LHIN representatives in the CHWW activities at your CHC, AHAC, CFHT or NPLC. If you know your local candidates from the other two political parties, consider inviting them as well.

Politicians seek out photo opportunities, especially during election season. Invite them to participate in a community walk, ask them to give out volunteer or community health champion awards, or include them in a panel about the social determinants of health. MPPs spend Fridays in their constituencies, so consider this day to be "CHWW prime time."

You can also involve your Boards and work with your municipalities to issue a proclamation recognizing Community Health and Wellbeing Week 2017.

Invitations to MPPs should go out 6-8 weeks prior to the event. We will provide both a sample invitation for MPPs and a proclamation for municipalities.

## Telling our stories

This year, as we enter an election year amid an ever-changing health system landscape, CHWW provides a unique opportunity to tell stories about:

- AOHC members' involvement with local change and issue-based advocacy;
- Programs that show the centre and its staff as foundations for community health and wellbeing;
- Doing outreach to people who face barriers to accessing programs & services;
- Any and all other ways you put health equity at the centre of your work

Our goal is to think provincially and act locally. Here is how we are going to do it:

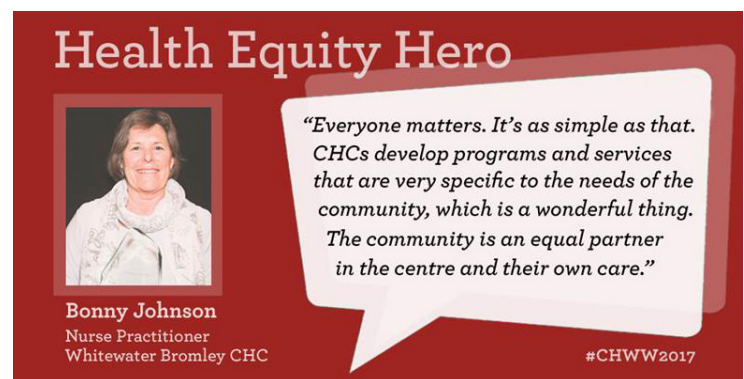
### Opinion articles in local media

To support storytelling around the extended value of your work for the entire health system, we will provide an Election Message Newspaper Article Template that will talk generally about the election asks and the parties' traditional support for Community Health, but leave room for your centre to add examples, highlight asks, and leverage local political allies and capital to galvanize your community behind you. No matter who wins in each of your ridings next June, we want your community to be motivated and informed to hold that person to supporting your centre or team.

### Health Equity Heroes

Our goal is not only to put "health equity at the centre" of policy discussions and election asks but also to make it the centre of conversations around the dinner table.

To do that in a simple, straightforward way, we're going to flip the script by taking small, local pictures and bringing them to the entire community, and the province. To do that effectively, we'll need your help.



Here is how it will work:

- #HealthEquityHeroes will be a way to highlight a staff member, board member, volunteer, peer worker, or even a team within your centre, for something specific and concrete they do to put health equity at the centre of their work. It could be a one-off experience between a staff member and client, or it could be a years-long advocacy campaign. No action towards building health equity is too big or small.
- To capture these heroics, we'll provide you with a template with three quick, generic questions to use in August and September to gather a team of #HealthEquityHeroes at your centre.
- When you send us completed mini-questionnaires, together with a picture of each person or team, we'll format them into baseball card-type templates for use on social media, and feature the #HealthEquityHeroes on the AOHC blog with the full question responses.

### Other storytelling notes:

NEWS ADVISORIES 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 give the politician a heads up).

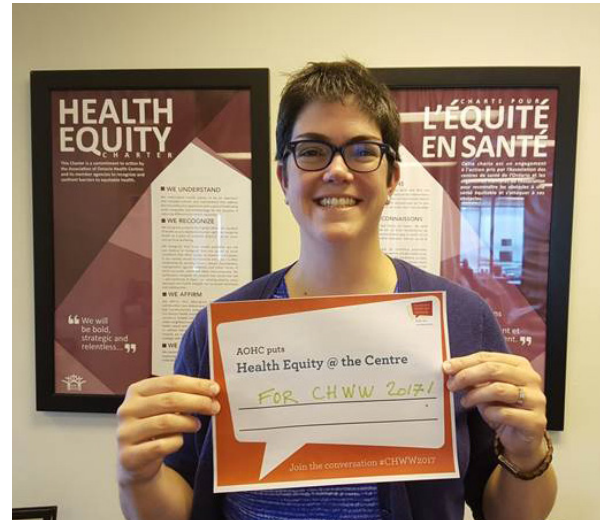
Please REACH OUT for support on op-eds, health equity heroes, FACT SHEET templates, media relations, or anything else. You can reach us with your CHWW 2017 requests at [angie@aohc.org](mailto:angie@aohc.org).

## Health Equity at the Centre Social Media Campaign

Let's show what putting Health Equity at the Centre really means! The goal of this social media campaign is to demonstrate the many different ways you work to advance health equity in your 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.
- Invite your colleagues, board members, clients, community members and partners to share how you are putting health equity at the centre of your work.
- Share their photos on social media using hashtags: **#CHWW2017** and **#HealthEquityAtTheCentre**.



### Other event ideas:

- Celebrate the launch of a new program that promotes health and wellbeing and relates to one of the CIW domains
- Invite elected officials and other local leaders to tour your centre or attend/participate in an event
- 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
- Host a community health webinar/workshop/health fair to highlight programs/services
- 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 panel on community leadership and invite media or officials to speak/cover the event
- Organize a competition and ask decision makers/opinion leaders to speak at the awards ceremony
- Organize an awards ceremony for health champions and volunteers in your community and invite MPPs to give the awards and pose for photos

# Planning Your Event

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## Start Planning Early

Figure out what types of event(s) you want to host this year based on the goals you want to achieve. There are so many different types of reasons why you are participating in Community Health and Wellbeing Week. By thinking about what exactly you hope to get out of the experience as you plan, you will have a higher likelihood of achieving your goals.

### Possible Goals/Objectives

- Do you want to showcase the work of a particular program and how it has been shaped by the people you serve?
- Do you want to increase your presence in the community?
- Do you want public officials and other key local opinion leaders to know your centre better?

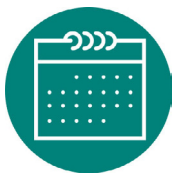


## Organizing Your Team

As you assemble your CHWW team, consider the roles below and don't forget to involve community members in the planning and running of the event.

### Important roles:

- **Project manager** - The project manager is responsible for the execution of the event, manages the budget and works with scheduling.
- **Communications** - The communications lead is responsible for key messaging, speaking notes, marketing to boost attendance, and social media activities.
- **Volunteers** - Volunteers are key to a successful event. Make sure to engage and recognize them.



## The Project Plan

Is your team in place? You're now ready to create an event project plan. This plan will be more than just a to-do list. It's a detailed breakdown of every single action item that identifies owners, dependencies, due dates and completion status. The project plan keeps everyone moving. It identifies elements that are taking too long or are holding up other deliverables. Don't be afraid to reassign ownership of a task along the way.

When your event is over, the project plan can also be valuable: you'll be able to see what went smoothly and what didn't, and use it as a template – to be refined based on what you learn – for next time around.

A sample project plan template is available at [communityhealthandwellbeing.org/materials](https://communityhealthandwellbeing.org/materials). You can also create your own. Sometimes an effective project plan can be as simple as a well-designed spreadsheet.





## Budget & Finances

Begin by listing everything you will need, ideally, for your event. Review your project plan to trigger any forgotten items.

- What is your budget for this event? How will it be distributed?
- What do you need to buy? What can you get loaned to you?

A sample budget workbook is available at [communityhealthandwellbeing.org/materials](http://communityhealthandwellbeing.org/materials).



## Marketing Your Event: Community Outreach

The most successful event promotion starts early and utilizes multiple methods and media. People will respond to a variety of approaches.

How are you going to advertise your event? What media channels are you using (posters, social media, newspapers, email, etc.)? Who is going to be in charge of these tasks? What is your overall strategy?

### Ways to promote your event

- Posters
- Flyers
- Announcements in community newspapers and websites
- News advisories
- Email
- Word of mouth
- Online
  - Create a Facebook event and invite people
  - Change your display and cover photos on Twitter and Facebook
  - Use the hashtag on Twitter -#CHWW2017

### Invites and Promotions

Invitation letters and marketing should start 6-8 weeks before the event. This means for 2017 we need to send invitations out by the first week of September and follow up at the beginning of October.

You can download posters, logos and templates at: [communityhealthandwellbeing.org/materials](http://communityhealthandwellbeing.org/materials).



## Event Debrief

After the event is said and done, what was your overall impression? What did you do well? Why exactly was it successful? What do you want to build on or do differently for next year?

Follow up with a media release and high resolution photos to local media.



Post your events on the CHWW website  
[communityhealthandwellbeing.org/events](http://communityhealthandwellbeing.org/events)

# CHWW 2017 Support Team

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Angie Anselmo | [angie@aohc.org](mailto:angie@aohc.org)

CHWW Events Lead: Branding, materials and design, support for online postings and web listings

Oleksandra Budna | [oleksandra.budna@aohc.org](mailto:oleksandra.budna@aohc.org)

Communications Lead: Communications, outreach, social media, overall event-organizing support

Jason Rehel | [jason.rehel@aohc.org](mailto:jason.rehel@aohc.org)

Storytelling, media relations and messaging, research knowledge translation tools

Jacquie Maund | [jacquie@aohc.org](mailto:jacquie@aohc.org)

Policy Lead: Community Health and Wellbeing Day at Queen's Park, engaging with elected officials

Kate Mulligan | [kate.mulligan@aohc.org](mailto:kate.mulligan@aohc.org)

Director of Policy and Communications

## Resources

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The following materials will be posted at:  
[communityhealthandwellbeing.org/materials](http://communityhealthandwellbeing.org/materials)

- Invitation letter for MPPs
- Proclamation for municipalities
- News advisory template
- News release template
- Health Equity Heroes template
- Media relations tips
- Suggested talking points
- Sample editorial calendar
- Social media video tips
- Project plan template
- Budget workbook
- CHWW posters (Eng/French)
- CHWW logos
- Social media banners



Remember to send an event write-up, photos and any media links to AOHC team members so we can share widely.