



# Health Equity @ the Centre

## Community Health and Wellbeing Week

October 16 to 22, 2017

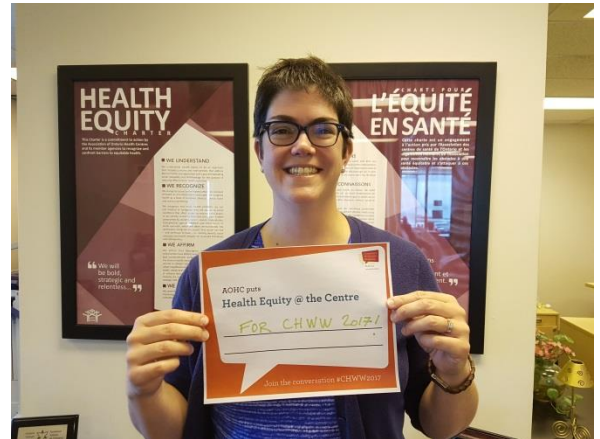
## Health Equity at the Centre Social Media Campaign

### WHAT:

Twitter and Facebook posts with photos of signs/people holding signs explaining how AOHC members put health equity at the centre.

### GOALS:

- Raise awareness about Community Health and Wellbeing Week
- Support conversation about health system transformation in Ontario
- Highlight the need to put health equity at the centre of decision- and policy-making in Ontario
- Spotlight AOHC members leading the way putting health equity at the centre of their work



### WHO:

AOHC members including boards, staff, clients, community members, partners

### WHEN:

During Community Health and Wellbeing Week 2017 from October 16 through October 22

### HOW IT WORKS:

1. Download and print the signs from the [Community Health and Wellbeing website](#) (scroll down to Social Media Campaign template). The signs are available in both [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 puts health equity at the centre of your work.
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 #CHWW2017 and #HealthEquityAtTheCentre.



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## **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!