Making National Health Center Week A Success At YOUR Health Center

National Health Center Week 2009
America’s Health Centers: Where ACCESS and Quality Care Begin
August 9 -15

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Making NHCWA A Success at YOUR HC

- The Basics
- The VIP List
- Sponsors
- Event Ideas
- Tools & Resources
- 5 Easy Steps to Success

Learning From The Pro’s...Getting Started Early
The Basics...Getting Started

1. Start Early & Have a Plan
   - Events/Goals: Big or Small – HCW doesn’t have to mean HUGE events.
   - Schedule: Create a timeline leading up to HCW as well as a tentative event schedule that you can build on as the week approaches.
   - Support Team: Designate a HCW team to help roll out planning and events.
     - OR, secure support from the Board and Leadership staff:
       - Attending events
       - Writing/Submitting Letters to the Editor
       - Seeking Sponsors
   - Guest Lists: Dignitaries & Sponsors

2. Incorporate Theme
   - Stimulus Funding!
   - Personalize: What does this funding mean to your health center? Your Community?

3. Celebrate!
   - Remember NHCW is a celebration
     - Celebrate the great work of the HC
     - Celebrate the great work of your staff
     - Celebrate the support of your officials and champions

The Main Event....
The VIP List...And Getting Them There

- **Elected Officials:**
  - **Extend the Invitation Early & Check in Regularly**
  - **Provide Multiple Options:** Share with their office what you have planned for the week by phone AND fax invitation with schedule of events.
  - **Be Flexible:** Ask their office/scheduler if there is a day or event they would like to build from.
  - Remember to Tie in Stimulus Funding!

- **Awards are Key!**
  - **New Recognitions:** Create a Health Center Award to Say Thank You
    - Award your official for their support at the local level & in the public eye.
    - OR, Award someone deserving (Board Member, Staff, Volunteer, Community Supporter) and ask your official to be the presenter.

- **When Your Official Can’t Make It**
  - Ask Staff to attend in their absence – Use HCW as a way to build your relationship.

- **Remember ALL Your Officials**
  - Local, State & Federal
    - REMEMBER THEIR EGOS TOO...
  - Use Your Guest List To Solicit Sponsors

Sponsors Come in All Shapes & Sizes...

- **Money Isn’t Everything...**
  - Local Restaurants & Grocers
  - Police & Fire Department
  - Local Personalities

- **When Money IS Everything...**
  - Who Do You Do Business With?
    - Banks
    - Insurance
    - Accountants
    - Suppliers
    - Partners
  - The Regulars...
    - Drug Reps
    - Health Plans
    - Lab Companies

- **Let NACHC Know!**
  - While We Can’t Promise Everyone...
    - We will do everything we can to support your event – but we can’t help if we don’t hear from you!
Any Event is a Successful Event!

Event Ideas...Big & Small

- Stimulus Funding Events – Check Presentation
- Health Center Open House
- Health Center Tours/Legislative Visits
- Health Center Health Fairs
- Health Center Anniversary Celebrations
- Health Center Awards Ceremonies:
  - Policy Makers
  - Board Members
  - Staff Awards
  - Community Leaders
  - Patient Volunteers
- Health Tests/Screenings:
  - Immunizations
  - Fitness Tests
  - Blood Pressure Screenings
- Editorial Board Visits
- Health Center Community Breakfasts
- Kids Day/Kids Fair: Back To School
- Community Information Session
- Health Care for the Homeless BBQ
- Staff Appreciation Lunch
- Theme Days: Health Awareness/Screenings
  - Women’s Health
  - Child Health
  - Men’s Health
  - Behavioral Health
  - Cardiac Health
- Community Walk: End Point At Health Center/Healthy BBQ
- Ground Breaking/Ribbon Cutting Ceremonies
- Meet Your Providers Day
- Health Center Talent Show
- Voter Registration Drive
- Kids Contest: Health Center Posters Etc.
- Health Center Races & Parades
  - Road Race
  - Bike Race
  - Triathlon
  - Golf Tournament
- Health Center Family Day
- Patient Testimonial Drive
- HCW Proclamation with Local Officials
- Partner Events – GUARD CARE

The Size of Your Event Has NO Bearing On The Success Of Your Celebration!
Take advantage of National Health Center Week Tools & Resources.

Get the word out about your celebrations EARLY and PUBLICLY!

National Health Center Week Store Items

For questions or further information contact
Marc Wetherhorn at mwetherhorn@nachc.com
Tools & Resources

• National Health Center Week Web Site:
  - www.healthcenterweek.org

• National Health Center Week Store

• Health Center Week Media Tool Kit

• PCA Support

• NACHC Field Representative: Lynn Williams
  (lynn.wms@comcast.net or lynn@tpca.org)

• Stay In Contact!
  - Email with questions, Ideas & Feedback appears@nachc.com

Don't Forget to Post Your Events Online!

Five Easy Steps to Success - CELEBRATE

1. Planning - Start Early
   1. Determine the Types of Events You Would Like To Hold
   2. Create Invitation & Sponsor List ASAP
   3. Remember Your Theme

2. Teamwork, Planning Support & Benchmarks
   1. Create Your Own Roadmap for Success
   2. Board & Leadership Support

3. Outreach
   1. Invitations to Officials
   2. Seek Sponsors - Start with a list of potential sponsors and begin getting the word out.
   3. Don't Forget the Media - TV, Radio, Newspaper

4. Persistence
   1. Don't Give Up
   2. Success Doesn't Happen Over Night - But Will Happen Much More Easily With A Well Laid Plan

5. Thank You's & Notes Of Success
   1. Always Say THANK YOU
   2. Let Your Supporters - Participants AND Nonparticipants - Know How Your Events Turned Out