

## Community Health Improvement Week | June 5-11, 2022

### Digital Engagement Toolkit

#### What is Community Health Improvement Week?

AHA and AHA Community Health Improvement (ACHI) invite you to join us for Community Health Improvement (CHI) Week 2022, a time to honor those working in partnership to improve the health and well-being of individuals and communities and advance health equity.

Whether you work in population health, community health or health equity and are at a hospital, health system, public health department or other community-based or community-focused organization, we encourage you and your teams to participate. #CHIWeek is an excellent time to spotlight your organization's work to enhance the health of the communities you serve.

#### When is this event?

#CHIWeek is the first full week in June: June 5–11 this year. We encourage you to share information about the week via your newsletters, Listservs, message boards and social media accounts. See the end of this toolkit for suggested wording.

#### Where does #CHIWeek happen?

#CHIWeek is primarily a virtual engagement event, but we encourage those who are able to host in-person events with their teams and organizations. There are two main virtual platforms through which content is shared — the CHI Week website and ACHI and AHA social media accounts.

**Website.** The Community Health Improvement Week website is [www.aha.org/chiweek](http://www.aha.org/chiweek). New content will be published online on Friday, June 3, and refreshed the following week with stories and resources shared by AHA and ACHI. The website also will house content for people and organizations wishing to engage further during the week, including downloadable and printable inspiration prompt cards, thank-you postcards and an event submission form.

**Social Media.** The most active conversations happen on social media — Twitter and LinkedIn — via the hashtag #CHIWeek. Handles and hashtags you can follow and use are:

- [@communityhlth](https://twitter.com/communityhlth)
- [@ahahospitals](https://twitter.com/ahahospitals)
- [ACHI LinkedIn](https://www.linkedin.com/company/achi)
- [AHA LinkedIn](https://www.linkedin.com/company/aha)
- [AHA Facebook](https://www.facebook.com/aha)
- #CHIWeek

## How can my organization and I participate?

There are multiple opportunities for engagement with this year's CHI Week:

- ✓ If you have recently released content related to community health, population health and/or health equity, this is a great opportunity to share or re-spotlight your work, including webinars, podcasts, issue briefs, case studies, frameworks, toolkits and discussion guides.

**Here's a sample post:**

We're excited to observe #CHIWeek with @ahahospitals and @communityhlth! For more on how we're working to improve the health of our community, click here [*your link*]

- ✓ Download, print and complete one of the inspiration prompt cards on the CHI Week website. Snap a pic and share on Twitter or Instagram with #CHIWeek.
- ✓ Send a thank-you postcard to a project partner.
- ✓ Are you hosting an in-person or virtual event in honor of the week? Let us know via the event submission form/email, and we'll add it to the CHIWeek webpage.
- ✓ Like, retweet and share content posted during the week from ACHI and AHA social media pages.

## Click-to-Tweet Post

[I'm joining @ahahospitals and @communityhlth June 5–11 for #CHIWeek, a time to honor those working in partnership to improve the health and well-being of individuals and communities. aha.org/chiweek](#)

## Sample Newsletter Copy

The American Hospital Association and AHA Community Health Improvement (ACHI) invite you to participate in Community Health Improvement Week 2022, a time to honor those working in partnership to improve the health and well-being of individuals and communities and advance health equity. For more than a decade, #CHIWeek has highlighted and elevated the commitment and work of community and population health leaders and their local partners. Visit [www.aha.org/chiweek](http://www.aha.org/chiweek) for ideas on how you can engage with this year's event, and add your voice to the national conversation on social media using #CHIweek.

## Graphics





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[aha.org/chiweek](http://aha.org/chiweek)

#CHIWeek

