

Community Health Improvement Week | June 12–18, 2023

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 Week 2023. It's a time to honor those working in partnership to improve the health and well-being of individuals and communities and advance health equity.

We encourage you and your teams to participate. Whether you work in population health, community health or health equity, CHI Week is an excellent time to spotlight your organization's work every day to enhance the health of the communities you serve.

When is this event?

CHI Week is June 12–18 this year. We encourage you to share information about the week via your organization's newsletters, social media accounts, mailing lists and message boards. See the end of this toolkit for sample social media messages and graphics.

Where does CHI Week happen?

CHI Week is primarily a virtual engagement event, but we encourage those who can host in-person events with their teams, partnering organizations and communities to do so. There are two main virtual platforms through which content is shared: the CHI Week webpage on AHA.org, and AHA and ACHI social media accounts.

Web. The CHI Week webpage is www.aha.org/chiveek. Most new content will be published online on **Friday, June 2**, and refreshed over the following week with more stories and resources. The webpage also contains content for people and organizations wishing to engage further during the week, including downloadable and printable inspiration prompt cards and an event submission form.

Social Media. The most active conversations will happen on social media platforms, such as Twitter and LinkedIn, via the hashtag #CHIWeek. Follow and use the following handles and hashtags:

- [@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 videos, webinars, podcasts, issue briefs, case studies, frameworks, toolkits and discussion guides.

Sample post:

We're excited to celebrate #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 webpage. Snap a pic and share on Twitter or LinkedIn with #CHIWeek.

Sample post:

Check out how our team is improving community health this year. By sharing our inspiration card online, we hope to involve and inspire others. #CHIWeek [add image]

- ✓ Are you hosting an in-person or virtual event in honor of the week? Let us know via the event submission form, and we may add it to the CHI Week webpage. (Only public events will be considered for the webpage.)

Sample post:

We're promoting our community health improvement efforts during #CHIWeek 2023. Click here [your link] to find out how you can get involved and inspired.

- ✓ Like, retweet and share content posted during the week from AHA and ACHI social media accounts.

Sample Messages to Help Spread the Word

I'm joining @ahahospitals and @communityhlth June 12–18 for #CHIWeek, a time to honor those working in partnership to improve the health and well-being of individuals and communities. aha.org/chiweek

We're honoring the people working to improve the health and well-being of individuals and communities during #CHIWeek 2023! Learn more about Community Health Improvement Week: aha.org/chiweek

I'm celebrating #CHIWeek 2023 by sharing a highlight of my team's community health improvement work. Learn more: aha.org/chiweek

I'm spotlighting my team's efforts to improve community health during #CHIWeek 2023. Find out more about Community Health Improvement Week: aha.org/chiweek

Sample Newsletter Copy

The American Hospital Association and AHA Community Health Improvement (ACHI) invite you to participate in the 2023 Community Health Improvement Week. It's 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, CHI Week has highlighted and elevated the commitment and work of community and population health leaders and their local partners. Visit 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

More graphics available upon request. Email Samantha Borow at sborow@aha.org.

Download Images: <https://drive.google.com/drive/folders/1FGHsrjeoPbEk3kwiSFRHD1jrrADwYVX8?usp=sharing>

Twitter 1024x512



aha.org/chiweek
#CHIWeek

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Facebook Horizontal/LinkedIn 1200x628



aha.org/chiweek
#CHIWeek

June 12 - 18, 2023



Email Banner 650x200



Facebook and Instagram 1080x1080



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aha.org/chiweek #CHIWeek

