



GET READY!

Mark your calendars to celebrate Community Health Improvement Week, led by AHA's Community Health Improvement network. This annual recognition week is a time to celebrate partnerships that are helping to build stronger communities.

Whether you work in population health, community health or health equity and are at a hospital, health system, public health department or other community organization, CHI Week is an excellent time to spotlight your organization's commitment to community improvement.

GET INVOLVED!

Your organization and partners can highlight CHI Week in several ways:

Spread the Word

- Engage your communications department and include CHI Week on your organization's content calendar.
- Work with your media relations team to pitch a letter to the editor or op-ed about the importance of addressing societal factors that influence health of individuals and community — to advance health equity and increase public awareness.
- Create content such as blog posts, digital banners, flyers or even a short video highlighting your organization's community health improvement work. [Tell us about the initiatives you run](#) and we may share your stories to inspire others!

Get Social

- Create social media posts to share before and during CHI Week, including **#CHIWeek** in all posts. Feature photos, videos, graphics, articles (either new or already published) and webpages highlighting your organization's community health initiatives.
- Host a live social media event with key community partners to discuss the work you are doing together.
- Let a community partner "take over" your social media account during CHI Week.
- Check out the CHI Week digital engagement toolkit for ready-to-use graphics and sample social media posts and newsletter copy.

Celebrate and Learn Together

Plan an event — in person or virtual — to increase awareness of your organization's community and population health work, such as:

- Lunch and learn
- Facilitated discussion, often called a fireside chat
- Community service outing
- Community tour of partner facility

We encourage you to snap pictures and videos of your on-site celebrations and share them on social media during CHI Week using **#CHIWeek**. Be sure to follow your organization's protocol for the capture and use of photos or videos.

Say 'Thanks'

- Create a recognition award and present it to an individual or community partner.
- Send thank-you notes to project partners acknowledging their collaborative work to improve community health.

GET INSPIRED!

Are you attending the [AHA Accelerating Health Equity Conference](#), May 7–9 in Kansas City, Mo.? Be sure to stop by the CHI Week table to pick up a thank-you postcard, snap a picture and get inspired!

Looking for resources to share or cite in blogs, press releases and op-eds? Here are several key AHA resources related to improving community health and advancing health equity:

- [AHA Community Health Improvement \(ACHI\)](#)
- [AHA Population Health Framework](#)
- [Community Investment for Health](#)
- [Societal Factors that Influence Health: A Framework for Hospitals](#)

Visit aha.org/chivweek