



The Net Benefit

National Health Center Week Toolkit
August 12 - 18, 2018



**Missouri Foundation
for Health**

a catalyst for change

Community health centers play a critical role in communities across Missouri and in the lives of those they serve. Missouri Foundation for Health, through *The Net Benefit* campaign, is proud to recognize and celebrate health centers, their staff and their important function in the community during **National Health Center Week**.

Learn more about our campaign at www.TheNetBenefit.org.

We have prepared this toolkit for our health center partners across the state. As you conduct outreach to your communities in celebration of National Health Center Week (August 12 - 18, 2018), we hope you will consider incorporating messages that convey: **taking care of our residents and their health leads to stronger communities and a stronger state**.

We created *The Net Benefit*, a nonpartisan education campaign, because we know that when Missourians' basic needs are not met, their health is negatively impacted. Through the campaign, we are reinforcing how important it is for our families, friends, and neighbors to have access to health care, food, shelter, and economic support – no matter who they are or where they live. Health centers help Missourians access health care, a critical component to Missourians leading a healthy life.

This toolkit is designed to help you incorporate these messages during National Health Center Week. In the following pages, you'll find:

- **Core messages** that provide the building blocks to incorporate campaign messages into your outreach.
- **A social media tip sheet** with ideas to infuse *The Net Benefit* messaging through your social media channels.
- **A template press release** to share with news outlets as you conduct outreach and your own events around National Health Center Week.
- **Guidance on sharing your story** to help you describe the important role health care center staff play in ensuring Missourians have access to the integrated primary care services they need to lead a healthy life.

Please contact Courtney Stewart (CStewart@mffh.org), Vice President of Strategic Communications, Missouri Foundation for Health, with any questions or ideas to promote *The Net Benefit*.

Core Messages

Missouri Foundation for Health developed the following messages to help you communicate how taking care of the Missourians' health leads to stronger communities and a stronger state. We hope this set of messages is a useful tool in your communications during National Health Center Week, whether that's through presentations to your networks, social media outreach, or interviews with local media.

- Missourians are connected to the health care they need to lead healthy lives through a variety of local, state, and federal programs, dedicated professionals, volunteers, and community organizations. Missouri's community health centers play a critical role in increasing Missourians' access to care, including providing high-quality, affordable primary and preventive care.
- Community health centers play an important role in the health of our neighbors, our communities and our state. When we leave our neighbors behind, it has a ripple effect on our communities. But when we look out for one-another and give everyone a chance to lead a healthy life and live up to their potential, we all see *The Net Benefit*.
- Missouri is home to 29 community health centers located in nearly 200 sites across the state, committed to serving their neighbors through a range of primary and preventive care, including medical, dental, mental health, substance abuse, OB/GYN, and vision services. Because these health centers are community-driven, they can focus on the specific health needs of their community.
- Together, Missouri's nearly 200 community health center sites serve more than 550,000 Missourians through 2 million visits annually. In addition to increasing access to care for Missourians across the state, these health centers generate \$1.4 billion in economic impact and create more than 9,000 jobs statewide.
- Regardless of someone's ability to pay, community health centers are here to serve our neighbors. Whether it's making sure the most vulnerable among us – including children, people with disabilities, and seniors – are taken care of, or being there for Missouri families when they fall on tough times, health centers are there to help those in need.
- State and federal programs and funding are critical for our health centers in communities across our state and to increase access to care for all residents.
- When Missourians don't have access to health care, their costs for medical care are passed on to everyone else. It could be in the form of higher insurance premiums or having to cover care that goes unpaid. In the long run, everyone pays the price.
- We all benefit when we come together to help people who are in need. It helps our children be healthier and better prepared to learn; our adults experience better health and economic self-sufficiency; and our communities thrive.
- As part of National Health Center Week, we are working to with Missouri Foundation for Health to educate Missourians about what we all need to lead healthy lives. We see *The Net Benefit* of our families, friends, and neighbors having access to health care – no matter who they are or where they live.

Social Media Tip Sheet

Since many of you will be sharing social media messages during National Health Center Week, we have prepared sample social media posts that you can use as is, or edit as you see fit, to incorporate *#TheNetBenefit* message. We encourage you to personalize the content so that it fits your voice. We have also provided graphics to accompany these posts.

National Health Center Week also has “[focus days](#)” that can help you spotlight individuals or stories from your community:

- Sunday, August 12: Legislative Appreciation Day
- Monday, August 13: Honoring Health Center Heroes Day
- Tuesday, August 14: Public Housing Health Centers Day
- Wednesday, August 15: Healthcare for the Homeless Day
- Thursday, August 16: Agricultural Worker Health Day
- Friday, August 17: Patient Appreciation Day
- Saturday, August 18: Children’s Health Day

Get Started

- **Follow Missouri Foundation for Health (@MoFoundHealth) on [Twitter](#) and [Facebook](#) to get the latest information about the campaign.** We will also share campaign announcement messages, photos, and data points that you can retweet and share with your networks.
- **Use [#TheNetBenefit](#) and [#NHCW18](#) hashtags in your posts.** That way you can be part of the conversation with partners across the state.

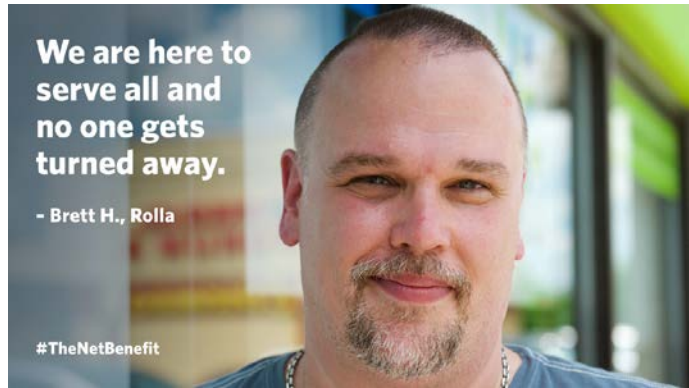
Sample Social Media Posts and Graphics

During [#NHCW18](#), we’re highlighting the role our health center plays in meeting the needs of our community. Because when our neighbors have access to health care, we all see [#TheNetBenefit](#).



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No matter who you are or where you're from, and regardless of your ability to pay, we are here to serve our neighbors. When we look out for one another, we all see #TheNetBenefit. #NHCW18



**We are here to
serve all and
no one gets
turned away.**

- Brett H., Rolla

#TheNetBenefit

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We are proud to be one of Missouri's 29 community health centers that provides access to quality, affordable health care for 550,000+ Missourians so they can live up to their potential. That's #TheNetBenefit. #NHCW18



#TheNetBenefit

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Template Press Release

The following press release can be used to help you conduct local media outreach during National Health Center Week. If you are hosting events or have local news to share, we encourage you to add that information into your version of the press release. You can customize the below example, which also incorporates the idea that when we take care of our residents and their health, this leads to stronger communities and a stronger state.

FOR IMMEDIATE RELEASE:

[DATE]

Contact:

[YOUR NAME]

[ORGANIZATION]

[PHONE NUMBER]

[EMAIL ADDRESS]

**[ORGANIZATION] Provides Access to Health Care for All [COMMUNITY] Residents
Center highlights critical role in community during National Health Center Week**

[CITY], MO ([DATE]) – During National Health Care Week, [ORGANIZATION] is recognizing the critical role Missouri health centers play in increasing residents’ access to care. One of 29 community-driven health centers, [ORGANIZATION] provides a range of primary and preventive care, including medical, dental, mental health, substance abuse, OB/GYN, and vision services.

Together, Missouri’s community health centers serve more than 550,000 Missourians through 2 million visits annually, generating \$1.4 billion in economic impact and creating more than 9,000 jobs statewide. [INSERT LOCAL DATA TO DEMONSTRATE IMPACT IN COMMUNITY].

“No matter who you are or where you’re from, and regardless of your ability to pay, we are here to serve our neighbors and make sure they have access to health care,” said [NAME], [TITLE] at [ORGANIZATION]. “During National Health Center Week, we celebrate the role all health centers play in ensuring Missourians have access to high-quality, affordable primary and preventative care.”

In addition to community health centers, Missourians are connected to the resources they need to lead healthy lives through a variety of local, state, and federal programs, dedicated professionals, volunteers, and community organizations. State and federal programs and funding are critical for Missouri’s health centers and to increase access to care for all residents.

“[INSERT NAME OF HEALTH CENTER] has long played an important role in our community,” said [NAME OF COMMUNITY LEADER OUTSIDE YOUR ORGANIZATION], [TITLE/ORGANIZATION]. “When our neighbors have access to the care they need to lead healthy lives, they have the opportunity to live up to their potential and pursue their dreams – bringing limitless value to our community and to our state.”

When Missourians have access to care, we all see the net benefit. Children are healthier and better prepared to learn; adults experience better health and economic self-efficiency; and communities thrive.

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Share Your Story

Missouri Foundation for Health is collecting stories from across the state to help Missourians understand what it really means to help family, friends, and neighbors in need. This includes amplifying the voices of health care center staff – front office employees to health care providers – who help their neighbors access the health care they need and can speak to the importance of these supports in building strong communities.

Help us tell the important story of health care centers and the dedicated professionals that make it possible for so many Missourians to access care. Share your story with us, or invite a colleague to participate.

Two Ways to Share Your Story

1. Fill out the “[share your story](#)” form on www.TheNetBenefit.org.
2. Email your story to Daniel Waxler, Missouri Foundation for Health Communications Officer, (DWaxler@mffh.org).

Questions to Consider

- What is the biggest health issue facing residents in your community?
- What is your community health center doing to address Missourians’ health issues?
- What is your role in providing individuals and families with access to primary care and preventative services?
- Tell us about the path that brought you to working at your health center. What draws you to this type of work?
- What has been the biggest challenge, and/or the biggest reward of working at a health center?
- What impact have you seen as a result of your efforts? How do you see your neighbors benefitting – in the short or long term – when they have access to care through the health center?

Additional Information that We Need to Collect

- Full name
- Hometown
- Contact information (phone and/or email)
- If possible, photo(s) of individual