Maximizing Media for Advocacy
Let the world know how your health center makes a difference and help generate media attention by sharing stories through social media, news, and radio!

Social Media

- Use social media to post regular updates about the important work of your CHC
- Use #ValueCHCs on your posts
- Tag your members of Congress
- Use pictures & graphics to help catch the eye
- Make sure to follow/like/share posts of other Community Health Centers

News Media

- Write a letter to the editor/op-ed for your local newspapers
- Consider and take opportunities to speak on local radio shows/podcasts

Email grassroots@nachc.org for additional information
Legislative Advocacy
To be successful as a health center advocate, it is important to have a good working relationship with all of your elected officials!

Meetings

- Attend a local town hall meeting with your Members of Congress
- Visit the local offices of your Members of Congress during August recess
- Go to HCAdvocacy.org to send personal messages to your Members of Congress
- Sign up to become a Health Center Advocate today to receive the weekly Washington Update

Messaging
In your advocacy efforts, be sure to emphasize what makes CHCs so unique and the vital role you play in your communities!

Key Points

CHCs are unique because

- We are consumer-driven and patient-centered
- Our doors are open to everyone, and we serve the areas that need us most
- We provide much needed primary and preventive health care services

Without advocates, CHCs stand to lose

- Workforce in medically underserved communities
- Dependable revenue streams for facility, materials, and staff contracts
- Enabling services that effectively narrow health disparities