

Community Health Worker Awareness Day

ENGAGING AND UPLIFTING GEORGIA COMMUNITIES



Social Media Toolkit

Together we can do this!

Dear participants,

Community Health Workers, also known as Navigators, Promotoras, Outreach Workers, Community Health Aids, Health Promoters, and many other names, function in a variety of roles, and are typically from the community they serve.

CHWs wear many hats within the community, as well as within various health, social service, and other systems. **CHW Awareness Day** will help to educate and inform state legislators about the Community Health Worker (CHW) workforce.

Please help us promote **CHW Awareness Day (March 7th)** to ensure that people show up and show out at the Capitol in support of CHWs! We look forward to your participation in this campaign and to seeing you on, **March 7th at CHW Awareness Day!**

Regards,

Georgia Watch Team



What's in the toolkit?

In this toolkit you will find graphics and suggested text for CHW Awareness Day posts.

Each slide has graphics for the different fields in which CHWs work.

There are also slides containing general promotional graphics.

Please feel free to pick and choose what graphics you would like to post and when.

We ask that you aim to make at least two posts this week and two posts next week.

On March 3rd & 6th, we ask that everyone post the promo graphic on slides 12 & 13 to give that final push encouraging people to attend.

After CHW Awareness Day, our work to uplift the voice of CHWs must continue! We will continue to educate lawmakers and fellow Georgians about CHWs by sharing an impactful video. **Video will be emailed separately.**

Please contact Natasha Taylor, ntaylor@georgiawatch.org, with any questions that you may have about the toolkit.



Know the Hashtags

#GACHWDAY
#CHWAwarenessDay

**Use hashtags in
every post**

Graphics and suggested text:

Suggested text: Community Health Workers (CHWs) are valued members of the communities they serve. They help to bridge the cultural and social divides between patients and providers by serving in various roles.

Let's come together for #CHWDay on March 7th at Central Presbyterian from 10am-2pm. #GACHWDay
#CHWAwarenessDay

Register [HERE](#):

COMMUNITY HEALTH WORKER AWARENESS DAY

MARCH 7 2023
10am-2pm

Register Today!!

#GACHWDay

ENGAGING AND UPLIFTING GEORGIA COMMUNITIES

Logos at the bottom include: Georgia ACT, Healthcare Georgia Foundation, Georgia CHW Network, MOREHOUSE SCHOOL OF MEDICINE, The Fulton-DeKalb Hospital Authority, SCFG, archi, HEALTHY MOTHERS, HEALTHY BABIES, and GEORGIA WATCH.

Different fields of CHW work: Rural CHWs

Suggested text: Help us spread the word about the valuable role that CHWs play in promoting health and well-being in our rural communities.

Join us on March 7th from 10am-2pm at Central Presbyterian, located right across from the State Capitol, to learn more about how CHWs make a positive impact on community health in Georgia.


Don't miss out on this opportunity to connect with local leaders and advocates! Register [HERE](#):
#GACHWDay #CHWAwarenessDay

Community Health Workers serve rural communities

Learn more on


CHW Awareness Day

#GACHWDAY





MARCH 7 2023

10am-2pm



Register Today!!



Different fields of CHW work: Research

Suggested text: Research-based Community Health Workers (CHWs) empower communities with vital health information and resources through coordinated outreach and education efforts, connecting academia and the community.

Learn more about the dynamics of CHWs on March 7th 10am-2pm:
Register [HERE](#):
#GACHWDay #CHWAwarenessDay

Select one image to post.

Did you know
Community Health Workers
are involved in research?

Learn more on
CHW Awareness Day

MARCH 7 2023
10am-2pm




 Register Today!!
#GACHWDay












Did you know
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Learn more on
CHW Awareness Day

#GACHWDay **MARCH 7 2023**
10am-2pm
Register Today!!





Different fields of CHW work: Retail-based

Suggested text: Retail locations are strategically located across the state to increase accessibility to essential health services for populations with limited access. CHWs ensure everyone has access to the care they need!

Join us on #GACHWDay at Central Presbyterian from 10am-2pm. Register [HERE:](#)

Select one image to post.



Different fields of CHW work: Metro communities

Suggested text: Community Health Workers (CHWs) are key players in reducing healthcare disparities in metropolitan communities. By addressing social determinants of health and providing education and support, CHWs help ensure equitable access to care for all.

Join us on CHW Awareness Day at Central Presbyterian from 10am-2pm.
#GACHWDay #CHWAwarenessDay

Register [HERE](#):

Select one image to post.



Community Health Workers
serve metro communities

Learn more on
CHW Awareness Day

#GACHWDAY

MARCH 7 2023
10am-2pm

Register Today!!

QR code



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Register Today!!

QR code

Logos: Georgia ACT, Healthcare Georgia Foundation, Georgia CHW Network, MOREHOUSE SCHOOL OF MEDICINE, archi, HEALTHY MOTHERS, HEALTHY BABIES, The Fulton-DeKalb Hospital Authority, SCFG

Different fields of CHW work : Immigrant/Refugee communities

Suggested text: Community Health Workers play a critical role in immigrant and refugee communities, providing cultural mediation, appropriate health education, translation services, and building individual and community capacity.

Join us on #GACHWDay to learn more about how CHWs can help improve access to quality care and promote health equity. Don't miss out on this valuable opportunity - register [HERE](#):

Select one image to post.

Community Health Workers
a.k.a Promotoras(es) de Salud
serve in immigrant/refugee communities

Learn more on
CHW Awareness Day

#GACHWDAY



MARCH 7 2023
10am-2pm

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Georgia ACT
HEALTHY MOTHERS, HEALTHY BABIES
Healthcare Georgia Foundation
archi
Georgia CHW Network
Georgia WATCH
The Fulton-DeKalb Hospital Authority
MOREHOUSE SCHOOL OF MEDICINE
SCFG

Community Health Worker Awareness: YOU are a Community Health Worker

There are many people doing the work of a CHW that don't know it. These posts help to provide education on the definition of a CHW and the services they provide.

Suggested text: Do you help connect your community members to healthcare, social services, and other resources? If so, **YOU are a Community Health Worker!** Learn more about how CHWs serve their communities at CHW Awareness Day on March 7th.

Register [HERE](#):

#GACHWDay #CHWAwarenessDay

Event Address:

**Central Presbyterian Church - Tull Fellowship Hall
201 Washington St SW, Atlanta, GA 30303**

YOU are a Community Health Worker!



Community Health Workers (CHWs) are frontline public health workers in communities, helping to connect people to healthcare, social services, and everything they need to live a healthy life.

YOU are a Community Health Worker!

CONNECTS
COMMUNITY
RESOURCES

PROVIDES
HEALTH
EDUCATION

BUILDS
TRUST

OFFERS IN-
PERSON HELP

NAVIGATES THE
HEALTHCARE
SYSTEM



Register for Community Health Worker Awareness Day

We ask that you use the graphics below on **March 1** to encourage your audience to register for CHW Awareness Day.


Suggested text: Join us for Community Health Worker (CHW) Awareness Day on March 7th at Central Presbyterian, across from the State Capitol, to learn more about Community Health Workers in Georgia.

Register [HERE](#):
#GACHWDay #CHWAwarenessDay

Event Address:
Central Presbyterian Church - Tull Fellowship Hall
201 Washington St SW, Atlanta, GA 30303

YOU Are a Community Health Worker!

Learn more on
CHW Awareness Day



MARCH 7 2023
10am-2pm

Community Health Workers (CHWs) are frontline public health workers in communities, helping to connect people to healthcare, social services, and everything they need to live a healthy life.

Register for Community Health Worker Awareness Day

We ask that you use the graphics below on **March 3** to encourage your audience to register for CHW Awareness Day.

Suggested text: Join us on March 7th at Central Presbyterian, across from the State Capitol, to learn more about Community Health Workers in Georgia.

Register [HERE](#):
#GACHWDay #CHWAwarenessDay

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Central Presbyterian Church - Tull Fellowship Hall
201 Washington St SW, Atlanta, GA 30303

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Georgia ACT, Healthcare Georgia Foundation, archi, Georgia CHW Network, MOREHOUSE SCHOOL OF MEDICINE, The Fulton-DeKalb Hospital Authority, SCFG



Register for Community Health Worker Awareness Day

We ask that you use the graphics below on **March 6** to encourage your audience to register for CHW Awareness Day.

Suggested text: Join us on March 7th at Central Presbyterian, across from the State Capitol, to learn more about Community Health Workers in Georgia.

Register [HERE](#):
#GACHWDay #CHWAwarenessDay

Event Address:
Central Presbyterian Church - Tull Fellowship Hall
201 Washington St SW, Atlanta, GA 30303

COMMUNITY HEALTH WORKER AWARENESS DAY

MARCH 7 2023
10am-2pm

Register Today!!

#GACHWDay

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Questions? Contact Us

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