



Operation Engage for Community Health Clinics Action List:

Our influence is greater when we act and speak together. Your chapter's participation in this Operation Engage will strengthen the health care safety net in your community and strengthen your chapter's – and NAHU's – visibility and credibility in your community. The Foundation will provide your chapter with the educational material and sample communications. We ask you to distribute those materials and motivate your members to get involved with this project. Specifically, we're asking your chapter to:

Step 1 Education: *We ask you to put the pieces in place:*

- a) Identify a board champion for this NAHUEF Operation Engage initiative.
- b) Identify one or more community health clinic(s) in your area. Your board champion should meet with the executive director of the clinic(s) to explain what we'll be doing and establish a relationship to support the rest of the program.
- c) Invite a representative from your community health clinic partner to give a short (5-to-7 minute) talk at your chapter's 2017 membership meeting. They should be asked to address their clinic's impact on the local health care system and what they accomplish. At this meeting your board's champion should present a 5-to-7 minute overview of Operation Engage and prepare the membership for the Communication activities.

The Foundation will provide you with material explaining the role of community health clinics and the need—and benefits—of your chapter supporting them. Included will be samples of the emails, Facebook posts, tweets and other communications your members are being asked to send to their clients. The communication kit will also include press releases your chapter can send to local media during the communication phase.

Step 2 Communication: *We ask you to spread the word:*

- a) Distribute the press release to outlets in your community highlighting your chapter's role in this nationwide initiative.
- b) Encourage your members to send the emails to their clients and post the social media items educating the public concerning the role of community health clinics and your local chapter's effort to support them.
- c) Collect funds at your chapter's meeting to contribute to your partner community health clinic. We ask that you target raising \$4.00 per member.
- d) Present a check for the funds you raise at your partner health clinic. A photograph of the presentation should be taken so the clinic can report on your support in their newsletter and for you to share with local media. Your board champion should take responsibility for arranging for this presentation.

To receive credit toward NAHU awards: *Your chapter should report to the Foundation:*

1. The amount contributed to you partner community health clinic(s)
2. The name of those clinics
3. Samples of any letters, social media posts or other publicity concerning your efforts.