Advocate for

community health workers

Wisconsin health care leaders and practitioners all share the same goal—to help those they serve live their healthiest life. Yet, in some communities across the state, barriers exist between providers and those who need care. Thankfully, communities have a bridge that helps connect those in need to the care they deserve—community health workers (CHW).

As community health workers, you know first-hand the positive impact you make on those you serve. Unfortunately, many health care systems and providers don't. **So, it's time to raise awareness and educate health care professionals about how your work benefits clients and providers alike**. This toolkit is designed to help you reach leaders within key organizations who can influence, advocate, and provide support for community health workers across Wisconsin.

Community health worker advocacy toolkit

The following toolkit provides guides and materials that you can use to raise awareness and help educate potential advocates about community health workers. Some materials are ready-to-use, and others can be used as a guide to maximize your reach and message. Use what works best for you, but feel free to customize the materials we've provided as a template. The contents of this toolkit include:

PowerPoint template

Use this customizable PowerPoint template to make formal presentations to key stakeholders and organizations. We've provided several useful slides and talking tips, but you can easily make this your own.

"Empower your advocates" flyer

Use this as a step-by-step guide to identify potential advocates and deliver your message with an impact.

"CHW impact" flyer

Use this ready-made flyer to show how community health workers and health care partnerships make a positive impact.

Partner website button

Add this to your organization's website and encourage your partners to do the same.

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