

# Gain public support for community health workers

Community health workers (CHW) across Wisconsin all know the positive impact they make in the communities they serve. Sadly, many individuals are unaware they have a trusted ally for their health and well-being right in their community waiting to help. This leaves CHWs with a lack of public support when public and private leaders are making funding decisions.

So, we need all the voices we can gather to get loud and spread the word about all the efforts community health workers are making to connect their communities to the health care and social services they need to thrive. This toolkit was designed for just that purpose!



## Community health worker public support toolkit

The following toolkit provides materials community health workers can use to raise awareness and educate the public about your important work. Some materials are ready-to-use, while others can be customized for your unique 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:



### We are CHWs one-pager

Use this to make an introduction to people who need to know about CHWs and what they do. Print it, post it, or email it!



### Facebook frame

Use this to help raise awareness and show your support right on your profile picture. Ask your friends and family to follow suit!



### Sharing tip sheet

Get tips and best practices on how to reach your community and get your message out.



### Social posts for Facebook or Instagram

Use these to increase your reach through social media. Share your success stories and encourage your clients to share their positive experiences. You can use the provided text or create your own message. Remember to encourage likes and shares!



### Community health workers posters

Use the customizable poster to introduce a specific CHW or use the ready-made poster to raise general awareness about who CHWs are and what they do. Print them and post them everywhere you can!



### Zoom background

Use this background to raise awareness and show your support during Zoom meetings with clients, coworkers, family, or friends.