

Spread the word about community health workers

Be the voice that gives your community power.

Every day, community health workers (CHW) across Wisconsin are making a positive impact, but so many more communities could benefit from their help. So, let's get loud and share the message. Below are a few things you can do to advocate for community health workers in your community.

Get social

Social media is a great tool to share stories and show support for the things you care about. Using platforms like Facebook, Instagram, X (Twitter), or Threads can connect you with people in your community and beyond to help raise awareness of community health workers' positive impact—and connect them with their services. Use it and use it often!

Tips

- Use the ready-made posts in our toolkit on your platforms. Better yet—make them your own and share your personal success stories.
- Ask your followers to share their own stories on your post. Get interactive!
- Join and share your message on relevant community and group pages.

Rally your community

There are no better advocates than the people whose lives you've positively impacted. People want to support those who support them and their community—so encourage those you've helped to share their stories.

Tips

- Gather your clients' success stories and testimonials to use in presentations.
- Ask them to join you as a co-host at events or other community gatherings.
- Tell your clients to get social, too! Our toolkit has a ready-made post that's easy to share or make their own.

Partner up

Just like you're an ally to those you serve in the community, there are people and local organizations ready to support community health workers. So, get out there and tell them who you are and what you can do for the community.

Tips

- Connect and collaborate with other CHW networks, local health organizations, social services, or community centers to help spread the message.
- Organize community outreach events like workshops, seminars, health fairs, or listening sessions.
- Get involved with any local or state policy groups already advocating for CHWs.

Engage local leaders and influencers

Position yourself as a community leader who inspires change and innovation. Engage with key decision-makers who can use their platforms to help raise awareness about the need for community health workers.

Tips

- Join a health system or social service board meeting and share ideas and what CHWs do.
- Talk to crucial health systems leaders like physicians, nurses, EMTs, and board members who might be unaware of CHWs.
- Gather and communicate your success stories that show a positive impact on the community and health care system.

To learn more about Wisconsin community health workers, visit dhs.wi.gov/chw.



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