New Member Toolkit

Contents

About this Toolkit

The purpose of this toolkit is for New Members to learn about their membership benefits, gain access to NACHW tools and resources, communicate their membership with others, and connect with our community.

The social media materials below are designed to drive new and potential new members to NACHW's website and highlight our membership benefits. Please share the content in this toolkit on your webpage and social media, as well as with your networks. All content is part of the public domain and free to use without restriction under copyright law.

The social media messaging in this toolkit is accessible through the copy (Ctrl+c) and paste (Ctrl+v) functions of your keyboard. The social media graphics can be downloaded by navigating to the desired image and clicking on it, then downloading the image in the new tab. The social media images are formatted for Facebook and Twitter.

The web banners can be downloaded and added to a webpage. To implement them to your webpage, download the desired banner, and hyperlink it to the NACHW website, www.nachw.org

About NACHW

The National Association of Community Health Workers (NACHW) is a national professional organization whose members are CHWs, *Promotores de la Salud*, Community Health Representatives, CHW Networks and Associations, allies and supporters (individuals and organizations).

Our mission is to unify the voices of CHWs and strengthen the profession's capacity to promote healthy communities. United, we will mobilize CHWs and our networks, create professional and leadership development opportunities, build a research and education hub, and develop policies to sustain workforce integrity and impact.

NACHW is proud to have members in 46 U.S. states - and we are growing every day. We work in partnership with CHWs and allies to create innovative strategies that amplify, promote and sustain the CHW profession.

Background on CHWs

AMERICAN PUBLIC HEALTH ASSOCIATION CHW SECTION
- https://www.apha.org/apha-communities/member-sections/community-health-workers/

ASTHO CHW RESOURCES:
- https://www.astho.org/Community-Health-Workers/

NATIONAL ASSOCIATION OF STATE HEALTH POLICY: STATE CHW MODELS
- https://www.nashp.org/state-community-health-worker-models/

COMMUNITY HEALTH WORKER NATIONAL WORKFORCE STUDY
- https://bhw.hrsa.gov/sites/default/files/bhw/nchwa/projections/communityhealthworkforce.pdf

CENTERS FOR DISEASE CONTROL CHW RESOURCES
- https://www.cdc.gov/publichealthgateway/chw/index.html

PENN CENTER FOR CHWS: PUBLISHED RESEARCH
- https://chw.upenn.edu/research/

BUREAU OF LABOR STATISTICS
- https://www.bls.gov/oes/current/oes211094.htm
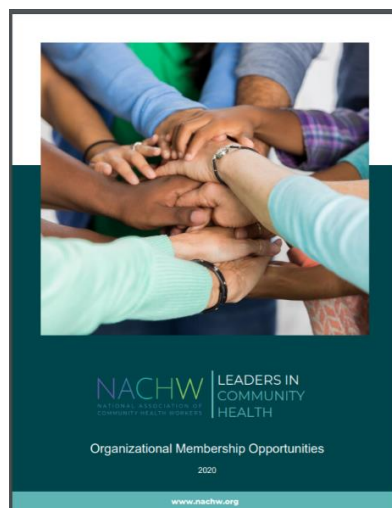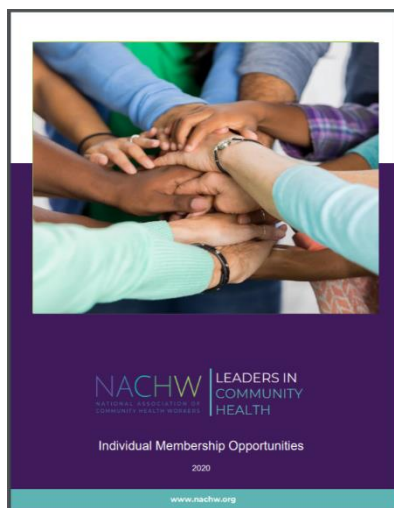- https://www.bls.gov/ooh/community-and-social-service/health-educators.htm

About NACHW Membership

On behalf of the National Association of Community Health Workers (NACHW), we want to welcome you as an official founding member!

NACHW is a national professional organization whose members are Community Health Workers (CHWS), CHW Networks, and Ally and Supporter Individuals and Organizations. As a founding member, you have become a part of history! NACHW is the first national organization of its kind to unite and promote the collective interests of the CHW workforce through movement building, professional and leadership development, policy and advocacy, technical assistance and research.

Your membership matters to us and so does your voice! We honor the contributions you make to your local communities and clients. We recognize the professional skills and experiences you bring to health and social service sectors. We support your advocacy efforts to advance the CHW movement. We are excited to partner with you to achieve our vision, Community Health Workers united nationally to support communities in achieving health, equity and social justice. Let's make history!

About NACHW Marketing Materials

Members can use these slides to introduce NACHW to their colleagues, employers and partners. This document contains an overview of our mission, vision and values, an updated list of board of directors, data on our membership, our strategic objectives and innovative partnerships and activities.
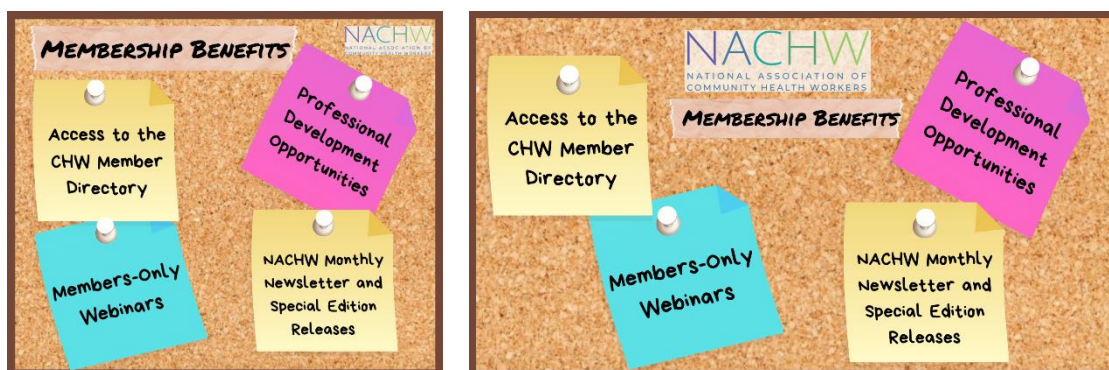

Social Media Messaging

The social media and newsletter messaging below can be copied (Ctrl+c) and pasted (Ctrl+v) into various platforms.
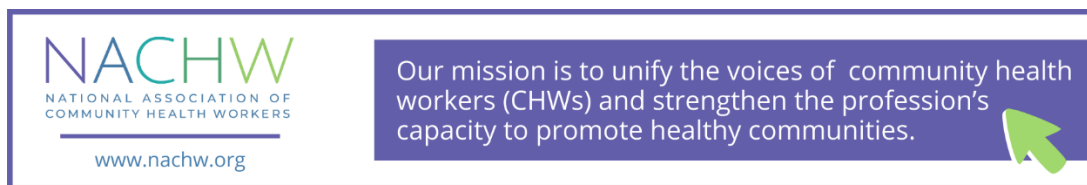
Sample Social Media Posts:
1. Learn about the benefits of NACHW membership today. Register as a CHW, ally, or organization at www.nachw.org/membership. #NACHW

2. Learn more about the mission, vision, and values of NACHW today. Visit www.nachw.org to learn more and become a member. #NACHW

Web banner:

About NACHW Policies

Visit the NACHW Policies page to gain access to nationally endorsed policies and guidance to use when developing partnerships with CHWs and CHW networks. View links for resources to consider when developing curriculum or training for the workforce. Visit our new Document Resource Center.
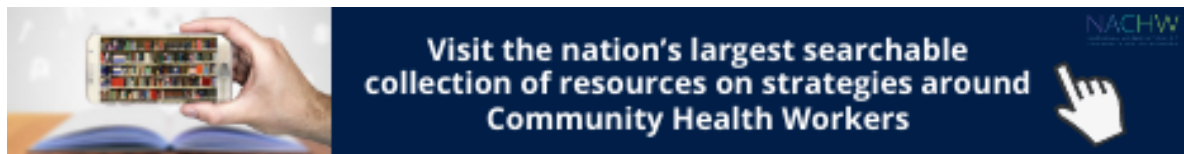

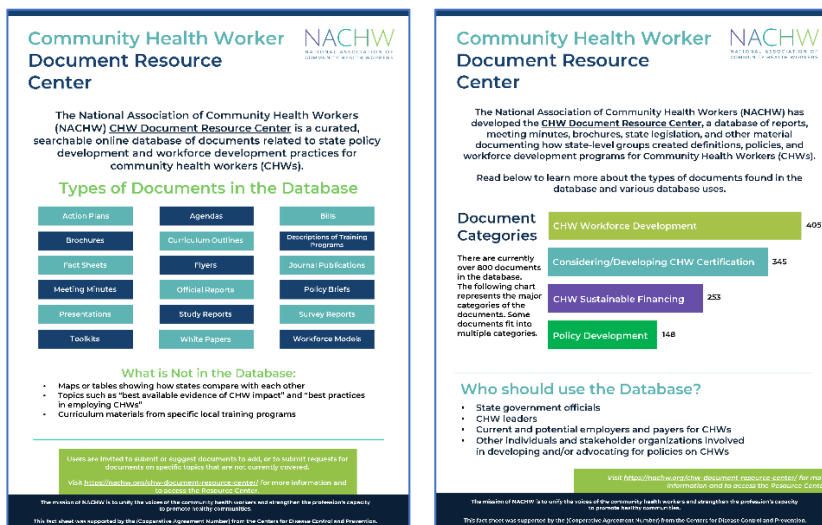Welcome to the NACHW Policies Page.

The CHW Document Resource Center

Welcome to the CHW Document Resource Center, a curated, searchable online database of documents related to state policy advancements and workforce development practices for community health workers (CHWs). If you are in CHW leadership, state government, FQHCs, health systems, and other CHW partner organizations, this resource database is for you.

The purpose of this database is to provide information on the process other states, or organizations have gone through in advancing policies around CHWs. This can help you understand policy consideration options available to your state, or to learn about experiences in other states who have pursued policies or investments like ones you are considering for your state. The CHW Document Resource Center was developed in collaboration with National Association of Chronic Disease Directors (NACDD) and the Centers for Disease Control Division of Chronic Disease Prevention and Health Promotion.

This database was supported by Grant/Cooperative Agreement Number 5-NU38OT000286-02, funded by the Centers for Disease Control and Prevention (CDC). The CDC has funded decades of work to support the engagement of CHWs and was strategic in leading efforts to complete multiple systematic reviews on the topic, convene the 2019 CHW Forum, and has published extensive volumes of translational research resources to advance the CHW workforce and enhance health equity.

Document Resource Center Fact Sheets:

About CHWs and COVID-19

During the COVID-19 pandemic, NACHW has been at the forefront of amplifying the roles and capacities of the CHW workforce. We have launched a national campaign, sharing our CHW workforce promotion materials to thousands of participants through webinars with the Centers for Disease Control and Prevention, the HHS Interdepartmental Health Equity Collaborative, American Diabetes Association,

ASTHO and others, and offered strategies for public and private institutions to strengthen public health capacity and advance health equity and social justice for communities impacted by COVID-19.

The following materials, articles and resources were created by NACHW to support understanding of and partnership with the CHW workforce during the pandemic.

Top COVID-19 Resources for CHWs

Community Health Workers Strengthen COVID-19 Response

AmplifyingCHWsCOVID19 (002)

Three Ways to Support Asian American and Pacific Islander Communities

NACHW Partner with CHWs COVID19

To Strengthen Public Health Response to COVID-19 We Need CHWs

Who is Listening to CHWs During COVID-19?