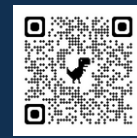


# National Community Health Worker Awareness Week – Engagement Data



@CHWNational



NACHW  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS

National CHW Awareness Week #NCHWAW (August 28 – September 1, 2023) was the first-ever national campaign to celebrate and commemorate CHWs. This week of collaboration and action unites CHWs across our diverse identities.

[www.nachw.org/nchaw](http://www.nachw.org/nchaw)

## What others are saying



“#NCHWAW is a time for community health workers and allies everywhere to get to know their elected officials and increase the visibility of the profession.”  
- American Public Health Association

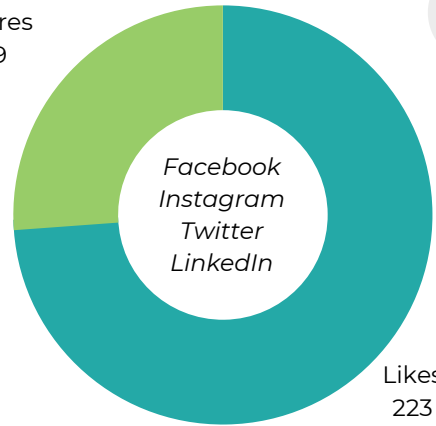
“We're proud to stand alongside [National Association of Community Health Workers](#) in celebrating the invaluable contributions of CHWs. We're dedicated to supporting and uplifting CHWs. We are dedicating this week to recognizing the tireless efforts and contributions of CHWs.” – Institute for Public Health Innovation

“This week is National Community Health Worker Awareness week, and I want to call attention to the vital role these frontline public health workers fill... CHWs are some of the most trusted voices in the community when it comes to health because they come from the communities they serve. And they are one of the best ways to tackle health inequity and health disparities.” - U.S. Department of Health and Human Services

“This week of collaboration and action unites CHWs across our diverse identities. NCHWAW is an opportunity to increase decision-makers awareness and understanding of CHWs. We want everyone to know about CHWs' capacity for leadership, our core roles and unique identities, and our contributions to community health and wellbeing.” – National Association of Chronic Disease Directors (NACDD)

## SOCIAL MEDIA ENGAGEMENT

Shares  
79



Likes  
223



## Hashtags Usage

367 #NCHWAW

247 CHW Awareness Week

69 #CHWAWARENESSWEEK



## NCHWAW Mailing List

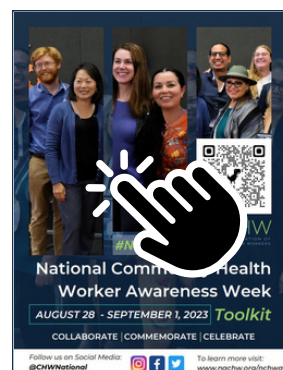
»»» 521 Subscribers

»»» 10,123 Opens

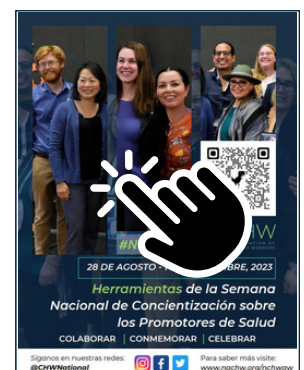
»»» 1,811 Clicks on NCHWAW landing page



## English Toolkit



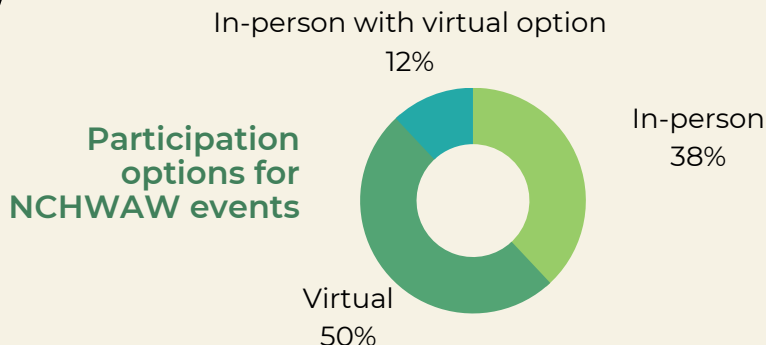
## Spanish Toolkit



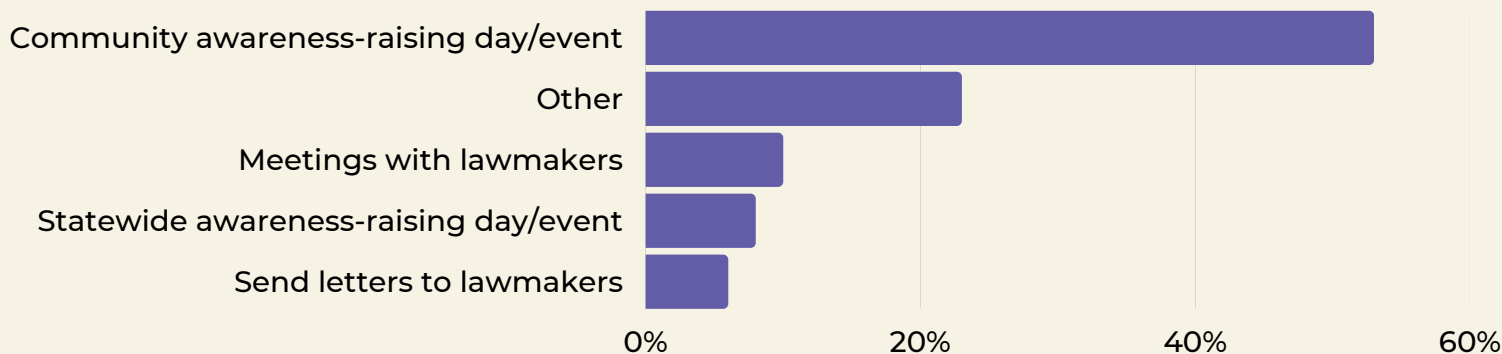
## EVENTS DURING NCHWAW



A survey of NCHWAW participating organizations yielded 78 Submissions.



## NCHWAW events by type



## Participation from our partners during NCHWAW

NACHW invited CHWs and Allies to register the events/activities they hosted to raise awareness during NCHWAW. The following are some of the events shared with NACHW.

Organization	State	Event Description
Latino Health Access	California	City of Santa Ana and County of Orange Proclamations for the National CHW/ Promotor Awareness
MCD Global Health	Maine	MCD elevated the CHW profession by creating and sharing videos of CHWs in Maine that have been selected to be AHEC scholars.
Meadow Health Partnership	Wisconsin	For NCHWAW Meadowood Health Partnership hosted a community health fair and provided free blood pressure checks & Diabetes A1C checks.
The Institute of Healing Justice & Equity	Missouri	Critical Futures Podcast. The episode featuring NACHW's Executive Director Denise Octavia Smith was released during NCHWAW for a discussion rooted in anti-racism, consortium, and critical futures.