

The image features a background of a diverse group of community health workers smiling and hugging. The text is overlaid on this background. The NACHW logo is at the top center, followed by the full name of the organization. The main title is in large, bold, dark blue letters, and the subtitle is in a smaller, bold, purple font. The hashtag is at the bottom center in a teal font. The entire graphic is framed by decorative geometric shapes in purple, green, and blue.

NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

NATIONAL COMMUNITY HEALTH WORKER AWARENESS WEEK 2025

IMPACT REPORT

#NCHWAW

ABOUT

— COMEMORATE
— CELEBRATE
— COLLABORATE

NATIONAL COMMUNITY HEALTH WORKER AWARENESS WEEK

#NCHWAW

WWW.NACHW.ORG

ABOUT NCHWAW

AUGUST 25-29, 2025

National CHW Awareness Week (NCHWAW) is the first ever national campaign with CHWs at the center! The National Association of Community Health Workers developed this event to increase awareness of CHW identity, roles, impact on communities, and leadership – and to promote policies that respect, protect and authentically partner with the CHW profession.

During August 25-29, 2025, NACHW and organizations nationwide participate in coordinated events, social media campaigns, and advocacy efforts to raise awareness of the diversity of the community health worker profession, workforce, and movement.

NACHW SCHEDULE OF EVENTS

- **Monday:** NACHW CHW Awareness Week 2025 Kickoff Webinar
- **Tuesday:** Rep your State CHW Awareness Day!
- **Wednesday:** CHW Awareness Week Celebration with Culture Care Co & Hawaii CHW Association on NACHW's Facebook Live
- **Thursday:** CHWs takeover LinkedIn!
- **Friday:** CHW and Ally Storytelling Day



DIGITAL DISSEMINATION

WEBPAGE

www.nachw.org/nchwaw serves as the digital home for NCHWAW. Leading up to the observance, information regarding dates, activities, virtual event registration, and toolkits are made available for download.

Web traffic 08/17 - 09/04/2025

2,302
Unique
Users

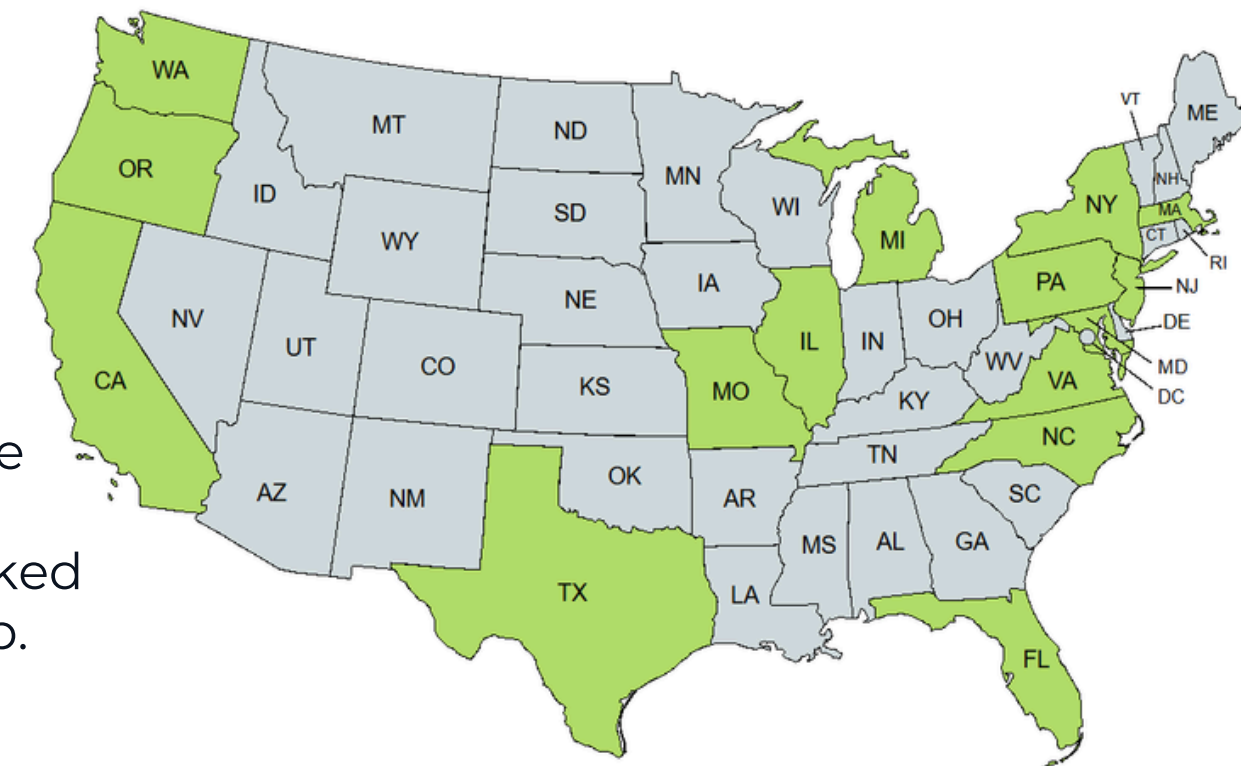
3,460
Unique
Sessions

14,451
Event
Count

*Events are defined as user interactions (scrolls, clicks, downloads).



Data from Google Analytics identified **78** geographic locations for web traffic. The **top 15** locations were in the contiguous United States, and are marked in green on the map.



WEBINAR & FACEBOOK LIVE

CHW AWARENESS WEEK KICKOFF WEBINAR

August 25, 2025. NACHW hosted a webinar kicking off NCHWAW. Barb Short, Senior Director, Sustainability at Sanofi, was invited to preview a special report.



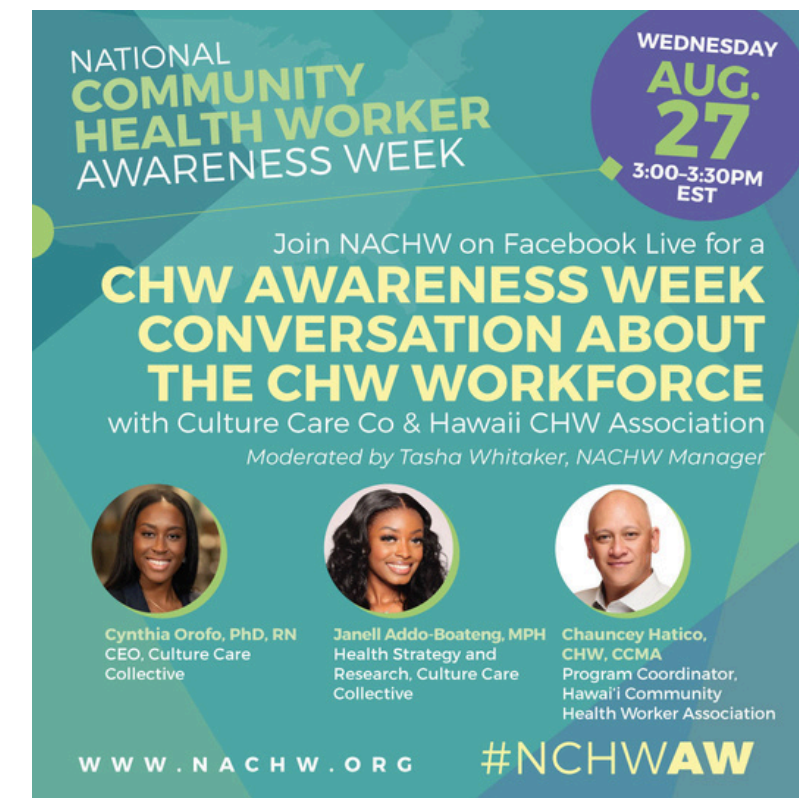
171
Zoom
Attendees

+

20
YouTube
Views

FACEBOOK LIVE WEDNESDAY 10/27/25

CHW Awareness Week Celebration with Culture Care Co & Hawaii CHW Association on NACHW's Facebook Live



1,201
Views

SOCIAL MEDIA ENGAGEMENT

#NCHWAW data for 08/17/25 - 09/04/25

#NCHWAW was the official hashtag for NCHWAW 2025. Through social media posts, CHWs and organizations amplified the voices of the workforce, and celebrated those working in their communities.

POSTS



mentions

433



reach

2.5M



interactions

2.8K

SENTIMENT



Tiffany T Johnson • 2nd
Community Health Virtual Care Specialist | Digital Engagement & Patient A...

3mo ...

I'm celebrating CHWs because, through Harvesting for the Heart, I've seen how they plant seeds of hope, connect resources, and nurture healthier, stronger communities.



The Wright Center for Community Health · Follow
August 29 · 🌐

...

As we wrap up National Community Health Worker Awareness Week, we're proud to spotlight our incredible Community Health Workers who make our mission possible. 🧡

Across our footprint in Northeast Pennsylvania, our CHWs are at the heart of our community-based care — connecting patients with resources, breaking down barriers, and building trust with those we serve. Thank you for your unwavering commitment and for being the bridge between health and hope. ❤️

If you or someone you know could use this kind of support, let our staff know during your next appointment or call 570.230.0019.

#NCHWAW #TheWrightCenter #CommunityHealth #CommunityHealthWorkers

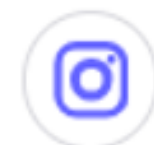
PLATFORMS



X(Twitter)



Facebook



Instagram



YouTube



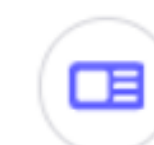
LinkedIn



Bluesky



TikTok



News



Web



CHW NETWORK SUPPORT

HONORARIUM SUPPORT FOR CHW NETWORKS

Thanks to support from Sanofi, NACHW was able to provide financial support to CHW Networks and Associations across the country who were hosting events in celebration of NCHWAW. After completing an application process, 15 recipients were selected and awarded.

CHW Network Organizations (including Associations and Coalitions) are defined by NACHW as organizations led by or co-led by Community Health Workers (includes promotoras, CHRs (Community Health Representatives), and other titles/identities within our profession) whose mission and activities focus on CHW membership, networking, policy, advocacy, and workforce development.

Applications were evaluated based on a set of criteria to ensure geographic diversity, how well proposed activity/ies would amplify the CHW workforce, and to support networks at different stages of development.

Thank you **sanofi**

Recipient CHW Networks and Associations

- Alaska CHW Network
- Arizona CHW Association
- Big Bend Country CHW Network
- CHW Association of Rochester Inc.
- Hawai'i CHW Association
- Maryland CHW Association
- Maine CHW Initiative
- Michigan CHW Alliance
- North Carolina CHW Association
- Oklahoma CHW Association
- Rhode Island CHW Voices for Leadership and Advocacy
- South Carolina CHW Association
- St. Louis CHW Coalition
- Utah CHW Association
- Virginia CHW Association

Rhode Island

Rhode Island CHW Voices Network celebrated National CHW Awareness Week through statewide gatherings that lifted up culture, connection, and collective visioning. CHW Voices Network hosted a regional celebration at RI Parent Information Network, where CHWs from community organizations and independent CHWs shared a meal and strategized for a united future. The LatinX CHW Group joined the Awareness Week celebration hosted by Centro de Innovación Salud y Bienestar, a Hispanic-led CHW organization. Many other organizations also held their own events, including Family Service of RI's CHW Committee potluck, which highlighted CHWs' "whys" and what grounds them in their work.



#CHWSINRI carried the celebration online, using newsletters, social media shoutouts, highlights, and community event participation to expand the reach statewide. Together, these efforts engaged over 50 CHWs and allies in person and more virtually.

Hawaii

The Hawai'i Community Health Worker Association celebrated the National Community Health Worker Awareness Week (NCHWAW) and Community Health Worker (CHW) Awareness Month for Hawai'i during the August CHW Only Online Meeting. During this celebration, Hawai'i CHWs were able to participate in completing their 30 Days of Self-Care Challenge, building awareness of who CHWs are, and being equipped with self-care resources. Secondly members created the following infographic where CHWs were able to complete the following sentence: "I am a CHW! I am a ... These roles were generated into an infographic that will be used to continue building awareness of CHWs throughout Hawai'i. Lastly, Dr. Aukahi Seabury, a respected expert in self-care from I Ola Lāhui, shared about the signs and symptoms of compassion fatigue and burnout, helping CHWs understand and recognize when they might be experiencing them



Texas

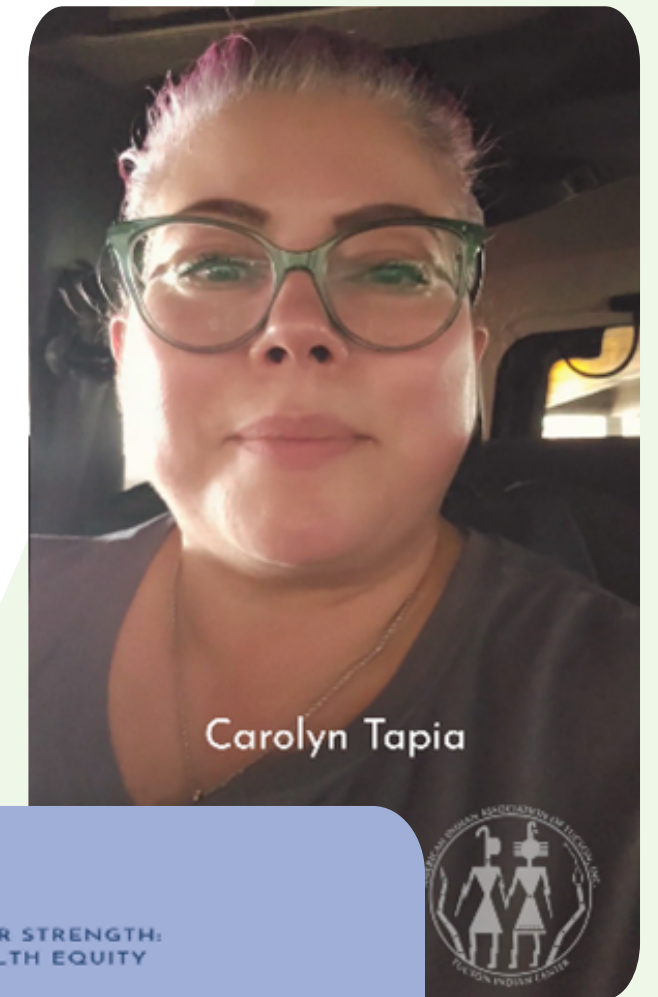


The Big Country CHW Network in Texas recently hosted a “come and go” appreciation event for our Community Health Workers (CHWs), made possible through funding from NACHW. This event helped us to recognize and celebrate the incredible dedication, hard work, and impact our CHWs have on the communities they serve every day. During the event, we treated our CHWs to a delicious Chick-fil-A meal and provided a variety of appreciation gifts, including custom mugs, pens, notebooks, Starbucks gift cards, and candy. Attendees also had the chance to participate in fun door prize drawings, adding an extra element to the celebration. One of the highlights of the event was inviting CHWs to reflect on what they appreciate about their work and share those thoughts with the group. The biggest theme being the community these connections they foster create. This activity made for a sense of connection, positivity, and pride among the CHWs, allowing them to reflect on the meaningful contributions they make to our community. Overall, the vent was an opportunity to show gratitude, celebrate our CHWs, and reinforce the value of their important work.



Arizona

For National CHW Awareness Week 2025, Arizona Community Health Workers Association (AzCHOW) launched a statewide digital campaign amplifying the voices of Community Health Workers (CHWs) across Arizona—from the remote corners of Gila County to the vibrant communities of Phoenix, Tucson, and the Navajo Nation. “Our Stories, Our Strength: CHWs for Health Equity” spotlighted the resilience, leadership, and impact of CHWs. Each day of the week, a short video featured a CHW from a different region or focus area, sharing in their own words how they uplift community resiliency, growth, and health equity. The stories captured during the campaign continue to live beyond Awareness Week—informing training sessions, inspiring policy conversations, and uplifting the next generation of CHWs. This growing library of strength, wisdom, and resilience, rooted in culture and community, has elevated the visibility of CHWs, deepened public understanding, and built momentum for long-term support of the CHW profession



Virginia



The Virginia Association of Community Health Workers (VACHWA) proudly supported statewide celebration by awarding five mini-grants to agencies across Virginia, encouraging innovation and creativity in honoring Promotores de Salud. Each agency hosted unique events — from community health fairs to storytelling sessions — which collectively engaged dozens of CHWs and community members.

In addition, VACHWA hosted a local CHW gathering to celebrate, connect, and share strategies for workforce development. Engagement was deeply felt across Virginia and nationwide, as celebrations were amplified through social media posts, shared photos, and virtual participation.

This work not only elevated CHW visibility but also amplified NACHWA's leadership and encouraged cross-sector collaboration to advance health equity.



Michigan

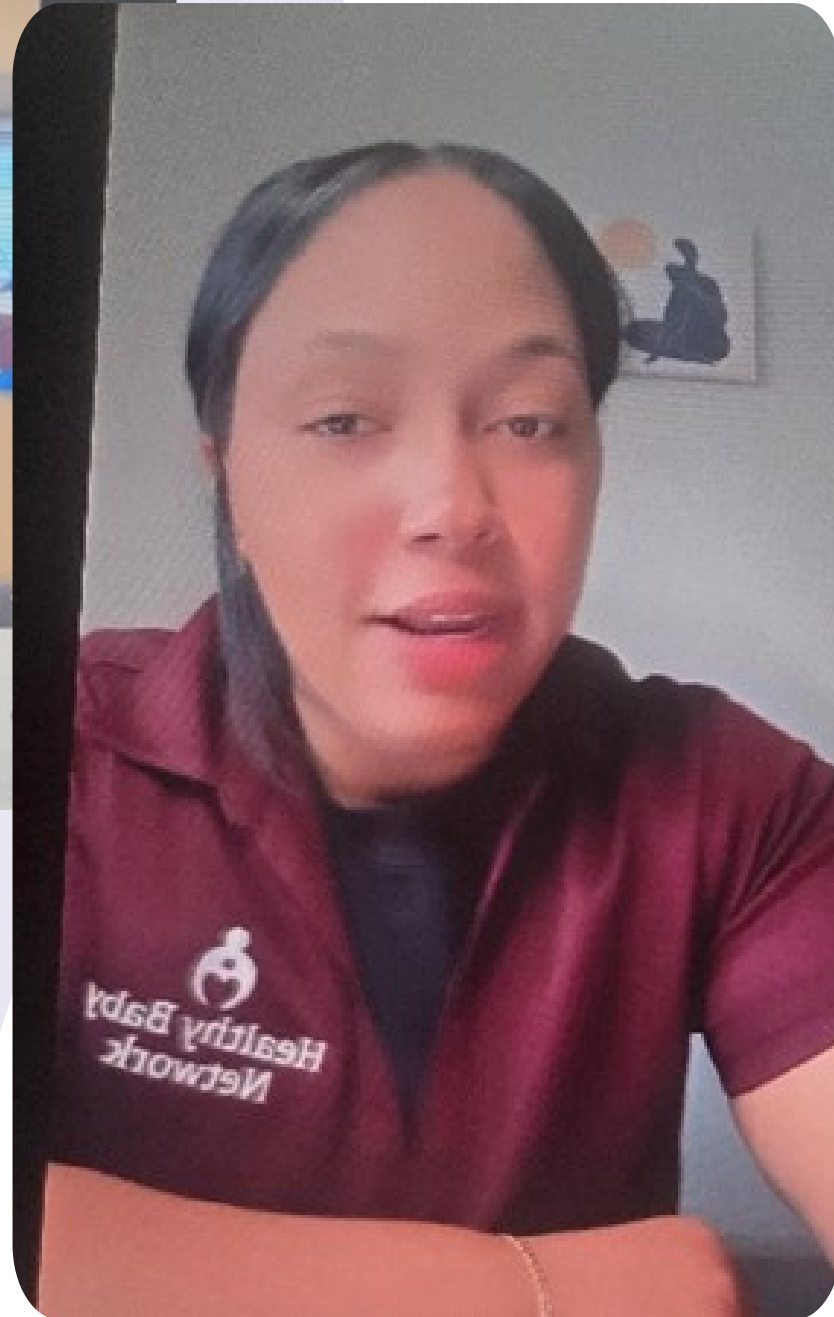
The Michigan Community Health Worker Alliance (MiCHWA) hosted a Community Health Worker Appreciation Luncheon in Grand Rapids, MI with 40 Michigan CHWs from across the state in attendance, thanks to the funding generously provided by NACHW and space provided by Corewell Health Healthier Communities. The event provided a meaningful space to celebrate their dedication and impact with a shared meal, opportunities to connect with peers, and words of encouragement from guest speakers, including MiCHWA Board Members. Raffle prizes elevating self-care, as well as small tokens of appreciation were also included, further fostering a warm and uplifting atmosphere that celebrated the work of CHWs across Michigan communities!

MiCHWA Executive Board members pictured include: 1) Ms. Brenda K. Smith, CCHW, Henry Ford Health, MiCHWA CHW Network Chair, picture 2, second from left (green shirt), and 2) Ms. Carla Rae Neading, CCHW, Trinity Health Muskegon, MiCHWA Board Secretary, picture 3, standing in striped shirt.



New York

Community Health Workers Association of Rochester, Inc. The Community Health Workers Association of Rochester, Inc. celebrated National CHW Awareness Week with activities that highlighted the dedication and impact of CHWs. Throughout the week, we shared several Facebook posts recognizing CHW Week, using materials created by NACHW as well as original content featuring CHWs who shared personal testimonies about the importance of National CHW Week. In addition, we created a dedicated page on our website to highlight the celebration and provide resources. Our week-long social media campaign showcased CHW stories and quotes, reaching several hundred people virtually and engaging individuals in online activities. National CHW Awareness Week - NACHW - National Association of Community Health Workers.



South Carolina

On August 27, 150 Community Health Workers (CHWs) and allies registered to celebrate National CHW Awareness Week in Columbia. This event brought together CHWs from across the state for a day of Connection, Collaboration, and Celebration. Attendees honored the vital role CHWs play in their communities — helping neighbors access health care, supporting chronic disease management, and addressing the social and economic factors that influence health.

The celebration also drew the attention of state leaders. **Representative Lonnie Hosey (House District 91), Representative Fawn Patadino (House District 64), and Representative Jermaine Johnson Sr. (House District 51)** attended the event to show their support for South Carolina's CHW workforce and the essential work they do in every corner of the state.

A highlight of the day was Representative Hosey's presentation of a beautifully framed copy of the **South Carolina Community Health Worker Awareness Week Proclamation**, passed by the General Assembly, to **Nikita L. Jackson, Board Chair of the South Carolina Community Health Worker Association (SCCHWA)**. The moment symbolized a powerful acknowledgment of CHWs' contributions and their growing recognition in state policy conversations. Additional inspiration came from event speakers, including **Lillie Fox, SCCHWA Founder** and Board Chair of the National Association of Community Health Workers (NACHW);



Kris Seyller, Chase Bank; Rep. Jermaine Johnson, Sr.; Terri Jowers, SCCHWA Ex Dir; Rep. Lonnie Hosey; Nikita L. Jackson, SCCHWA Board Chair; Rebekah Shilling, SCCHWA Program Manager, Justin Petty, Chase Bank



Missouri



St. Louis CHW Coalition: The Friday before CHW Awareness Week officially began, we hosted a men’s-only discussion, joined briefly by our partners at the Community Health Commission of Missouri (CHCM). When the private session began, they wore their “favorite watches” as an icebreaker, and the conversation dug deeper to explore wellness, leadership, and the often-overlooked mental health needs of men in helping professions. “I’ve wanted to cultivate a space like this for a while. We’ve even done it before; we just need to do it more. Coming off the NACHW conference and into CHW Week, the timing just felt right. The next one will be even bigger and better because this one felt good.” — Ryan Smith, CHW-C (Director of CHW Leadership and Development, CHW Coalition)

Participants also completed a survey from the Saint Louis Mental Health Board to ensure men’s perspectives were reflected in regional data guiding future services. The following Monday, we continued CHW Awareness Week with our nationwide workforce by welcoming STLCC CHW alumni back into the virtual classroom to share stories with the current CHW cohort in training. Alumni spoke openly about both the challenges and triumphs of CHW life, giving students a transparent, and encouraging, view of the road ahead. We celebrate the successful graduation of 30 CHW cohorts, currently, bringing the total to nearly 400 CHWs trained in our region to date. Midweek, we gathered as a workforce for an Open Mic Night at a local Black-owned venue, Midwest Wine Bar. Now this night, this was a joyful celebration of art, poetry, and laughter. The evening’s host was our very own CHW Skills Coach who is also a professional comedian and host.

NCHWAW also marked the Coalition’s fifth anniversary on August 30, 2025. We closed the week with a leadership celebration at The Great Big Game Show, joined by core team members, academic partners from St. Louis Community College, and CHWs from our tornado response team. It was the joyful pause we all needed. A recap reel from the event will soon be live on Instagram. “This is exactly what the Coalition is about, honoring who we are and what we do. This workforce is just so real, man. I’m glad I found y’all.”— Anthony Taylor, CHW-C (Tornado Response Team Member) Ultimately, this year’s CHW Awareness Week reminded us of the importance of clear communication, intentional outreach, and statewide inclusion. We saw growing interest from partners and CHWs across Missouri, and we’re ready to meet that moment.



STRENGTHENING PUBLIC HEALTH WITH CHWS REPORT

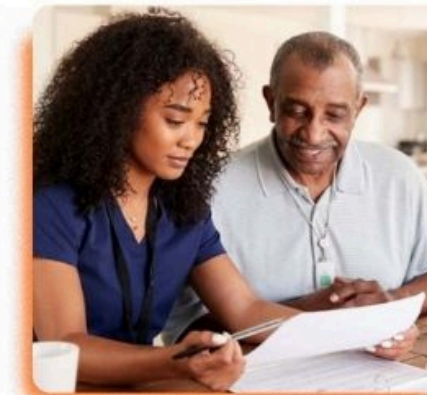
A NEW REPORT

On August 26, 2025, a new report, *Strengthening Public Health with Community Health Workers*, was published. The report spotlights examples of sustained programs in communities across the country where the trust and expertise of CHWs is strengthening health interventions - from outreach to community engagement, and from chronic disease prevention to care.

The report was developed in collaboration between the National Association of CHWs (NACHW), Sanofi, NationSwell, and Atlas Clarity.

The release of the report was paired with a collaborative dissemination strategy to amplify the reach and awareness.

Strengthening Public Health with *Community Health Workers*



PRESS RELEASE PICKUP

DATES AUGUST 26 - SEPTEMBER 9, 2025

All 492 pickups were exact matches. Exact matches are full text postings of your content online and on social media.

TOTAL PICKUP: **492**

Pickup sources are a combination of local, national, and global outlets.

yahoo!
finance

AP ASSOCIATED PRESS

BENZINGA

MORNINGSTAR[®]

TOTAL POTENTIAL
AUDIENCE:
170.3 MILLION
VISITORS

KTLA 5
LA'S VERY OWN

News
Channel **8**
on your side

FOX 8



[LINK](#)

RELEASE ENGAGEMENT DATES AUGUST 26 - SEPTEMBER 9, 2025

5,106
RELEASE VIEWS

7
SHARES

22,585
CLICK-THROUGHS

Includes **7,005** click-throughs to report landing page on NACHW website

NACHW National Association of Community Health Workers
 5,015 followers
 3w · Edited

A new report released today spotlights the vital role of Community Health Workers (CHWs) in strengthening public health and thriving communities. It offers clear calls to action for leaders committed to sustaining local investment in CHWs.

Created in close collaboration with CHWs across the country and launched during National CHW Awareness Week, this resource elevates both personal stories and strategic insights. We are proud to have helped bring it to life and invite you to spend a few minutes with it today.

Thank you to [Sanofi](#) [NationSwell](#) [ATLAS CLARITY LLC](#) [Barb S. Kristi Mitchell](#) [Amy Lee Andrea Tan](#) [Denise Octavia Smith MBA, BS, CHW, PN, SFC](#) [Bernadine \(Mavhungu\) Jeranyama, MBA](#) [Floribella Redondo-Martinez](#) [Felipe Flores](#) [Leticia Price, LCSW](#) for making this work possible.

#StrengthInCHWs

<https://lnkd.in/eRHemTQg>

Strengthening Public Health
 with *Community Health Workers*



NATION SWELL **sanofi** **ATLAS CLARITY** **NACHW**
 NATIONAL ASSOCIATION OF COMMUNITY HEALTH WORKERS

New Report Highlights Community Health Workers' Impact, Calls for Sustained Local Investment, During National CHW Awareness Week
 prnewswire.com

95 · 3 Comments

On August 26, 2025, a post utilizing **#StrengthInCHWs**, and including a direct link to the press release, was shared on social media. Cross promotion by organizations and tagged individuals was on Facebook, X (Twitter), and LinkedIn.

10 MENTIONS/POSTS

309 INTERACTIONS

71.1 K REACH

NACHW's LinkedIn garnered **29 reposts** by individuals and organizations such as Austin Asian Community Health Initiative, Virginia CHW Association, San Francisco Community Clinic Consortium, and Center for Health Impact.

WEB TRAFFIC

WWW.NACHW.ORG/PROJECTS/STRENGTHENING-PH-CHWS/
DATES AUGUST 26 - SEPTEMBER 8, 2025



NOTE: Traffic data does not include 7,005 click-throughs from press release.

342
VIEWS

259
USERS

1,372
EVENTS

Events defined as user interactions (scrolls, clicks, downloads).

7,347

TOTAL REPORT
WEBPAGE VIEWS
IN 14 DAYS

STATES/GEOGRAPHIES

Google Analytics tracked users from 51 geographies. The top 4 user locations were:

