

#NCHWAW

NACHW

NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

TOOLKIT

National Community Health Worker Awareness Week

AUGUST 24-28, 2026



SUPPORTED BY **Pfizer**
Multicultural Health Equity Collective



www.nachw.org/nchwaw

#NCHWAW

National Community Health Worker Awareness Week (NCHWAW) is the annual observance that celebrates the essential role of Community Health Workers (CHWs) in promoting public health, advancing health equity, and connecting communities with health and social services. Led by NACHW, this week encourages CHWs, allies, organizations, and policymakers across the United States to celebrate the workforce, commemorate its achievements, and collaborate to raise awareness of the diversity, impact, and advance sustainability of the CHW profession.

NCHWAW 2026 is the fourth year of celebration and is an opportunity for CHWs and allies to spread the word about CHWs' unique core roles, contributions to community health and wellbeing, and capacity for leadership. Let's work together to promote policies that respect, protect, and authentically partner with CHWs and our communities.

CELEBRATE

Celebrate CHWs as a profession, workforce, and movement! NCHWAW is a time to take pride in who we are, what we do, and why we do it. Connect with CHWs and allies in your state or region and celebrate everything you've accomplished together.

COLLABORATE

Partnerships and collaboration are central to the CHW profession. Diversity is a major strength of the CHW workforce. We can honor each other's unique qualities and identities and still work toward CHW unity. Invite all CHWs, promotores, community health representatives (CHRs), and allies from your geographic area to take part in your NCHWAW events and activities. We are stronger together than we are apart!

COMMEMORATE

Honor the CHW workforce, our mentors, and allies for their lifetime achievements, special services, and contributions to the CHW profession and the health and wellbeing of our communities. There are many ways to commemorate CHWs and raise awareness, like with your state or regional CHW Network or Association, in person, online, at your state Capitol, in the park, or at the library... the possibilities are endless!



2019



About NACHW

The National Association of Community Health Workers (NACHW) a 501(c)(3) nonprofit membership-driven organization was founded in April 2019.

2020

Community Health Worker is an umbrella term and includes community health representatives, promotores, peers, and other workforce members who are frontline public health professionals who share life experience, trust, compassion, and cultural and value alignment with the communities where they live and serve.

2021

OUR MISSION: To unify CHWs across geography, ethnicity, sector and experience to support communities to achieve health, equity and social justice.

2022

OUR VALUES: Self-determination and self-empowerment of our workforce; integrity of character; dignity and respect for every human being, social justice, and equity to ensure fair treatment, access, opportunity, and outcomes for all individuals and communities – guide our work.

2023



NACHW's Impact

From local communities to state systems and federal policy spaces, NACHW has helped elevate the voices and leadership of CHWs while building momentum for stronger recognition, intentional investment, and increased sustainability. NACHW's efforts have produced the Six Pillars of Community Health Workers, which serve as a cornerstone of CHW identity. Efforts by an engaged Policy Committee and partners led to CHW policy development such as Medicare payment pathways. NACHW has also brought CHWs and allies to Capitol Hill to advocate for the workforce, published reports designed to strengthen public health and ensure CHW sustainability, and launched a first-of-its-kind CHW social platform to support connection, learning, and collective action nationwide.

2024

2025

2026

Impact Report



Community Health Workers (CHWs) is an umbrella term that is used in the Six Pillars to refer to a highly diverse workforce. It is inclusive of Promotores/as, Community Health Representatives, Aunties/Uncles, Outreach Workers, peers and dozens of other job titles). This does not negate the unique identities of the groups referenced as CHWs.

CHWs are frontline public health workers who are trusted members of and /or have an unusually close understanding of the community served. This trusting relationship enables CHWs to serve as a liaison between health and social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery, and improves clinical, behavioral and social service access, delivery, quality, and care system performance.

Six Pillars of CHWs

NACHW, in partnership with CHWs, CHW Networks and allies across the country have developed the Six Pillars of Community Health Workers – to communicate clearly and succinctly who we are, where we are, what we do, and our capacity and needs for sustainability.



The Six Pillars of CHWs



National CHW Policy Coalition

NACHW is a leading member of the National CHW Policy Coalition – a national coalition led by CHWs, working alongside allies who follow CHW leadership. We work to organize CHW power and align state and national policy strategies, so CHWs are driving the policies, funding, and rules that shape our profession.

At the federal level, the Coalition is advocating for three CHW policies in Congress. This summer, we're focusing on building support in Congress for the National CHW Awareness Week Resolution, in celebration of National CHW Awareness Week at the end of August.

For the past four Augusts, a [resolution recognizing National CHW Awareness Week](#) has been introduced in Congress (H.Res.1187). It's written by and for CHWs, and getting members of Congress to co-sponsor it builds a bipartisan group of CHW champions. These are relationships we'll draw on for the bigger fights ahead (i.e., money for CHWs in the federal budget, support for the CHW Access Act).

Why the timing matters — it's August recess. When Congress is in recess, members and their staff are home in their districts (meaning they're in your state/district and not in D.C.). These in-district meetings are some of the most powerful tools we have as constituents to influence policies that impact our communities. When legislators hear from the people they represent—face-to-face, in their own communities—they listen.

[Sign up here to join the action!](#) We'll then link you with fellow CHWs in your state to meet with your Members of Congress and ask for their support of this resolution. You don't have to be a policy expert. We'll share resources and are here to support you. Your CHW experience, your story, is what matters and we want to support you in sharing it with your elected officials!



Template Letter/Email for Outreach to Legislators

SUBJECT LINE: Invitation to [REP or SEN] for the [ORGANIZATION NAME] “[NAME OF EVENT]” at [LOCATION] on [DATE] [DATE]

The Honorable [STATE REP or SENATOR NAME]
[ADDRESS]

Dear Representative [or Senator]:
[YOUR ORGANIZATION’S NAME] would like to invite you to join your constituents and community for a [VIRTUAL/IN PERSON] meeting on [DATE/ TIME OF MEETING] at [LOCATION] to discuss the vital work of CHWs in your district.

This will be an opportunity for your constituents to familiarize you with the CHW workforce and our priorities for 2026. We are also excited to share with you some of our recent accomplishments and discuss how we might work together toward our shared goals and values.

[2-3 SENTENCES ABOUT YOUR ORGANIZATION. INCLUDE MISSION/ CORE VALUES, YOUR REACH OR NUMBER OF MEMBERS – if applicable]

We look forward to seeing you on [DATE OF MEETING]. We respectfully ask that you confirm your in-person attendance at this meeting by [DATE TWO WEEKS BEFORE MEETING].

Sincerely,
[EXECUTIVE DIRECTOR]
[BOARD CHAIR]



CHW Sustainability

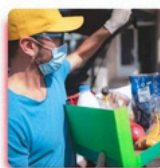
For NCHWAW 2026, we aim to highlight CHW sustainability. When CHW programs are sustainably funded, supported, and integrated into public health and health care systems, CHWs can continue addressing barriers to care, improving health outcomes, and advancing health equity. Sustainability efforts ensure CHWs receive fair compensation, training, supervision, and opportunities for leadership.

During this week and beyond, you can share how funders, partners, and governments can better support CHWs while also honoring the self-determination of this unique workforce?

What You Can Do to Build Healthier Communities with CHWs

1. Partner with your local & state CHW Networks and Associations to advance public health
2. Create full-time roles for CHWs and design them informed by CHW expertise
3. Integrate CHWs into community engagement and care solutions as paid consultants / service providers
4. Support NACHW to provide national support for CHWs in the United States
 - a. Advance professional development for CHWs
 - b. Advocate for CHW-centered policy and systems improvement
5. Invest in research on the impact of CHWs on disease-specific outcomes

Strengthening Public Health with Community Health Workers



For more details on strategies, and examples from real CHWs and CHW programs, read [Strengthening Public Health with Community Health Workers](#).



Social Media Graphics

Throughout the week, the social media graphics provided can be shared on all platforms to amplify the voices of CHWs and allies. These graphics can be clicked on, and then saved to your computer for easy sharing.

We urge you to also create your own social posts, and engage in the daily themes. On Wednesday for example, CHWs can share this graphic and include a photo of themselves, along with their story of why they love being a CHW.

Using the hashtag #NCHWAW makes it easy for everyone to find your story, and uplifts our unified voice.

