

Tuesday, June 15, 2021
is
Community Health Worker Day!

The year 2020 has been described as ‘unprecedented,’ ‘unparalleled,’ even ‘unending.’ As we continue to battle COVID-19 into 2021, **Community Health Workers (CHWs)** remain at the forefront of this public health crisis, like a small army marching in without hesitation and landing courageously where they are needed most.

CHWs are **trusted and vital members** of the community serving not only during a public health crisis, but **every day** as they work tirelessly to improve access, delivery, and quality within various community systems to influence positive health outcomes, like building vaccine confidence!

Can you imagine getting through this pandemic without them?

Massachusetts has designated **one day to honor these everyday heroes**. Won't you join us in recognizing your CHWs for their hard work and commitment? Here are some ways you can honor your **loyal, dependable and trustworthy** CHWs. Please consider implementing **at least one or several** of these options for deserving CHWs on **June 15** or celebrate the entire week! **NOTE: please take photos of any activities to share on social media pages.**

The Appreciation Package

- all-staff email highlighting CHW day, naming each CHW (storytelling is key: explain how the CHW went the extra mile for a person served - protecting privacy of course).
- framed certificate noting the CHW's years of service (see certificate template here: <http://tiny.cc/kocxtz>)
- host a socially distanced breakfast/luncheon to distribute certificates, perhaps with flowers or plants depending on individual interest
- gift certificate to a local small business (recognize your CHW and foster economic recovery: coffee, lunch, dinner, massage, hair, nails, spa, movies, healthy options including juice/smoothie shops, health food stores)

The Above & Beyond Package

All items from the Appreciation Package, PLUS one or more of the following:

- Paid day or half-day off, or add to vacation/personal time accrual
- Paid/stipend to relevant training/courses related to outreach work
- Paid/stipend for relevant self-care workshops and trainings
- Wellness- yoga, meditation, gym stipend and/or memberships

Other Great CHW Recognition Ideas

- Create a ‘gratitude board’ in a break room/common space which highlight real-time accomplishments
- Create a ‘kudos corner’ in employee newsletter and feature CHWs regularly
- Social media posts of gratitude (check with the CHW regarding privacy)
- Encourage mindfulness breaks (10-15 minutes) or walks outdoors (weather permitting)

THANK YOU for supporting CHWs in a meaningful way in 2021! Any of these recognition efforts will mean **SO MUCH** to CHWs who have made a significant impact on community health during and throughout this crisis.