

EMPLOYER TOOLKIT 2026

This year Massachusetts celebrates this amazing workforce the week of June 15th. The theme, "**Leading with Heart & Building Bridges to Better Health**", affirms some of the qualities that make CHWs stand out as public health professionals.

As an employer, we invite you to celebrate with all community health workers in your staff and, to assist you in doing so, we are sharing some ideas. Of course, we encourage you to come up with your own ideas! Get creative- you know your staff best!

Please keep in mind that CHWs go by different names, patient navigator, care coordinator, public health advocate. Regardless of their title, we ask that you honor all employees that fit within the definition.

We want to make it easy for you to join in the celebration. So, we are including in this toolkit:

1. Ideas
2. Newsletter Template
3. Social Media Guidance

Email info@machw.org for support and or to share celebrations and pictures.

We will share "Best CHW Week Celebrations" in our Fall Newsletter

CELEBRATION IDEAS

- Team picnic that can include an appreciation speech.
 - Food truck for lunch
 - Send a letter from the CEO
 - Recognition bulletin board
 - Press release
 - Include shout-outs in your organization's newsletter
- Paid day/half day off
 - Lunch with leaders of organization
 - Dress down Day
 - Personalized Certificate of Appreciation
 - Personalized Letter from CEO/senior management



Gift Certificates for:

- Coffee
- Lunch
- Comfortable Shoes, Sneakers
- Gym Membership
- Self-Care
- Smoothie
- Cash

**Get creative. Create memories. Raise the benchmark.
Share your celebrations!**

Newsletter Templates

Depending on your internal and external communication structures, the following options may work for you:

INTERVIEW A CHW

Ask the following questions: What brought you to community health work? What do you enjoy about your job? What keeps you going? What advice do you have for CHWs? What makes you feel appreciated? How are you going to celebrate CHW Appreciation Day?

SHARE A STORY ABOUT CHW IMPACT

Ask managers and CHWs about stories they have about their experiences in the community. Focus on the following: positive impact, sustainability in the work, and how teamwork and leadership support affects impact.

EDUCATE EMPLOYEES ABOUT THE CHW SCOPE OF WORK

Answer the following questions: What are CHWs? How do they work with other team members? What are the areas of focus or populations for CHWs in your organization? How can people work with CHWs in your organization?

Use the following resources:

- [What is a CHW?](#)
- machw.org
- [6 Pillars of CHWs](#)
- [APHA CHW Section:
\[Community Health Workers\]\(#\)](#)
- [National Academy for
State Health Policy
\(NASHP\): \[Community
Health Workers -
NASHP\]\(#\)](#)

INTERVIEW AN ORGANIZATIONAL LEADER ABOUT CHWS AND THE FUTURE OF HEALTH EQUITY

Ask the following questions: What is the story in our organization about integrating CHWs? What do CHWs bring to the table? How are CHWs a part of the future of health equity? How are we celebrating CHW Appreciation Day?

COLLECT SHOUT-OUTS

Ask CHWs and managers to share positive stories about working with each other and their impact.

SOCIAL MEDIA GUIDANCE

CHW DAY 2026



Leading with Heart
& Building Bridges to Better Health



MA Association of Community Health Workers

1. FIND THE PLATFORMS MOST USED BY CHWs

Join the conversations about health equity and CHWs happening on LinkedIn!

2. USE HASHTAGS

#proudCHW

#iamaCHW

#MACHW

#trainedandeducated

#trainedandready

#essential

#healthequityworkforce

#leadingwithheart

#buildingbridges

#CHWweek2026

3. FOLLOW MACHW ON FACEBOOK, INSTAGRAM, AND LINKEDIN

Repost, tag us, and connect with other CHWs in the comments!

4. SHARE YOUR STORIES

Storytelling is powerful! Whether you write about your experiences or create a video, your voice deserves to be heard.

5. USE FRAMES

Update your profile picture to reflect your passions, your work, and your organizational affiliations!

MA Association of Community Health Workers

To show Community Health Workers pride, please utilize the social media frames and guidelines below

You can access the frames [here](#), which can be used for Facebook or LinkedIn.



Facebook Frame Instructions:

1. Open link to Canva file above.
2. Click "File" in the upper left-hand corner and select "Make a copy."
3. In the copy, click the uploads button in the middle of the vertical menu on the left-hand side (arrow into the clouds).
4. Click "Upload files" and upload the picture you want to put in the frame.
5. Drag the photo to the frame you want to use.
6. Click "Share" in the upper right-hand corner, and scroll down to "Download." Select the image with your picture and frame you want to use. We recommend downloading as a PNG file.
7. Navigate to Facebook, and on your Facebook profile page, click on the camera icon by your profile picture.
8. Click "Upload photo" and select the image created on Canva.



LinkedIn Frame Instructions:

1. Open link to Canva file above.
2. Click "File" in the upper left-hand corner and select "Make a copy."
3. In the copy, click the uploads button in the middle of the vertical menu on the left-hand side (arrow into the clouds).
4. Click "Upload files" and upload the picture you want to put in the frame.
5. Drag the photo to the frame you want to use.
6. Click "Share" in the upper right-hand corner, and scroll down to "Download." Select the image with your picture and frame you want to use. We recommend downloading as a PNG file.
7. Navigate to LinkedIn, and on your LinkedIn profile page, click on your profile photo.
8. Click "Add photo" on the bottom horizontal menu.
9. Click "Upload photo" by the camera icon by your profile picture and select the image created on Canva.