

2024 Community Health Needs Assessment Communications Toolkit

The following toolkit has been developed to facilitate outreach by the partner organizations who are taking part in the Community Health Needs Assessment (CHNA) for Addison County.

These materials can be used to meet our goal of increased survey participation by employees, partners, and community members and gathering a representative sampling of our community.

This kit contains the following materials:

- Email Copy in English and Spanish
- Postcard to drive survey awareness in English and Spanish
- Social Media Suggested Copy in English and Spanish
- Front Porch Forum Suggested Copy in English and Spanish

We have also developed an **information card** and **posters**. You'll find more information about these items on the **Sample Printed Materials & Links** page of this kit. Request printed copies by emailing Amanda at afroeschle@portermedical.org.

In addition to promoting the CHNA survey through the materials included here, the survey will also be promoted with:

- Press release shared with the Addison Independent
- Organic and paid social media advertising
- Signage at multiple locations throughout the community

If you have any questions, please contact:

Amanda Froeschle
afroeschle@portermedical.org

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Email Communication

Use this email body copy and subject line as written or modify to add your own voice and local information. The PDF postcard is recommended to send as an attachment.

Recommended Subject Line:

What do you think can strengthen the health of your community?

Body copy:

Every three years, residents of Addison County are encouraged **to join the conversation** about how to strengthen community health. Currently, multiple local organizations are working together to promote a Community Health Needs Assessment (CHNA).

This year's CHNA survey results will inform a three-year plan that:

- Identifies and prioritizes health needs
- Builds upon existing strengths
- Works on solutions with community partners

How to join the conversation:

- Please click to **take the 10-minute online community survey**: now available in 6 languages!
- Share this email with your friends and neighbors, aged 16 and older
- To thank you for your time, you can enter a drawing for a chance to win one of four \$50 gift cards.

CLICK TO TAKE THE SURVEY: <https://bit.ly/2024CHNA>

For more information about the Community Health Needs Assessment, visit <https://www.portermedical.org/about/community-health-needs-assessment/>.

Thank you in advance,
[insert name and title]

We recommend attaching the 2024 CHNA Postcard to your email, available here:

[Click to Download 2024 CHNA Postcard in English](#)

Traducción al español al final de este documento.

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Printed Materials & Links



Postcard

In addition to being sent via Email, the CHNA postcard can also be printed at 8.5" x 5.5":

[Click to Download 2024 CHNA Postcard in English](#)

[Descargar: postal de CHNA 2024 \(Español\)](#)

Please Take this 10-Minute Survey

Several Addison County organizations have come together to conduct a 2024 Community Health Needs Assessment.

Your answers will help guide future health care resources in our region - and you can win a \$50 gift card!

Now Through May 31
bit.ly/2024CHNA

Visit URL above or scan QR Code to take survey:



Poster

A 8.5" x 11" poster is also available for distribution purposes, with some more details than the postcard:

[Click to Download 2024 CHNA Poster \(Multiple Languages\)](#)

Note: You can request printed quantities of your preferred version(s) to be mailed to you by contacting Amanda Froeschle. Please feel free to share electronically or print out on a standard printer/copier.



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Social Media Posts

Whatever social channels you use, please share links to drive access to the survey. Local images of your people and team are preferred, but there is a standard image in the toolkit. Recommended copy:

- Help improve the health of your community & enter for a chance to win a \$50 gift card! <https://bit.ly/2024CHNA> #vt #health #community #survey
- Just 10 minutes can help strengthen the health of your community. Take the survey for a chance to win a \$50 gift card. <https://bit.ly/2024CHNA> #vt #health #community #survey
- Take the 10-minute survey and help shape the health of your community. Enter for a chance to win a \$50 gift card. Click here to get started. <https://bit.ly/2024CHNA>

Survey Link to Share: <https://bit.ly/2024CHNA>



[Click to download this image for use in social media.](#)

Front Porch Forum Post

Use this copy for your Front Porch Forum post. Use as-is or edit to fit your voice.

Help shape the health of your community.

Multiple local organizations are working together to conduct a community health needs assessment (CHNA) to better understand the strengths and health needs of communities in Addison County. Please take part and tell us what you think! [Click here to take the 10-minute survey](#) and be entered in a drawing to win one of four \$50 gift cards.

Traducción al español al final de este documento.

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Correo electrónico

Use el cuerpo del mensaje y el asunto de este correo electrónico tal como están escritos o modifíquelos para añadir su propia voz e información local. Se da una imagen, que puede usarse como pie de página, si su programa de correo electrónico permite imágenes.

Enlaces: Encuesta CHNA en línea - <https://bit.ly/2024CHNA>

Línea de asunto:

¿Qué cree que puede fortalecer la salud de su comunidad?

Copia del cuerpo:

Cada tres años, se anima a los residentes del condado de Addison **para que se unan a la conversación** sobre cómo fortalecer la salud de la comunidad. Actualmente, varias organizaciones locales están trabajando juntas para promover una Evaluación de las necesidades médicas de la comunidad (Community Health Needs Assessment, CHNA).

Los resultados de la encuesta CHNA de este año informarán un plan de tres años que:

- Identifica y prioriza las necesidades médicas
- Se basa en las fortalezas existentes
- Trabaja en soluciones con colaboradores de la comunidad

Cómo unirse a la conversación:

- Haga clic para [responder la encuesta de la comunidad en línea de 10 minutos](#): ¡ahora disponible en 6 idiomas!
- Comparta este correo electrónico con sus amigos y vecinos, mayores de 16 años.
- Para agradecerle por su tiempo, puede entrar en un sorteo para tener la oportunidad de ganar una de las cuatro tarjetas de regalo de \$50.

Para obtener más información sobre la Evaluación de las necesidades médicas de la comunidad, visite <https://www.portermedical.org/about/community-health-needs-assessment/>.

Gracias de antemano,
[escriba el nombre y título]

[Descargar: postal de CHNA 2024
\(Español\)](#)



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Plantillas de publicaciones en redes sociales

Independientemente de los canales sociales que use, comparta enlaces para facilitar el acceso a la encuesta. Se prefieren las imágenes locales de su gente y su equipo, pero hay una imagen estándar en el kit de herramientas.

Copia de publicación sugerida:

- ¡Ayude a mejorar la salud de su comunidad y participe para tener la oportunidad de ganar una tarjeta de regalo de \$50! <https://bit.ly/2024CHNA> #vt #health #community #survey
- Solo 10 minutos pueden ayudar a fortalecer la salud de su comunidad. Responda la encuesta para tener la oportunidad de ganar una tarjeta de regalo de \$50 <https://bit.ly/2024CHNA> #vt #health #community #survey
- Responda la encuesta de 10 minutos y ayude a dar forma a la salud de su comunidad. Entre para tener la oportunidad de ganar una tarjeta de regalo de \$50. Haga clic para comenzar. <https://bit.ly/2024CHNA>

Publicación en el Front Porch Forum

Use esta copia para su publicación en el Front Porch Forum. Úsela tal cual o edítela para adaptarla a su voz.

Ayude a dar forma a la salud de su comunidad.

Varias organizaciones locales están trabajando juntas para hacer una evaluación de las necesidades médicas de la comunidad (CHNA) para comprender mejor las fortalezas y las necesidades médicas de las comunidades en el condado de Addison. Participe y cuéntenos lo que piensa.

[Haga clic aquí para hacer la encuesta de 10 minutos](#) y entrará en un sorteo para ganar una de las cuatro tarjetas de regalo de \$50.