



Health Center Language Database: Community Health Center Movement-Centric Recruitment Language

COMMUNITY HEALTH CENTER MOVEMENT-CENTRIC RECRUITMENT LANGUAGE



Communicating the Community Health Center Movement in Clear and Targeted Ways Supports Recruitment and Retention. Use this Information to Further Your Reach!

Based on the feedback from Community Health Center interviews, the following information provides targeted messaging that speaks directly to the Community Health Center Movement and can aid in attracting and retaining individuals that closely align to the ongoing need to serve populations that remain in need. Organized into the 5 W's (and H), this language is designed to be incorporated into recruitment and retention materials such as job requisitions, internal communications, and social media outreach. Further, these messages are categorized by type to assist with further refinement of use.

Communicating the “Who”

Who...

Understanding who played a key role in the creation and sustainment of the Community Health Center Movement is vital to motivating and maintaining a workforce that is dedicated to the often complex and difficult work ahead. Use the following facts in recruiting materials to support strategic alignment with potential hires.

HISTORY

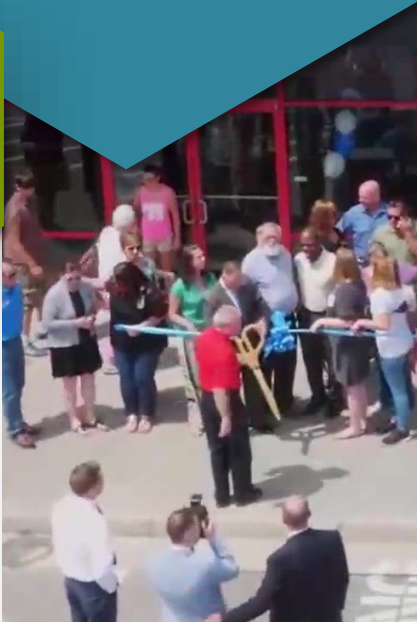
...are key players in the Community Health Center Movement’s history?

Contributors to the establishment of Community Health Centers included many influential African American leaders and Civil Rights activists, as well as notable figures such as co-founders Jack Geiger and Count Gibson. These leaders and founders of the nation’s first urban and rural Community Health Centers worked tirelessly through their lives to grow the Community Health Center Program ([Source](#)).

RECRUITMENT & RETENTION

....makes up the Community Health Center Movement’s members today? What type of people join? What type of people stay for the long term?

All individuals who are interested in strengthening, preserving, and expanding health centers for underserved communities are welcome to join. Health centers need support from many different areas to thrive – doctors and nurses, but also front desk, administrative, and support staff. Needs are highly localized, so contact your local health center to learn how you can help.



Communicating the “What”

What...

What is the Community Health Center Movement? This foundational information helps individuals form a deeper understanding and further solidifies their place within the health center. Try not to assume that individuals – even current staff – are familiar with what the Community Health Center Movement is. Spread and affirm this information often.

HEALTH CENTER 101

...is a Community Health Center?

Health centers are community-driven, not-for-profit centers that provide quality health care and services to all, regardless of their ability to pay. Health centers take care of not only the individual, but also the populations within their communities. ([Source](#))

HEALTH CENTER 101

...is an FQHC? Federally Qualified Health Centers (FQHC), also called FQHC Look-Alikes or Community Health Centers, provide primary care services regardless of a patient’s ability to pay. Services can include preventive health, dental, mental health and substance use, and specialty care. These health centers are federally funded and services are provided on a sliding scale fee based on ability to pay. They serve medically underserved areas and populations. ([Source](#))

HEALTH CENTER 101

...is a Health Center Look-Alike? A Look-Alike is an organization that meets all of the eligibility requirements of an FQHC, receiving many of the same benefits of a FQHC, but does not receive grant funding.



Communicating the “What”

What...



MOVEMENT

...are the Community Health Center Movement’s goals? Mission, Vision, Values? The mission says people are entitled to, are participant in, and have the same right to healthcare. Its vision is a society that offers dignified, quality, affordable, real access to healthcare under one roof, tailored to the needs of people without resources. Our framework includes maximum feasible participation of the poor, a vision that has never changed or been lost. ([Source](#))

MOVEMENT

...does it mean to be part of the Community Health Center Movement? We are here to jointly tend to the needs with the people we are taking care of—to do everything within our power medically, clinically, socially, and politically. ([Source](#))

CURRENT ISSUES & EVENTS

...issues is the Community Health Center Movement focusing on currently? Please see the [Health Center Advocacy Network](#) for a list of current priorities.

HISTORY

...are the Community Health Center Movement’s historical successes? Community Health Centers have grown to serve more than 30 million people with over 1,400 organizations since the first health center opened in 1965. Health centers improved access to primary care by reducing barriers such as cost, lack of insurance, distance, and language for their patients. ([Source](#))

RECRUITMENT & RETENTION

...does it mean to be an ambassador for public health?

Ambassadors for public health provide outreach, education, and awareness of public health information and its impact on individuals and communities. They also raise awareness of public health careers, connecting community members and the health center with hiring in mind.

Communicating the “When”

When...

Knowing the when around key dates – past, present, and future – assists with grounding the actions that health centers take every day to advance the cause. Stay active and communicate the legacy of the Community Health Center Movement, tying in current activities that keep the movement alive.

HISTORY

...did the Community Health Center Movement begin?

The Community Health Center Movement began in 1965. For over 50 years, health centers have provided high-quality primary health care services to the nation’s most vulnerable individuals and families.

HISTORY

...are key dates in the movement’s

history? Please see [CHC Chronicles](#) for key dates and information about the Community Health Center Movement’s history.

CURRENT ISSUES & EVENTS

...are important upcoming events?

[National Health Center Week](#) is an annual celebration with the goal of raising awareness about the mission and accomplishments of America’s health centers over the past five decades. In addition, please see the [NACHC website](#) for upcoming trainings and events.

RECRUITMENT & RETENTION

...do staff join the health center?

Individuals in all stages of their careers are welcome and encouraged to serve in health centers. Health centers are a key place of learning for the next generation of practitioners. They also rely on individuals in middle and later stages of their careers to take care of patients and teach the next generation.



Communicating the “Where”

Where...

Many health centers can become isolated within their respective locations, but the Community Health Center Movement is vast – both geographically and in its impact. Help potential hires see that the movement is close to them in both proximity and career alignment.

CURRENT ISSUES & EVENTS

...is the Community Health Center Movement making an impact today?

Since the beginning, significant successes, impacts, and advances have been made in the areas of voter registration, 340B and discount drug pricing, screening and disease prevention, SDOH, environmental health, and resilience to climate change to name a few. In addition, rapid response and access to care in the face of COVID-19 demonstrates the impact of the Community Health Center Movement today.

RECRUITMENT & RETENTION

...are people in their careers when they join a health center?

Individuals in all stages of their careers are welcome and encouraged to serve in health centers. Health centers are a key place of learning for the next generation of practitioners. They also rely on individuals in middle and later stages of their careers to take care of patients and teach the next generation.

RECRUITMENT & RETENTION

...are people needed most? People are needed in your community—wherever that is.



Communicating the “Why”



Why...

Possibly the most important aspect of the Community Health Center Movement that must be communicated thoroughly and often is why. Without this essential link, current and future hires will have a loose connection to the work at hand. Leverage this information through recruitment and marketing information for maximum effect.

MOVEMENT

...does the Community Health Center Movement matter?

Health centers work with health care payers, entire health care systems, the private sector, and the government on all levels to address and respond to the critical public health crises of our time. Health centers are innovators, healers, and problem solvers that reach beyond the walls of the conventional health care delivery system to prevent illness and address the social drivers that may cause poor health – diet, nutrition, mental illness, or homelessness. (Source)

RECRUITMENT & RETENTION

...do people join health centers as a place to work?

People join health centers as a place to work to take part in something larger than themselves. Working in a health center is a way for individuals to serve their neighbors and communities.

RECRUITMENT & RETENTION

...do people stay in their roles at health centers?

Serving in a health center, regardless of role, is hard work. The people who stay deeply connect with the mission of their health center.



Communicating the “How”

How the Community Health Center Movement progresses is a useful message that helps individuals stay motivated and driven towards set goals.

How...



HEALTH CENTER 101

...do health centers connect their work to the Community Health Center Movement? Health centers do the work of the Community Health Center Movement, executing the vision of a society that offers dignified, quality, affordable, real access to healthcare under one roof, tailored to the needs of people without resources.

MOVEMENT

...do health centers contribute to progress? Health centers embrace innovations to improve patient outcomes and provide new and better treatment options to make it easier for patients to access care. This innovation leads to improvements in community health by making it easier for people to live healthy lifestyles and prevent the early onset of diseases.

RECRUITMENT & RETENTION

...do individuals participate with/connect to the Community Health Center Movement? People work in health centers to take part in something larger than themselves. Working in a health center – as doctors and nurses, but also as front desk, administrative, and support staff – is a way for individuals to serve their neighbors and communities.

RECRUITMENT & RETENTION

...do individuals grow in their careers in health centers and as part of the Community Health Center Movement? Health centers are a key place of learning for the next generation of practitioners. They also rely on individuals in middle and later stages of their careers to take care of patients and teach the next generation. Individuals grow as employees and as people in health centers.

