I am a CHW®
ASK ME WHY?

Telling the stories of Community Health Workers (CHWs), everywhere.

Brand Book and Toolkit
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In 2021, we recruited a group of National CHW advisors to help with this new toolkit. They volunteered their time and expertise to provide review and edits to the toolkit and templates. We are so thankful for their support and contribution.

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Tasha Whitaker
Invisibility has been the challenge of Community Health Workers (CHWs) for over a century, across the world and, in particular, the United States. I Am A CHW is what I tell others when asked. These simple words always led to so many questions. For the past decade, I have worked with CHWs, organizations, and state health departments to build awareness and education on this profession. What I have learned is that most CHWs are not comfortable introducing themselves and, worse, neither are their organizations. This is at the root of their work being invisible. These unsung heroes are often misunderstood, overlooked, and undervalued. COVID was the precipice of this. Thousands of CHWs were laid off or forced to work in unsafe conditions.

I founded I AM A CHW to elevate CHW voices and to bring cohesion to the over 150 titles and over 1,000 cultures that we collectively represent. The project is centered around choosing one word to describe your work as a CHW and building a pitch from it. My one word is "Linkage," for example.

In 2014, the project was launched with Everyday Life Consulting, and in 2017 it was passed to our partners at The Rural Community Health Worker Network. They have collected more than 100 CHW stories from across the country and presented at the National CHW Conference, Unity in 2019. In 2021, our advisor team was created, and strategic partners came together to support this project by providing a toolkit for every CHW to use. Our goal is to support the collection of these stories and the advocacy work of all CHW partners across the country.

Will you join me this year?

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Brand Story

Our story
The Rural Community Health Worker Network (RCHWN) was founded in April 2018 with a mission to collaboratively build a local system focused on the well-being of the individual and the community. At RCHWN, we meet people “where they are at.” Whether it is our network community or The CORE Project community, Community Health Workers (CHWs) serve as culturally competent liaisons to connect individuals to vital resources that stabilize overall well-being.

RCHWN creates opportunities for networking, continuing education, peer-to-peer support, and advocacy. We also provide access to state and national conferences, guest speakers, and quarterly gatherings, as well as CHW supervisor networking and training.

Our mission, vision and values
CHWs are in the frontlines of our communities, helping individuals, families, and groups to navigate complexity, overcome barriers, and connect to necessary health and social service resources.

Our mission is to support CHWs in their ever-changing communities and to raise awareness of CHWs' valuable contributions.

Our strategy for pursuing this mission is:

- Fostering a national network of CHWs that provides opportunities for strong peer-to-peer connections, advocacy and continued education.
- Promoting the C.O.R.E. Project that helps community members connect to necessary resources and overcome barriers.
- Supporting the "I am a CHW" campaign and partnerships.

Our vision is to grow a national community where CHWs are celebrated and supported.

Our values are networks, outreach, and awareness.
Brand Communication

What is "I am a CHW"?
"I am a CHW" is an RCHWN campaign that recognizes the contributions of CHWs and the vital role they play in serving their communities. We are here to develop and grow strong connections for all CHWs, especially those who work within rural communities.

The campaign provides a platform for CHWs to share their stories with a broader audience. We believe it’s important to raise awareness about the valuable contributions you make in your communities so that we can inspire others to support and join our efforts.

"I am a CHW" campaign visuals
In order to be consistent in all “I am a CHW” communications and avoid brand confusion, we’ve prepared several campaign visuals that our members should utilize in all "I am a CHW" materials they create.

- Always use one of the logos below.
- Use any of the backgrounds shown below.
- Do not modify the text, colors, font, punctuation, or any of the images below.
Brand Communication, continued

Trademark usage - legal disclaimer

“I am a CHW, Ask Me Why” and all variations of our logo are trademarks of RCHWN (the “Marks”). RCHWN grants you a non-exclusive and royalty-free license to use the Marks, in the United States, under the terms and conditions contained in this Toolkit. All rights not specifically granted herein are retained by RCHWN.

You shall comply with the Marks, logo usage, and guidelines and the RCHWN colors and fonts guidelines contained in this Toolkit. You also agree to abide by all directions and instructions from RCHWN relating to the use of such logos/trademark/Marks.

Unless you receive express written permission from RCHWN, you shall not use the Marks or logo(s) in any manner other than as expressly provided herein. Additionally, you shall not use the Marks or logo(s) in a defamatory manner or context, either by altering the Marks or logo(s) or by adding additional elements in conjunction with the Marks or logo(s) such as text or images.

In the event you utilize the Marks or logo(s) in a manner inconsistent with this Toolkit, RCHWN reserves the right to immediately revoke the license granted, seek injunctive relief, and/or seek damages through legal channels.

You acknowledge and agree that all uses of the Marks by you inure to the benefit of RCHWN and RCHWN shall own all Marks and trademark rights created by such uses. You hereby assign and transfer to RCHWN all trademarks and trademark rights created by any use of the Marks by you, together with the goodwill created by use of the Marks.
Brand Communication, continued

Media Release

I permit RCHWN and I AM A CHW to record a photographic image and/or audio or video of me for educational, academic, or research purposes. If the staff and advisors of RCHWN and I AM A CHW judges that education or research may benefit from the use of the photographs and/or recordings RCHWN and I AM A CHW may publish or sell (not for profit) them for academic purposes, or use them in any other professional manner that RCHWN and I AM A CHW believes is proper, including, but not limited to: print publications, video streaming on RCHWN and I AM A CHW websites, podcasting, broadcast media, and social media.

I understand that the pictures and recordings belong to RCHWN and I AM A CHW and I will not receive payment or any other compensation in connection with the pictures and recordings.

I have had a chance to discuss this form with RCHWN and I AM A CHW and have received complete answers to all my questions.

I release RCHWN and I AM A CHW, from any and all liability that may or could arise from the taking or use of the pictures.
"I am a CHW" storytelling

"I am a CHW" stories contain a photo of the CHW and an account of the motivations, experiences, and impressions from their work, as well as the impact they've made in their communities. We'd love to hear your personal story of what brought you to this field of work, why you love being a CHW, and why it's important to your role in the community. Tell us more about what drives you and what you are passionate about. In other words, we want to know who you are!

We understand that every story is unique, and we encourage you to share yours! Included is information on the main structure and key elements of the "I am a CHW" stories:

- Please include at least one photo of yourself (a selfie or a photo taken by someone else). You can display up to five photos that help tell your story. Some of our templates include spots to add your photo, but you can also add a photo to posts as a separate image.
- Along with your photo(s), please include one word to describe your work as a CHW.
- Please share your motivations, passions, and experiences in your line of work. Why do you enjoy being a CHW, and why is it important to you?
- For the stories to fit in our poster format, aim for up to 160 words.
- Please use the following hashtags: #IamaCHW #EverydayCHW #RCHWN #EverydayLife
- You can also include any other hashtags that allow to better tell your story!
Brand Elements

Logos
The “I am a CHW” logo contains several elements: “I am a CHW” copy and trademark, “ASK ME WHY?” copy with a line above and below, and the trademarked RCHWN logo with an outlined hand (in either green or blue).

Sizing
The logo sizing proportions are 1:1, meaning it should be kept square. If one side is 4.4 CM, the other sides should be 4.4 CM, as well.

Background
The “I am a CHW” logo should always be clear and visible. We accept three types of logo background colors to create contrast and enhance legibility, found on page 4.

- A white background with black and blue or green font.
- A black background with white and blue or green font.
- A gray background with a black and blue or green font.

Logo usage
1. Don’t change the font or colors.
2. Don’t modify the placement or proportions of the logo elements.
3. Don’t stretch, distort, or rotate the logo.
4. Don’t set the logo against a cluttered background that could affect its visibility.

Color palette
Every artist has their personal palette to express their true colors. These are ours! To represent our brand, mission, vision, and values, please use the following colors. Do not modify or adapt them.

![RCHWN BLUE](HEX #27A9E1)
RGB 39 169 225
CMYK 73 22 0 12
Pantone 298 C

![C.O.R.E GREEN](HEX #8CC63F)
RGB 140 198 63
CMYK 23 0 53 22
Pantone 7488 C
Brand Elements, continued

Typography
Headers should be written in Playlist Script or a similar font. Subheadings should be written in Times or a similar font. All other text should be in Raleway or a similar font. Not all processing systems have the same font names, so try to match as closely as possible. Remember that all fonts must be legible and contrast against images and backgrounds.

Photography
Photography is an essential part of our brand. It lets us tell a story of community and hope! We want everyone who interacts with our brand to feel uplifted, hopeful, and motivated to take action.

Through the photos that we publish, we want to capture the generosity, humanity, and compassion that CHWs display in their work every day.

Before you take and publish photographs, please ask for permission. You can mention the details of the people in your captions, as permitted.
Brand Elements, continued

Social media

Increasing reach and awareness on social media
Help us to amplify the “I am a CHW” series on Facebook, Instagram, and LinkedIn by taking the following steps:
1. Whenever you see an “I am a CHW” post on social media, please like it!
2. Share it with your network so we can raise more awareness of CHWs
3. In the shared post, type your own message creating a buzz for CHWs.
4. Please use our hashtags: #IamaCHW #EverydayCHW #RCHWN #EverydayLife, as well as any other hashtags you like.

Social engagement tips
Responding to questions and comments and participating in conversations is an essential part of social media engagement. We suggest the following tips to engage with your online community:

- Address every comment or question on your post. It’s important to engage with every person, even if it’s a brief acknowledgement, such as “thank you.”
- Educate your community about CHWs and connect and inspire others by responding.
- Challenging or negative comments often provide opportunities to increase understanding of CHWs and our field of work. If you receive a negative comment that is factually incorrect, gently correct the facts. However, if the comment is hurtful or disrespectful, it might be preferable to leave it unanswered. You can also delete inappropriate comments others have made on your post.
Toolkit

Overview and elements

Why did we develop the “I am a CHW” toolkit?
As a CHW, you know how to listen to and give community members a voice. Now, we want to listen to you and hear your voice, too. Stories hold the power to motivate and inspire action, and we want to give you a platform to raise awareness about the tremendous value you add to our communities.

Who is the toolkit for?
All CHWs who want to share their stories and community health organizations that support CHWs.

What is in the toolkit?
This toolkit contains two “I am a CHW” templates: the first layout allows for a longer bio, while the second one provides a brief overview of the CHW story, highlighting one or two impactful quotes.

The templates include the following elements:
- Your first name, location, and organization.
- Your photo(s).
- One word that describes your work as a CHW (“I am an advocate/navigator/etc.”)
- A story about your motivations, passions, and experience in your line of work. Why do you enjoy being a CHW and why is it important to you? In order for the stories to fit in our longer template, we recommend a limit of 160 words.
- Our “I am a CHW” logo with the attached RCHWN logo.
- The title “A community health worker story.”
- The following hashtags: #IamaCHW #EverydayCHW #EverydayLife #RCHWN

Where will the toolkit be used?
While the toolkit was initially developed as part of a social media campaign, our vision is to scale our efforts in raising awareness about CHWs. Besides digital (social media, website, newsletters), we also want to utilize the toolkit for the development of print materials, such as brochures and posters, as well as other marketing collateral.

How can you get started?
1. Click the high-resolution templates that are provided in this toolkit.
2. Fill out the templates.
3. Post the visuals with the above guidelines.
Toolkit, continued

Templates
Our templates are easy to use! They're designed using Canva, a free design tool. Click the links below to open an editable template. You'll be prompted to log in. If you have an account, sign in. If you don't, sign up for a free account. As you make these designs your own, be sure to follow the above guidelines on logo usage, fonts, sizing and colors.

Template 1 – long bio
Get the editable green, long-form template here.
Get the editable blue, long-form template here.

Template 2 – brief bio
Get the editable green, short-form template here.
Get the editable blue, short-form template here.

Thank you to our CHW campaign ambassadors!
Sarah, Lenny, Amber, Sylvia, Elizabeth, and Tasha shared their exceptional CHW stories with us to help us create this campaign. Their stories are below!

Please note that our design templates have been modified and adapted based on our ambassadors' excellent work and input.
Toolkit, continued

I am a Caregiver
Elizabeth

I have worked for 30 years, just called different things: case staff, life coach, community health representative and now CHW. I started working with people in 2001 – 2002 as a Life Coach. I worked with clients that were disabled helping them with daily living. I have always liked helping people with different tasks and listening to them talk about their life to help them through processing their life.

In 2010, I started school at night to work towards my dream of nursing school where I would help so many people. In 2011, I fell on hard times after losing my husband. I knew that I needed a change but did not know what to do. 2013, Grand Traverse Band posted a job for a Community Health Representative. I thought why not – since I had basically been doing that job for 15 years. The only difference would be I would be working with my elders and people from my tribe that have fallen on hard times or just needed someone to talk to. My job has helped me in so many ways as when they asked in 2015 if I wanted to be a CHW, I said that I would do anything to help our community members. The best part of being a CHW is getting to know my clients and showing them, they will always have someone in their corner they can count on.

I am a World Changer
Lenny

I have been a CHW for over 4 years in the great state of Michigan. Now I am the Executive Director of the Alcona County Commission on Aging. We currently employ 5 CHW’s. I and our community see the value of having CHW’s in our agency. CHW’s play a crucial role in the communities they serve. Many of the goals of CHW’s are tailored to meet the needs of the clients within the community. Our CHW’s help our clients navigate clients to the services and programs they need. Services like housing, public health, advocacy, and social services. At ACCOA we believe that CHW’s provide a higher quality of caregiver services, case & service navigation, and healthcare navigation.
**CHW swag**
Shop for good while showing your pride! By purchasing items from our CHW online store, you can help us raise funds for our national peer-to-peer CHW network, CHW awareness, scholarships, and assistance fund. Plus, it is a great way to celebrate your support for CHWs everywhere!

[https://www.rchwn.org/shop](https://www.rchwn.org/shop)

**FAQ**
**How does participating in this campaign help CHWs?**
Many people don't understand the full scope of what CHWs do. As we educate more people on these essential roles, we'll be able to gather more resources and support for CHWs. We'll also connect more people who need CHW support in their own communities.

**Why social media?**
Research shows that the majority of adults use social media platforms. Social media is a quick, easy way to reach a lot of people at once! In the future, we'll grow our campaign beyond the digital realm, but for now, we're starting where we know we'll reach people.

**Who created this campaign and toolkit?**
This campaign and toolkit were developed through a collaboration between the Rural Community Health Worker Network and Everyday Life Consulting. Everyday Life Consulting provides resources, program development and management services, community health worker training, and more.
Ally announcement

*Use the following message when sharing the I Am A CHW campaign with your networks, supporters, and teams.*

[Date]

The Rural Community Health Worker Network is proud to announce the “I am a CHW” campaign. And [Association/Organization Name] is excited to support this campaign.

For decades, the work of CHWs has been nearly invisible. CHWs often lack funding and support, and community members are unaware of their important contributions. This campaign educates community members on the vital roles that CHWs play. The campaign also provides a platform for CHWs to share their stories, connect with others, and gain the recognition they deserve.

Please share this campaign with your connections and participate in it! The campaign webpage can be found [here](#). Use the toolkit found there, which provides social media post templates, to create your own post. Then, use the hashtags listed in the toolkit to share your story!

The campaign begins in mid-January and will continue over the following months. Anyone can participate in the campaign regardless of membership in the Rural Community Health Worker Network, though we encourage all CHWs to join today.

Our team will be sharing our posts soon, so stay on the lookout. And be sure to share your own!

For any questions, please contact the RCHWN team at info@rchwn.org.

Ally graphics

If announcing your support for the campaign on social media, use this template to create a graphic that cobrands your organization with RCHWN. Your organization can also share a graphic that shows your support for CHWs! Simply use the template found [here](#) to create it in Canva.
Thank you!

Thank you for being who you are and for everything you do in and for your community. Thank you for sharing your CHW story and for making the voice of the Rural CHW Network stronger!

Be sure to follow RCHWN and Everyday Life on Facebook and LinkedIn. Both provide vital services and connections to CHWs and their organizations.

For more information on this toolkit, campaign, or the RCHWN, contact Shannon Lijewski at slijewski@everydaylifechw.com or 989-272-3022.

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