

## Community Health Needs Assessment Survey Toolkit

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### Overview

The [Boston Community Health Collaborative](#) is conducting a Community Health Needs Assessment survey in Boston. The survey collects information that is critical to informing public health planning and improving the health of Boston residents. Take the survey and learn more at [boston.gov/bphc-BostonCHNA](https://boston.gov/bphc-BostonCHNA).

**This free promotional toolkit includes resources to help you when sharing the survey and engaging the communities you serve. It includes flyers, key messaging, social media content, and more.**

### Email/Newsletter Content

Copy and paste the below language into your organization's upcoming emails and newsletters to share the news of our Community Health Needs Assessment Survey:

***The Boston CHNA Survey is Now Live: Participate in the Boston Coordinated Community Health Needs Assessment!***

#### **About the Boston CHNA Survey**

The Boston Community Health Needs Assessment (CHNA) is a comprehensive effort to identify the strengths, challenges, and public health priorities for the city of Boston. This process is led by the [Boston Community Health Collaborative](#), a multi-sector collaboration of Boston nonprofit teaching hospitals, community health centers, community organizations, and public health.

The community health survey asks residents about their community health priorities, access to care, and availability of resources to support their physical and mental health and well-being. By taking this quick, confidential survey, you'll help guide health initiatives in our community and contribute towards making Boston a healthier city for all.

#### **Who can take the survey and how long will it be available?**

- Residents of Boston age 14+ can take the survey.
- This year, the community health survey will include a raffle for prizes, including two \$100 grocery gift cards, museum passes, family-friendly experiences and more.

- The survey will be available until early December 2024.

### **Access the Survey:**

The survey [is live](#) and currently available in English, Spanish, Cape Verdean Creole, Portuguese, and Haitian Creole and will be available in additional languages very soon. Access the survey at <https://bit.ly/3ToZH39> and in the QR code on the flyers attached.

### **What support is available to my organization share the survey?**

The Boston Community Health Collaborative is developing dissemination materials, including sample emails, flyers, a resource list that can be used to help spread the word. Flyers will be available in all 8 survey languages. More information can be found at [boston.gov/bphc-bostonchna](https://boston.gov/bphc-bostonchna).

If your organization would like to offer paper surveys at a community meeting or event, please reach out to [bostonchna@bphc.org](mailto:bostonchna@bphc.org) to coordinate.

### **I have more questions or want to get involved. Who can I contact?**

Please reach out with any questions about the coordinated Community Health Needs Assessment or the community health survey to [bostonchna@bphc.org](mailto:bostonchna@bphc.org).”

### **Print Flyers**

Please download the hyperlinked PDFs. For organizations that would like to add their logo alongside the Boston Community Health Collaborative please contact [bostonchna@bphc.org](mailto:bostonchna@bphc.org).

- [Click to download 8.5 x 11 in. Flyers](#)
- [Click to download 8.5 x11 in. Flyers with Optional Space for Partner Logo\(s\)](#)
- [Click to download Quarter Page Flyers](#)

### **Social Media Graphics, Captions, and ALT text**

Please download the hyperlinked PNGs. You should be able to add your organization’s logo in the bottom white bar next to the Boston Public Health Commission and Boston Community Health Collaborative logos.

- [Click to download graphics for Instagram, Facebook, and LinkedIn](#)
- [Click to download graphics for Twitter and LinkedIn](#)

### **Suggested Social Media Captions:**

1. Use with green social media graphic
  - Help your community stay healthy! We want Boston residents aged 14 and older to take our Community Health Needs Assessment.
  - This survey informs our public health planning and guides the work in making Boston a healthier city for all.
  - The survey should take no longer than 7- 10 minutes. Survey responses are confidential.
  - Take the survey! Visit [boston.gov/bphc-BostonCHNA](http://boston.gov/bphc-BostonCHNA).
  
2. Use with blue social media graphic
  - Tell us what your community needs to thrive! We want to hear from Boston residents 14+! Take our Community Health Needs Assessment to help inform our public health planning. The survey should take no longer than 7- 10 minutes. Survey responses are confidential.
  - Help us build a healthier city at [boston.gov/bphc-BostonCHNA](http://boston.gov/bphc-BostonCHNA).
  
3. Use with red social media graphic
  - We're building a thriving Boston in collaboration with local community leaders, partners, and you. This confidential, 7-10 minute Community Health Needs Assessment Survey will help us with our public health planning.
  - You know your community best. We want to make Boston a healthier city for all of our residents.
  - Take the survey at [boston.gov/bphc-BostonCHNA](http://boston.gov/bphc-BostonCHNA).
  
4. Use with orange social media graphic
  - We're building a thriving Boston in collaboration with local community leaders, partners, and you. By taking the Boston Community Health Needs Assessment Survey, you will be contributing your voice to our public health planning. Share what you'd like to see develop within your community.
  - Take this 7-10 minute confidential survey to help guide us to make a healthier city for all of us.
  - Visit [boston.gov/bphc-BostonCHNA](http://boston.gov/bphc-BostonCHNA) for more information.

**Potential Hashtags:** #HealthyBoston #CommunityHealth #PublicHealth

## Social Media Alt Text

Alternative text, or Alt text, is a written description of an image or other visual element in a digital document, such as a PDF or a social media post.

It is used to make visual content accessible to people who have visual impairments or use assistive technologies, such as screen readers.

- Green: Text reads: “You know what your community needs to stay healthy. We want to hear it. Take our Community Health Needs Assessment survey at [boston.gov/bphc-bostonchna](https://boston.gov/bphc-bostonchna)” A person shops at a farmer’s market.
- Blue: Text reads: “You know what your community needs to thrive. We want to hear it. Take our Community Health Needs Assessment survey at [boston.gov/bphc-bostonchna](https://boston.gov/bphc-bostonchna)” A group of young people in a classroom setting, one person has their hand leaning on a whiteboard.
- Red: Text reads: “We’re building a thriving Boston in collaboration with local community leaders, partners, and you. Take our Community Health Needs Assessment survey at [boston.gov/bphc-bostonchna](https://boston.gov/bphc-bostonchna)” A group of people doing yoga in chairs outside.
- Orange: Text reads: “We’re building a thriving Boston in collaboration with local community leaders, partners, and you. Take our Community Health Needs Assessment survey at [boston.gov/bphc-bostonchna](https://boston.gov/bphc-bostonchna)” A person is singing in front of a group of people outside.