



**2022**

**CIVIC HEALTH  
ALLIANCE YEAR-END  
SUMMARY**

ANNUAL REPORT

# Introduction



2022 was a dynamic year for Civic Health Alliance (CHA) as we continued to advance our mission to advance America's health through civic engagement in care settings and communities. Whether through Civic Health Alliance's RxVote campaign, which aims to mobilize health care professionals and the communities we serve to vote or through social media chats, CHA increased our impact as a non-partisan mobilizing network. We did this by curating easy-to-use and customizable resources, convening regular discussions to advance our efforts and the efforts of our partners, and learning, testing, and celebrating promising practices and initiatives. For the 2022 midterm elections, Civic Health Alliance undertook a strategic campaign to achieve the following:



## Strategic Aims

- Reach **1.5 million** voters
- Register **1,500** individuals to vote
- Establish **two** new partnerships
- Host **three** voter registration events in partnership with a health care institution
- Share **The Civic Health Compact** widely

# Strategic Aims Summary



We are excited to announce that we have achieved the following:

Individuals Who Were Reached	422
Individuals Who Were Registered	231
New Partnerships Established	8
Hosted Events	5

## RxVote Campaign

A non-partisan get-out-the-vote movement to increase civic participation amongst health care professionals and the communities we serve through voter and civic engagement. Below are the social media analytics from September to November.

Instagram (Accounts Reached)	583
Twitter Impressions	288,700
Twitter Profile Visits	41,123
LinkedIn Impressions	2,827

# Published The Civic Health Compact

We worked with over a dozen civic leaders advancing America's health through civic engagement in care settings and communities and released The Civic Health Compact (Compact).

The Compact is a new guide to support leaders of health care organizations in systematically integrating civic engagement into their care settings. Get your copy of the Compact today!



[\*\*Click Here To Download\*\*](#)

## Compact Analytics

Downloads	88
Endorsements	1

# In 2022, We Hosted Three Webinars



We hosted three webinars to increase civic participation amongst health care professionals and the communities we serve. The webinars were focused on how health care delivery organizations can get involved in civic engagement, understanding the relationship between civic engagement and health, and how we remain civically activated after the elections cycle.

## **1** Civic Health & The Midterms

Creating a roadmap for Civic Engagement in Health Care

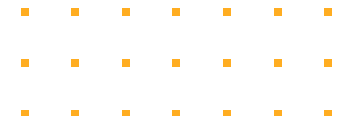
## **2** Civic Engagement in Health Care Settings

Understanding the relationship between Civic Engagement and Health, in partnership with the American Medical Women's Association

## **3** So We Voted, What Comes Next?

How Health Care Delivery Organizations May Engage With Elected and Government Officials

# Webinar Analytics



## Civic Health & The Midterms

Registrants	99
Attendees	38
Recordings Requested	8
Twitter Impressions	10,801

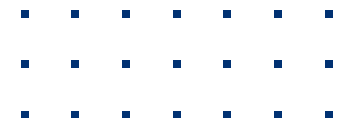
## Civic Engagement in Health Care Settings

Registrants	59
Attendees	23
Recordings Requested	2
Twitter Impressions	11,970

## So We Voted, What Comes Next?

Registrants	36
Attendees	15
Survey Replies	8
Twitter Impressions	17,230

# Twitter Events



We hosted two events on Twitter to discuss civic engagement in health care settings and to get-out-the-vote for 2022.

- **#JHMchat: Civic Engagement with Civic Health Alliance, in partnership with the Journal of Hospital Medicine**
- **Election Season is Here! Let's Talk About Civic Engagement in health care!, in partnership with Women in Medicine Summit and Illinois Medical Professionals Action Collaborative Team.**

## 1 #JHMChat Analytics

Twitter Impressions	47,472
#VoteAnd Use	502

## 2 WIM/IMPACT Analytics

RSVPs	36
Live Listeners	24
Twitter Impressions	101,704

# Our Impact & The Future



## Influence & Impact



In 2022 we implemented a multi-pronged approach to weave voting and civic engagement efforts into health care delivery organizations through news, blogs, and influencing policy-making. Our work was featured in [The 19th News](#), which [highlighted civic engagement in health care settings](#). We were spotlighted in the [Women In Medicine Summit blog](#) with a call to action reflecting the relationship between health equity and civic engagement. We submitted written public comments to the U.S. Department of Health and Human Services to add a new core objective to Healthy People 2030 focused on increasing the proportion of voting-age citizens who vote.

## The Way Forward



In 2023, we look forward to building more partnerships to prepare for the 2024 elections cycle. Please stay tuned for new campaigns, events, and opportunities to increase civic engagement in health care settings from Civic Health Alliance!