



## Talking Points (for media interviews, stakeholder meetings, advocacy visits)

Here are suggested talking points your staff, board members, and spokespersons can use:

### Core Message

- “We’re excited to join **Building Care With You**—a national campaign to bring greater awareness to community health centers as the largest primary care network in this nation and the lifesaving work they do everyday.”
- “At [**CHC Name**], we care about people, not profit. We deliver high-quality, whole-person care—physical, behavioral, dental, and social supports—regardless of someone’s ability to pay.”
- “By speaking with a unified voice, CHCs across the country can cut through narratives that reduce us to just ‘safety net’ clinics. We are primary care providers, change-makers, and partners in community health.”

### On Services and Impact

- “Many people don’t realize CHCs offer more than basic medical care. We provide behavioral health, oral health, pharmacies, care coordination, social services, and more.”
- “Our goal is to meet people where they are—geographically, financially, culturally—and ensure that health care is accessible and welcoming.”
- “We serve as a bridge for those uninsured or underinsured, and we reduce pressures on emergency departments by offering preventive and routine care.”

### On Participation in the Campaign

- “This campaign gives us shared tools—graphics, web copy, messaging—that save time and ensure we’re telling a powerful, consistent story.”
- “By being part of **Building Care With You**, we strengthen the collective voice of CHCs so that local, state, and federal leaders understand the importance of sustained support and investment.”



- “We look forward to collaborating with community partners, health center supporting organizations, policymakers, and media to spread awareness of what CHCs truly are—and why they matter.”

### **Call to Action / Closing**

- “We invite community members to learn more, share their stories, and help us spread the message: quality care is local, affordable, and rooted in trust.”
- “To learn more about our services and how we serve this community, visit [website URL].”
- “We also ask policymakers and funders to remember: CHCs are an essential part of creating healthier, stronger, and more connected communities.”