**For Immediate Release**

**Community Health and Wellbeing Month: All of October, *(****Name of your organization/team****) is celebrating Community Health and Wellbeing Month, a special opportunity for recognizing how*** ***accessible, locally tailored primary health care supports health and wellbeing [****in/for****] [****insert name of priority population/everyone in (name of your community)****] as the foundation of Ontario’s health system***

(*Insert the date the release will go out, and the city you’re based in, bolded e.g.* ***October 10, 2024 – City or town name, ON***) – During the month of October*, (insert name of your organization/team)* is celebrating our work providing essential primary health care, tailored to local needs here in (*insert the name of your community).* We love the work we do to help ensure our community is well supported to ensure the health and wellbeing of everyone facing barriers. We also know that the current and future sustainability and effectiveness of our entire health system depends on support for the work we do. That’s why our theme for [Community Health and Wellbeing Month](https://www.allianceon.org/CHWM2024) this year is “The Future Is Community.”

“Community health is the future of health care in Ontario and beyond. We need people, especially our political leaders, to recognize and support this work, our organizations, and our staff,” says *(insert the name and title of your spokesperson).* “Ontario needs to invest today in the future of primary health care. That means paying our dedicated community health workers here in *(insert name of your community)* fairly, so we can keep the talent we have right here, and so we plan for the needs of the future. Locally-tailored, culturally safe comprehensive, team-based care integrated with health, social and other community programs and services is a strong foundation for Ontario’s health system.”

Community health organizations like [*insert the name of your organization*] do a lot more than many people realize. This extends from delivering mental health, primary health care outreach, dietitians, physiotherapy, and support for other family physicians and providers, to advocacy on behalf of your community. We also go well beyond medical services and programs, into [*insert your examples here, eg.: social prescription opportunities, cooking groups and classes, community gardens, older adult activity clubs, youth mentorship programs, supports for parents, connections to housing and employment resources*], and many more areas that can impact health.

“We need Ontario to step up now and invest in community health care organizations,” said *(insert the name of your spokesperson).* “The future of our health system, and the people of Ontario’s health and wellbeing depend on leadership with the vision to invest boldly in primary health care that keeps people well.”

You can learn more about our events and celebrations here: *(insert url to CHWM content, or newsletter link, etc.).*

**For additional information or to schedule an interview, contact: *(insert name/email of contact person)*.**

**Background:** [Community Health and Wellbeing Month](https://www.allianceon.org/CHWM2024) is coordinated by the Alliance for Healthier Communities of which *(name your centre)* is a member. The Alliance represents 115 Community Health Centres, Indigenous Interprofessional Primary Health Care Organizations, Community Family Health teams, Nurse Practitioner-Led Clinics and other community health teams across Ontario. To learn more, visit [allianceon.org](https://www.allianceon.org).