



# Workforce of the Future Partner Toolkit

OCHIN is offering a unique opportunity to help enhance the health and prosperity of your community

# How to Use Toolkit Elements

## Build Awareness

- ▼ Learn more about OCHIN's program and this opportunity in the **Program Overview for Community Partners**.
- ▼ Display the **Program Poster** where community members who could benefit from this opportunity will see it.
- ▼ Post the **Program Statement** on your website to reach community members who could benefit from this opportunity.
- ▼ Proudly display the **OCHIN+ Community Partner Web Badge** on your organization's website to demonstrate your support for this opportunity in your community.

## Deepen Understanding and Interest

- ▼ Distribute the **Program Flyer** to community members who could benefit from this opportunity.
- ▼ Post content from the **Social Media Templates** on your social media channels to promote this opportunity among your network.

## Activate Enrollment

- ▼ Send the **Template Email** to members of your community who you think would benefit from this opportunity.
- ▼ Refer to the **Community Partner Talking Points** to help you talk about this opportunity with community members you think may benefit from OCHIN's programs. Refer to online **FAQs** to help answer any questions.



# Program Overview for Community Partners

OCHIN and our OCHIN+ learning and workforce development program collaborate with national and regional service and community health programs to offer paid learning opportunities to help interested individuals create promising career paths. Our grant-funded entry-level courses help interested applicants embark on an exciting new career while fostering healthier, more resilient communities. Everyone's invited to apply, regardless of background or experience.

These no-cost training opportunities are available in Oregon through a grant-funded partnership with the U.S. Health Resources and Services Administration (HRSA):

- **Community Health Worker Training:** Learn how to help patients and their families gain timely, individualized access to the quality health care and specialized community support services they deserve.

Interested individuals can learn more and apply today at [ochin.plus/programs](https://ochin.plus/programs) or email [ochinworkforcedevelopment@ochin.org](mailto:ochinworkforcedevelopment@ochin.org) for more information.

*This program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$2,992,596 with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://hrsa.gov).*

# Positioning Statement for Partner Websites

## Start Your Journey to a Rewarding Career in Community Health Care

*Paid Career Training Now Available through  
[Partner] in [Our Community]*

Here's the opportunity you've been waiting for. Take your first step to a rewarding career in community health care and help ensure access to quality, equitable, and affordable care in our community.

We are partnering with OCHIN, a nationally recognized health information technology leader that is partnering with the U.S. Health Services and Resources Administration (HRSA), to offer grant-funded training opportunities that help interested individuals in our community create promising career paths while fostering healthier, more resilient communities. [Community partner] is proud to partner with OCHIN to share this opportunity with you.

You can receive paid specialized training and hands-on experience to start an exciting new career in community health to get you where you want to go. Community health workers help patients and their families gain timely, individualized access to the quality health care and specialized community support services they deserve.

Get started today building a meaningful career with good pay and community purpose. Everyone's invited to apply, regardless of your background or experience. Learn more about this opportunity at [ochin.plus/programs](https://ochin.plus/programs) or contact [ochinworkforcedevelopment@ochin.org](mailto:ochinworkforcedevelopment@ochin.org) for more information.

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# Community Partner Talking Points

- There's an opportunity I'm excited to share with you. You can receive paid, specialized training and hands-on experience to help you start a rewarding and meaningful career in health care with good pay and community purpose. Trainees receive a stipend to help cover living expenses during training.
- We are partnering with OCHIN, a nationally recognized health information technology nonprofit that has harnessed their 20+ years providing health care technology expertise and hands-on training into a community-based recruiting, skills building, and training program called OCHIN+. OCHIN+ strengthens our community by creating well-paying jobs and ensuring access to quality, equitable, and affordable care by fortifying the local health care workforce with more diverse, ready-to-hire talent that knows [\[our community\]](#).
- With grant funding from the U.S. Health Resources and Services Administration (HRSA), OCHIN is offering no-cost training in the exciting field of Community Health. Demand for these jobs has never been higher.
- Community Health Workers help patients and their families gain timely, individualized access to the quality health care and specialized community support services they deserve.
- After completing your training, OCHIN will place you at one of their member health centers in our area where you can apply your new skills and build valuable experience and relationships through an internship or externship.
- I think you would be a great fit for this opportunity. Everyone's invited to apply, regardless of your background or experience.
- Learn more about this opportunity at [ochin.plus/programs](https://ochin.plus/programs) or contact [ochinworkforcedevelopment@ochin.org](mailto:ochinworkforcedevelopment@ochin.org) for more information.



# Social Media Templates

You can customize these social media posts with your organization's and community's names—or create your own posts—to promote this opportunity among your network.

## Sample Post 1

[Community partner] is proud to support OCHIN programs that strengthen and diversify [our community]'s health care workforce and create rewarding, living-wage careers that help ensure access to quality, equitable, and affordable care in our community. [ochin.plus/programs](https://ochin.plus/programs)

## Sample Post 2

Check out these paid training opportunities from **ochin** and start your journey to a rewarding career that fosters healthier, more resilient communities. [ochin.plus/programs](https://ochin.plus/programs)

Download an OCHIN-created social media graphic from the **Partner Portal** to accompany your post, or consider creating your own graphic using imagery of your community and the sample copy to the right.



## Here's the opportunity you've been waiting for.

Get paid training to start a rewarding career in community health.

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# Template Email to Prospects

**Subject:** Paid training available to jump start a rewarding career in health care

Dear [first name],

[Community partner] is pleased to share with you an opportunity to launch a rewarding new career in community health care while helping ensure access to quality, equitable, and affordable care in our community.

We are partnering with OCHIN, a nationally recognized health information technology leader that is offering grant-funded training opportunities through its community-based recruiting and training program, **OCHIN+**. You can receive no-cost, specialized training and hands-on experience to start a new career journey that gets you where you want to go, and receive a stipend to help cover living expenses during training. Opportunities are available in the exciting field of community health.

Help patients and their families gain timely, individualized access to the quality health care and specialized community support services they deserve.

Take your first step toward building a meaningful career with good pay and community purpose. Everyone's invited to apply, regardless of your background or experience. Learn more about this opportunity at [ochin.plus/programs](https://ochin.plus/programs) or contact [ochinworkforcedevelopment@ochin.org](mailto:ochinworkforcedevelopment@ochin.org) for more information.

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# Thank you

for your partnership and supporting  
your community's workforce of  
the future.

*If you have any questions about the programs  
or how to use the resources in this toolkit,  
please contact*

[ochinworkforcedevelopment@ochin.org](mailto:ochinworkforcedevelopment@ochin.org).

OCHIN