



National Health Service Corps Corps Community Month Toolkit

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This document was created by the Kansas Office of Primary Care & Rural Health for organizations to explore and learn ways to promote the National Health Service Corps' programs. For questions, contact us at primarycare@ks.gov.



Overview

The National Health Service Corps (NHSC) helps bring health care to [those who need it most](#). Since 1972, we have been building healthy communities by connecting primary health care providers to areas of the United States with limited access to care.

More than 50,000 primary care medical, dental, and mental and behavioral health professionals have served in the National Health Service Corps since its inception.

Today, 10,400 NHSC members provide culturally competent care to more than 11 million people. We provide this care at more than 5,000 NHSC-approved health care sites in urban, rural, and frontier areas. In addition to Corps providers currently providing care, nearly 1,100 additional members are in school or residency, preparing to practice.

The NHSC is a Federal government program administered by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Bureau of Health Workforce.

One way to get involved in raising awareness about NHSC programs is by participating in Corps Community Month, held in October. In the past, nationwide participation has included campus-based presentations, health screenings, and career fairs, as well as virtual events and a social media campaign. Get more information about Corps Community Month [here](#).

Loan Repayment

The NHSC offers tax-free loan repayment assistance to support qualified health care providers who choose to take their skills where they're most needed.

Licensed health care providers may earn up to \$50,000 toward student loans in exchange for a two-year commitment at an NHSC-approved site. Accepted participants may serve as primary care medical, dental, or mental/behavioral health clinicians and can choose to serve longer for an additional loan repayment support.

We designed a guide that outlines requirements and the application process.

Access [promotional posters](#) and [fact sheets](#).

Access Loan Repayment Program Application and Guidelines Webinar recording [here](#).

Scholarship Program

The Scholarship Program is available for those committed to primary care and accepted to or enrolled in an accredited U.S. school for an eligible discipline.

We designed a guide that outlines requirements and the application process.

Access [promotional posters](#) and [fact sheets](#).

Access Scholarship Program Application and Guidelines Webinar recording [here](#).

Promotional Materials

NHSC 101 Presentations

This is a good way to provide students and clinicians with the opportunity to learn about the NHSC Scholarship and Loan Repayment Programs, and to understand how the Corps helps transform communities around the country.

Use this [guide](#) to help you plan for a presentation.

Use this [template](#) to create a PowerPoint.

Print NHSC [stickers](#) to hand out during your event.



News Release Templates

Send out a media advisory to alert media about an event in advance and encourage them to attend and/or cover the activity. It should be sent out about one week before the date of your event to the assignment editor or planning desk of a TV or radio news station, or the appropriate editor/reporter at your local newspaper.

For example: *[Name of Organization/School] will host a [type of event] to increase awareness of primary care careers and highlights the National Health Service Corps' (NHSC) role in bringing primary health care services [location].* Include the WHO, WHERE, WHEN, and WHY.

See a full template [here](#).

After holding your event, you should send a news release to the media. The announcement should contain the most important information at the top, followed by supporting details.

For example: *The [Name of Organization/School] hosted a Corps Community Month event today to highlight primary care careers. Today's event is just one of many events being held nationwide as part of the sixth-annual Corps Community Month, a national observance sponsored by the National Health Service Corps (NHSC).*

See a full template [here](#).

When composing newsletters, announcements, or news releases, you may want to include background information about NHSC and its programs.

Sample language could include: *"Corps Community Month is an annual observance celebrated each October since 2011 to raise awareness of the vital role of the primary care workforce. It is sponsored by the Health Resources and Service Administration (HRSA), within the U.S. Department of Health and Human Services (HHS). [Name of Organization/School] recognizes the impact of the National Health Service Corps in helping build healthy communities by increasing access to primary care in underserved communities. [Add local statistics, etc.]*

For more than 40 years, the National Health Service Corps has helped build healthy communities by supporting qualified health care providers dedicated to working in areas of the United States with limited access to health care. Corps Community Month raises awareness of the vital role of the primary care workforce. More than 50,000 primary care medical, dental, and mental and behavioral health professionals have served in the National Health Service Corps since 1970.

The National Health Service Corps removes financial barriers for clinicians and students interested in practicing a primary care discipline, enabling them to pursue a fulfilling, mission-driven, community-based career. Through the National Health Service Corps, primary care clinicians receive scholarships and loan repayment in return for committing to practice in areas of the country that have too few health care professionals."

Social Media Posts

Use your organization's Facebook and Twitter accounts to raise awareness about NHSC programs or NHSC-related events. Make announcements about application cycles, deadlines, program alumni stories, upcoming events, NHSC partners, and more.



Follow NHSC on Twitter at [@NHSCorps](https://twitter.com/NHSCorps) and on [Facebook](https://www.facebook.com/NHSCorps) at to get more ideas for posts and stay up to date. You can also use the [#ChoosePrimaryCare](https://twitter.com/hashtag/ChoosePrimaryCare) hashtag to draw a bigger audience.

Other Resources and Materials

Visit NHSC's Resources and Materials [page](#) for more information about each of their programs, application guidance, program overviews, reference guides, fact sheets, and more.

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