



## National Health Service Corps 50<sup>th</sup> Anniversary Media Promotional Kit

HRSA is commemorating this 50th Anniversary milestone by sharing stories from alumni, current clinicians, patients and sites about how the program has affected their lives, careers and communities.

We invite you to join the celebration by sharing content and messages in this toolkit with your membership through your organization's distribution channels.

[Newsletter Content Sample](#)

[Media Release Sample](#)

[Anniversary and General Messaging Samples](#)

[NHSC 50<sup>th</sup> Badges and Logos](#)

[Social Media Content Samples](#)

### Newsletter Content Sample

You can distribute this content to your members through newsletters, email listservs or blogs.

**Title:** HHS Celebrates the 50th Anniversary of the National Health Service Corps

**Copy:** The Health Resources & Services Administration's (HRSA) National Health Service Corps (NHSC) is celebrating 50 years of service. Since 1972, the NHSC has connected more than 66,000 primary care providers to millions of people in underserved communities.

In 2021, historic funding from the American Rescue Plan enabled HRSA to award the [largest class in history](#). The NHSC is dedicated to eliminating health care disparities by expanding access to care and providing awards to diverse clinicians.

In addition to commemorating 50 years of service, the [NHSC Scholarship Program](#) is currently accepting applications from students pursuing primary care degrees. [Eligible clinicians](#) are encouraged to apply.

"As an alumnus of the NHSC Scholarship Program, I can personally attest to the benefits of the NHSC," said Luis Padilla, MD, FAAFP, and Director of the NHSC. "The awards are beyond financial – you feel pride in your day-to-day career serving those in need."

To learn more about NHSC programs and its 50th anniversary celebrations, visit the [NHSC website](#).



## NHSC 50<sup>th</sup> Anniversary Media Release Sample

[DATE]  
Contact: [NAME]  
[ORGANIZATION]  
[PHONE]  
[E-MAIL ADDRESS]

### **MEDIA RELEASE**

#### **[NAME OF ORGANIZATION/SCHOOL] to Host Event Celebrating the National Health Service Corps' (NHSC) Golden Anniversary**

*Health Care Providers in High-Need Areas Celebrate 50 Years of Commitment, Compassion and Community*

[CITY, STATE], [DATE] –The [NAME OF SITE] will host an event to honor the National Health Service Corps 50<sup>th</sup> Anniversary.

[ADD EVENT DETAILS: NAMES OF OFFICIALS WHO WILL ATTEND; MORE SPECIFIC INFO ABOUT THE EVENT; WHO WILL ATTEND; WHAT WILL TAKE PLACE, ETC.]. [INSERT BRIEF DESCRIPTION OF SITE/SITE BENEFITS].

[INSERT QUOTE FROM LOCAL AUTHORITY, NHSC ALUM OR PROVIDED BY BHW ASSOCIATE ADMINISTRATOR]

“As an alumnus of the NHSC Scholarship Program, I can personally attest to the benefits of the NHSC,” said Luis Padilla, MD, FAAFP, and Director of the NHSC. “The awards are beyond financial – you feel pride in your day-to-day career serving those in need.”

The National Health Service Corps, administered by the U.S. Department of Health and Human Services' Health Resources and Services Administration, provides scholarships and loan repayment programs for primary care clinicians who agree to practice in underserved areas of the country that lack sufficient health care providers to meet the health care needs of the area or population.

Since 1972, through these scholarship and loan repayment programs, the NHSC has connected more than 66,000 primary care providers to millions of people in underserved communities. This event is just one of many events being held nationwide as part of this year-long observance.

For more information about NHSC programs, visit [www.NHSC.hrsa.gov](http://www.NHSC.hrsa.gov). For more information about NHSC 50th Anniversary, visit <https://nhsc.hrsa.gov/about-us/50th-anniversary>.



## NHSC Site-Specific Anniversary and General Messaging Samples

The pre-approved messages below may be used to promote the NHSC.

### NHSC 50<sup>th</sup> Anniversary

The National Health Service Corps (NHSC) is celebrating 50 years of commitment, compassion and community.

- Congress established the National Health Service Corps as part of the Emergency Health Personnel Act of 1970 beginning with the scholarship program. In 1972, the first clinicians began serving in the field.
- Most recently, the program's field strength increased to a record number, nearly 20,000, with the addition of a historic \$800 million in funding from the Biden-Harris Administration's American Rescue Plan (ARP).
- The NHSC expanded and adapted its clinician financial support to address public health crises that directly related to its mission to increase access to quality primary medical, dental and behavioral health care.
- This anniversary provides the Corps, its alumni, members sites and stakeholders, an opportunity to reflect on the impact that more than 66,000 NHSC clinicians' have had on the lives of millions of people, health equity and the care of our nation.

### NHSC Sites and Recruitment

- The NHSC works in partnership with more than 19,000 approved sites to recruit and retain qualified primary care providers who want to provide care to the underserved.
- NHSC-approved sites receive these benefits:
  - Assistance in the recruitment and retention of qualified and dedicated primary care providers through online, interactive Virtual Job Fairs held at prescheduled times throughout the year.
    - These [Virtual Job Fairs](#) provide a full range of assistance to job seekers and NHSC approved sites by offering employment networking rooms facilitated by experienced BHW staff.
    - During the Virtual Job Fair, site representatives connect directly with job-seeking NHSC member clinicians to promote the site's open positions, provide information about the site's community, and answer prospective hires' questions.
  - Access to the [Health Workforce Connector](#) to promote their health center/site and to post job openings;
  - Direct access to State Primary Care Offices that help to increase access to primary health care services in that community; and
  - Membership in a network of partners who are dedicated to providing care in underserved communities.



## Health Workforce Connector

- The [Health Workforce Connector](#) helps connect NHSC and Nurse Corps members with job openings at approved sites and facilities.
- Job seekers and approved sites can use the Connector to easily search for and find eligible matches for specific disciplines, Health Professional Shortage Areas (HPSAs) and locations.
- It also includes:
  - The capability for all NHSC-approved sites to build site profiles with open positions, community information and HPSA scores;
  - A user profile feature allowing job seekers to upload resumes, credential and licensure documents and to create professional profiles;
  - The ability to search by keyword with advanced filtering; and
  - A mobile-friendly design.
- The Connector is available to any provider regardless of program affiliation who wishes to practice in a community with limited access to medical, dental and behavioral health services.

## NHSC Badges and Logos

- **NHSC members and alumni:** Download and add the [NHSC Anniversary Badge](#) to your signature block or download the [full-size logo](#) to include with your NHSC anniversary activities.
- **NHSC-approved sites:** [Update your NHSC Site Badge to the new anniversary look](#) for your website.

## Social Media Content Samples

By posting these messages below to your Facebook, LinkedIn, and Twitter accounts, you will help increase awareness about this event to all your social media followers.

Please feel free to update and tailor the messages for your platforms and audience.

### Facebook/LinkedIn

- We've accomplished so much together over the last 50 years. Learn how you can join in the celebration #NHSC50: <https://bit.ly/3pfUeNj>
- While much has changed over the last 50 years, the National Health Service Corps' (NHSC) commitment to delivering care to those most in need has not. Help mark this milestone by sharing your photos and videos #NHSC50: <https://bit.ly/3pfUeNj>

### Twitter

- In the last 50 years the @NHSCorps has built healthy #communities thanks to clinicians and health centers dedicated to serving where they're needed most. We want to hear how the NHSC has helped you. Share your stories #NHSC50: <https://bit.ly/3pfUeNj>
- 50 years later, we're still going strong. Join us in commemorating @NHSCorps' 50th year! Share your stories from the field with #NHSC50 and sign up to join the celebration: <https://bit.ly/3piP56J>



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If you share on your social media channels, please remember to tag our accounts. Provided below are direct links to our social media accounts:

- [HRSA Facebook Account](#)
- [HRSA Twitter Account](#)
- [HRSA LinkedIn Account](#)