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Community Health Center, Inc. Releases Fairy Tale During National Health Center Week

August 13, 2012 | Eliza Cole, Community Health Center, Inc., Middletown

Community Health Center, Inc. (CHC) is marking National Health Center Week with the release of an animated fairy tale about CHC's establishment in Middletown 40 years ago, as part of a campaign to raise awareness about the mission of America's Health Centers.

The Ordinary Extraordinary Town and the Time of the Terrible Typical Trouble is a story about how 40 years ago, a group of Middletown activists and students from Wesleyan University came together, inspired by the idea that 'Health Care is a Right, Not a Privilege,' to start a free health care clinic to help their friends and neighbors. Through support and encouragement from the local community, in four decades Community Health Center, Inc. has grown to over 200 locations, serving more than 130,000 patients statewide.

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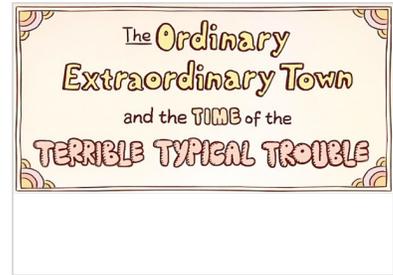
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"When we started this project, we thought how do we spread the message about what we've been doing over the last 40 years while engaging and inspiring young people? This story is a way that we can reach out to the youth of America with a simple proposition that if we all work together we can really make a difference in our own community," said Mark Masselli, president and CEO of CHC.

"When we started planning the 40th anniversary for CHC, we were thinking a lot about how it got started, and the people who came together around a need in their community, inspired to make a difference, to me was like a fairytale," said Jen Alexander, author of the fairytale and founder of KidCity Children's Museum in Middletown. "The fact that they had been able to achieve what they wanted and made a difference for their friends and neighbors is a dream come true."

The three minute-long animation was drawn by Fablevision, of Boston, Mass., "Our mission at Fablevision is to find kindred spirits who are trying to change the world and who understand that the power of story telling can truly change the world," said Paul Reynolds, CEO of Fablevision. "This particular approach to using story telling, that was a nod to School House Rocks, to make it more of a kids story is brilliant because we know that type of story telling is very accessible and can do more emotional heavy lifting that a PowerPoint could ever do."

The theme of this year's National Health Center Week (NHCW) is "Celebrating America's Health Centers: Powering Healthier Communities," to underscore how community health centers provide access to affordable, high quality, cost effective health care to medically vulnerable and underserved people throughout the U.S., and CHC has timed the release of their fairytale to help drive home this message in a creative way.

CHC will be distributing the story book to school systems throughout Connecticut this fall, in an effort to teach

Middletown

impressionable minds that they can make a difference in their community and to inspire the next generation of community leaders and health care providers, to carry on the mission of community health centers across the nation.

To watch the animation, please visit <http://www.chc1.com> and click on the Terrible, Typical Trouble banner on the [home](#) page.

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