



# BAY AREA Community Health Advisory Council

*formerly African American Community Health Advisory Committee*

## **NAME CHANGE TALKING POINTS**

Below are a few talking points regarding our name change from the African American Community Health Advisory Committee (AACHAC) to the Bay Area Community Health Advisory Council (BACHAC).

- As our community has demographically evolved over time, and we recognized that our organization had to adapt to best meet the needs of the wide range of people we serve.
- Considering our 20 plus year history, the change to BACHAC was not taken lightly. The name change was a result of a year-long strategic planning process that included leaders and volunteer members within the organization and representatives for the community at-large, all of whom had some existing relationship to AACHAC.
- What became clear through our strategic planning process was that BACHAC's work not only impacted African Americans, but served individuals and families of color throughout the entire Bay Area. Our name needed to reflect our work and impact.
- Our name change to BACHAC allows our organization to access substantially more funding for the work we are already doing, as well as scale our current work to reach more underserved communities.
- Most importantly, BACHAC will continue to serve the African American community, and it simultaneously recognizes the importance of working toward having all community members within the Bay Area strive for healthier lifestyles.

If you have any further questions, please e-mail us at [aachacsanmateo@gmail.com](mailto:aachacsanmateo@gmail.com) or leave a message at 650-652-3884.