SBHC LEARNING GROUP

July 29, 2021
INTERACT FOR HEALTH PROMOTES HEALTH EQUITY TO IMPROVE THE HEALTH OF ALL PEOPLE IN OUR REGION.
HEALTHY LUNGS AT PLAY!

THIS IS A SMOKING & VAPE FREE PARK

WE APPRECIATE YOUR COOPERATION

Miami Township
ADDRESSING THE OPIOID EPIDEMIC
SCHOOL-BASED HEALTH CENTERS
Group Introductions

Unmute and share your:
- Name,
- Organization,
- Position,
- Community you work in, and
- A professional or personal summer favorite
Panel Presentations
Promoting school-based health services

• Using social media to promote SBHCs.
• Collecting student consent forms during the planning phase for an SBHC.
• Drafting a comprehensive communications plan.
Presenters

Ronda Croucher
Vice President of Community Engagement
Primary Health Solutions

Lisa Jackson
Vice President of Marketing & Development
HealthSource of Ohio

Jeffrey Williams
Director of Communications
Interact for Health
DISCUSSION

Pre-planning and Obtaining Consents
Pandemic Grand Opening Celebration
- Start with an awareness campaign, coordinated with the school district served. Work with key stakeholders including:
  - Administrators
  - Communications & Student Services Officers
  - School Nurses
  - Community partners
    - Educational Service Center Staff Liaisons/Family Resource Officers
- Create a communications plan with content for schools to use in print in digital media
  - Link to consent forms on school websites
  - Link to consent forms on agency website

- Purchase ads in newsletters and on school district websites

- Host fun and engaging events at the SBHC

- Promote the SBHC at community events
  - Prizes for filling out consent forms

- Attend school functions
  - Open Houses
  - Sporting Events
  - Staff Orientations
Creativity is always required, but much more so during a pandemic

- Committed to a digital Grand Opening experience
  - Produced a virtual tour conducted by the CEO
  - Teaser video production that featured the Superintendent released on social media
  - Planned a Facebook LIVE Grand Opening Celebration using Zoom
    - Started with a premier of the virtual tour
    - Had video taped remarks from funders and key stakeholders
    - Live “party” at PHS Admin with content geared towards students
      - Comic emcee
      - Prize giveaways
      - Information sharing about how the process works for students and families
      - Introduce staff
Lisa Jackson

Vice President of Marketing & Development
School-Based Health Centers

Lessons Learned
• Start Planning Early
• Educate School Administration and Staff
• Find and designate a SBHC “Champion”/Ambassador
• Bring parents and community to the planning process early on
• Have value proposition

Social Media
• Link to School Webpage—including school enrollment page
• Provide valuable and educational content in small doses (school newsletter)
• Importance of video
Questions
BUILDING AN SBHC MARKETING PLAN

July 29, 2021
Case study: PrimaryPlus Ripley

• Opened in May 2020 during the pandemic lockdown
• Started marketing planning more than a month in advance
• First step was a brainstorming session
• From that we produced documents that guided us through several months of promotion
1. Define the campaign

Goals

Audience

Messages

**RUSH school-based health center awareness campaign**
April 28, 2020

**Main goal:** To raise awareness about the opening of the school-based health center in the Ripley Union

**Primary goal:** To educate about family health

**Target audiences:**
- Parents of students in the school district
- Community members
- People in Ohio who currently travel to Mayville, Kentucky, to use the Primary Plus Health center

**Messaging:**
- Nurse center
  - You don’t have to cross the river anymore to get health care. There’s an option right here in Iowa.
  - You can use Medicaid, Medicare, and private insurance.
  - You can keep your doctor in Mayville for your long-term health care needs such as diabetes and high blood pressure management, or you can see the same practitioner in the family practice care such as annual physicals, monitoring chronic health conditions, and immediate needs such as vaccinations.
  - Only RUSH in the nation open during COVID-19

**Telehealth**
- Telehealth connects rural providers and their patients to services set at a distance.
- You can receive medical care from the comfort of your home.
- You don’t have to arrange transportation or travel far to find out what is wrong with your child.
- Your child can receive care from two world-class children’s hospitals, Children’s Hospital of Ohio and Nationwide Children’s.
- Technologies used include video conferencing, the Internet, and telephone calls.
- Your child can receive care from two world-class children’s hospitals, Children’s Hospital of Ohio and Nationwide Children’s.
2. Choose tactics

- Mix of new (video, social media) and traditional media (printed material, newspaper story and ad)
- Don't forget the power of word of mouth and trusted messengers
- Tip: write press releases like a news story
Examples

- Postcard
- Video
- News story
3. Draft timeline

- List tactic, how it will be achieved, who is responsible, target completion date

- Living document – can drop tactics if needed

- Tip: get input from community members – “mini focus groups”

### Primary/Plus/Ripley School-Based Health Center Marketing Campaign

**Main goal:** To raise awareness about the opening of the school-based health center in the Ripley Union Lewis Huntington School District that will serve the entire community.

**Additional goal:** To educate about telehealth

**Target audiences:**
- Parents of students in the school district
- Community members
- Patients in Ohio who currently travel to Maysville, Kentucky, to use the PrimaryPlus health center and Kid Care pediatric practice

### Components

<table>
<thead>
<tr>
<th>Postcard</th>
<th>Description</th>
<th>Person responsible</th>
<th>Date due</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Design postcard with map of location and other information that can easily be tailored for people doing food distribution at churches, current PrimaryPlus patients, Sen. Rob Portman constituents, Sen. Sherrod Brown constituents, Rep. Brad Wenstrup constituents</td>
<td>Jeff to design</td>
<td>April 24 to Tracy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local traditional media</th>
<th>Description</th>
<th>Person responsible</th>
<th>Date due</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Earned media: Press release about opening Mary Ann Kevane, Managing Editor, Mayville Ledger Independent, <a href="mailto:6506@mayvilleledger.com">6506@mayvilleledger.com</a>, Wayne Gates, Managing Editor, Brown County Press, <a href="mailto:waynega@browncountypress.com">waynega@browncountypress.com</a></td>
<td>Tracy to provide additional contacts</td>
<td>Week of April 27</td>
</tr>
</tbody>
</table>
Contact us to learn more

Jeffrey Williams
Director of Communications
jwilliams@interactforhealth.org

facebook @InteractForHealth   twitter @Interact4Health

www.interactforhealth.org
SBHC Roadmap

3 Phases:
• Preplanning
• Planning
• Implementation

Posted under “Resources” at:
https://www.interactforhealth.org/sbhc-learning-group/
Preplanning
School-based Health Center Road Map

Phase 1: Partnership Development
12 to 36 months

**SCHOOLS**
- **PREREQUISITIES**
  - Demonstrate income and geographic need using demographic data
  - Operate within our service region

  **BUILD ADMINISTRATIVE AND COMMUNITY SUPPORT**
  - Develop support of school leaders for SBHC and potential medical partner
  - Develop plan to provide space
  - Determine whether school or community funding is available
  - Identify, develop community champions
  - Begin identifying most pressing community health needs, services desired

  **IDENTIFY MEDICAL PARTNER**
  - Meet with medical partners to discuss the project
  - Develop an MOU with medical partner and apply for funding

**MEDICAL PARTNER**
- **PREREQUISITIES**
  - Able to operate and bill from desired location
  - Able to provide desired services

  **BUILD ADMINISTRATIVE SUPPORT**
  - Develop support from administration and/or board for service expansion
  - Hospital partners: develop support for ongoing investment of community benefit dollars
  - Identify other potential funding partners

  **IDENTIFY SCHOOL DISTRICTS**
  - Meet with leadership of possible school sites to explore and discuss the project
  - Develop an MOU with school district and apply for funding

**INTERACT FOR HEALTH**
- WITH SCHOOL DISTRICT
  - Educate about SBHC benefits and responsibilities for school district
  - Visit school districts, discuss project
  - Inform about how to be competitive for medical partner, funding
  - Inform about potential school sites and facilitate meetings

  **WITH MEDICAL PARTNER**
  - Educate about SBHC benefits and responsibilities for medical partner
  - Inform about potential medical partners and facilitate meetings

  **WITH BOTH**
  - Facilitate conversations between education-health partners
  - Invite partners to apply for planning grant
  - Use rubric to make funding decisions
Roadmap to navigate SBHC development: Making the case

Site Visit
Include:
- Health providers
- School representatives
- Tour of space

Rubric
Score:
- Application
- Site visit
Site Visit

• Open RFP
  • After application is received
  • If competitive

• Invited
  • When a point of readiness is reached in pre-planning phase
# Rubric for Application Review

## THIS SBHC PLAN (40%)

**Patient population:** The best plan will serve multiple patient populations and the community. Patient populations may include - Students in the school; Students in the district; Staff and teachers; Families; Community members. On a scale of 1 to 5, rate the proposed plan for the patient population.

**Schedule:** On a scale of 1 to 5, rate the proposed schedule. The gold standard schedule is services that are available year round, extended hours. A poor plan may include a center that is only open very limited times and days.

## HEALTH PARTNER (30%)

**Grantee History:** Does the medical partner have a history of working with SBHCs? If so, please rate how well they met expectations. Please include their work with Growing Well and submitting data in this evaluation.

**Collaboration:** Proposal clearly describes partners to be involved and plan for community engagement - multiple stakeholders already engaged.

**Organizational Support:** What is the level of support from the health care partner parent organization toward school-based health centers? Capacity or interest in providing services. Middle scores reflect a desire to provide services and ideas for partners.

**Available & Quality of Space:** On a scale of 1 to 5, rate the quality of space available. The best score may indicate an available space that is ready to use or only need minor modification. A low score may indicate that there is no space or plan to obtain space.

**Sustainability:** Evaluate their sustainability plan. Is it realistic? Does it include revenue sources that will sustain the center after the grant ends, including billing for services?
Questions
Future Learning Group Dates

Sept. 16 – Virtual SBHC Tours

Dec. 9 – Fundraising & Telehealth
Contacts:

Mary Francis
Senior Program Officer
513-458-6606
mfrancis@interactforhealth.org

Colleen Desmond
Research Associate
513-458-6647
cdesmond@interactforhealth.org

www.interactforhealth.org/sbhc