

A large green diagonal shape, resembling a stylized 'A' or a folded corner, occupies the left side of the slide. It is a solid green color and serves as a background for the 'INTERACT FOR HEALTH' text.

INTERACT  
FOR HEALTH

# **SBHC LEARNING GROUP**

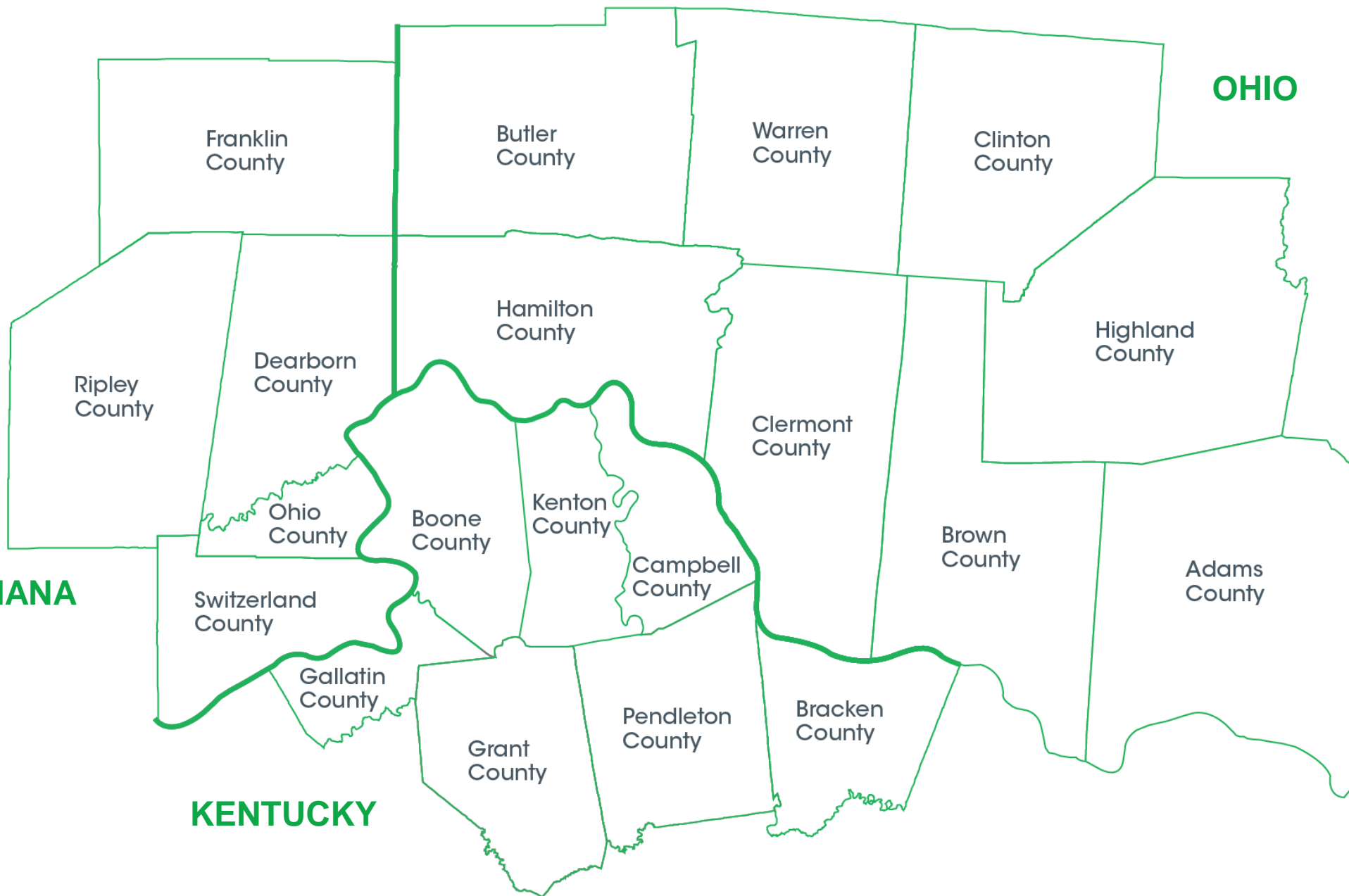
July 29, 2021



**INTERACT FOR HEALTH PROMOTES  
HEALTH EQUITY TO IMPROVE THE  
HEALTH OF ALL PEOPLE IN OUR REGION.**



INDIANA



OHIO

KENTUCKY

**GRANTS**

Education

Research

Policy

Engagement

Grants

**EDUCATION**

Research

Policy

Engagement

Grants  
Education  
**RESEARCH**  
Policy  
Engagement

Grants  
Education  
Research  
**POLICY**  
Engagement

Grants

Education

Research

Policy

**ENGAGEMENT**



# REDUCING TOBACCO USE





A photograph showing a woman with blonde hair and glasses placing her hand on the shoulder of a man in a blue shirt. The man is seen from the back/side. In the background, another woman is blurred. A large green diagonal shape is overlaid on the left side of the image.

# 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

A dentist wearing a white protective suit, mask, and glasses is performing a procedure on a patient's teeth. The dentist is holding a clear, oval-shaped object in their left hand. The patient is lying down, and the dentist is focused on the work. The background shows a clinical setting with cabinets and a poster.



# 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



# Primary

## Health Solutions

SCHOOL-BASED HEALTH CENTERS

Marketing Concepts



# DISCUSSION

Pre-planning and Obtaining Consents

Pandemic Grand Opening Celebration

# PRE-PLANNING & OBTAINING CONSENTS

- 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

# PRE-PLANNING & OBTAINING CONSENTS

- 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

# EDGEWOOD SBHC GRAND OPENING 2020

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

QUESTIONS



# 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





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INTERACT  
FOR HEALTH

# **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



## RULH school-based health center awareness campaign

April 10, 2020

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

**Additional goal:** To educate about telehealth

### Target audiences

Parents of students in the school district  
Community members  
People in Ohio who currently travel to Maysville, Kentucky, to use the Primary Plus health center

### Messaging:

#### *New center*

You don't have to cross the river anymore to get health care. There's an option right here in town.  
You can use Medicaid, Medicare and private insurance.  
You can keep your doctor in Maysville for your long-term health care needs such as diabetes and high blood pressure management, or you can see the nurse practitioner in Ripley for routine care such as annual physicals, monitoring chronic health conditions, and immediate needs such as immunizations.  
Only SBHC in the nation opening during COVID-19

#### *Telehealth*

Telehealth connects rural providers and their patients to services at a distant site.  
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, Cincinnati Children's 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, Cincinnati Children's 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

### Tactics:

PRIORITY 1: Postcard for people doing food distribution, churches

- Questions for Tracy: What size for postcard? Color or B&W? Two-sided?

PRIORITY 2: Flier that can be shared by church groups, libraries, school district via their electronic bulletins, newsletters, etc.

PRIORITY 3: Local newspapers/websites/radio stations. All newspapers are owned by Champion Media. Are there any local radio stations?

- Press release about opening
  - Mary Ann Kearns, Managing Editor, Maysville Ledger Independent, [MKearns@cmpapers.com](mailto:MKearns@cmpapers.com)
  - Wayne Gates, Managing Editor, Brown County Press, [wgates@browncountypress.com](mailto:wgates@browncountypress.com)
  - Martha B. Jacobs, Reporter, Ripley Bee, [info@ripleybee.com](mailto:info@ripleybee.com)
  - Brown County News-Democrat, [info@newsdemocrat.com](mailto:info@newsdemocrat.com)
- Display ads about the opening
  - Hours, services offered, location, insurance accepted
  - Question for Tracy: Does she have an advertising contact for Champion?

PRIORITY 4: Social media

- Series of short videos (timing, number TBD)
  - Pre-opening: Coming soon
    - Walk-through of center when everything is installed
    - Why the center is great (don't have to cross the river, telehealth, testimonial?)
    - Staff photos
    - Location (graphic)
    - Hours, services offered, Medicaid and Medicare accepted
    - Will this site be able to test for COVID-19.
- Post-opening: Creating the Buzz
  - Superintendent or other known local resident receiving care (preferably person 65+)
  - Primary Plus has acquired Kid Care pediatric practice & patients who have traveled to Maysville for care can be seen at Ripley without completing new paperwork. Your child's records are accessible at both locations.
- Post-opening: What is telehealth?
  - Stock video clips: <https://www.istockphoto.com/video/senior-woman-on-a-virtual-doctor-visit-gm1215200457-353861443>
- Non-video posts, info on SBHC hours, services, insurance accepted etc.
- Targeted Facebook ads



# Examples



**OPENS MAY 4**

## New healthcare option in Ripley!

**PrimaryPlus Ripley**  
at RULH Elementary School  
502 S. Second St.  
Ripley, OH 45167-1306  
Entrance on Catherine St.

- Open to community members of all ages – care for the entire family
- Accepts most insurance, Medicaid, Medicare and offers a sliding fee scale for the uninsured and underinsured
- Get Quality, Advanced, Affordable Healthcare close to home
- Open 8 a.m.-5 p.m. Monday-Friday

## Welcoming New Patients ■ Call 937-744-4343



Featuring the care of ...  
**Carissa Kirk, APRN**  
Family Health Nurse Practitioner  
Ripley resident and graduate of RULH High School

Learn more about PrimaryPlus-Ripley at [www.primaryplus.net](http://www.primaryplus.net)

**PrimaryPlus Ripley**  
A partnership of Ripley Union Lewis Huntington School District and PrimaryPlus supported by **INTERACT FOR HEALTH**

## Health clinic opens at RULH Elementary

**Press release**

PrimaryPlus, a Federally Qualified Health Center, has partnered with Ripley-Union-Lewis-Huntington School District to open a school-based health center for the entire RULH community.

The 1,550 square foot PrimaryPlus-Ripley opened May 4 on the Catherine Street side of RULH Elementary School, 502 S. Second St. in Ripley.

The center's staff, led by Family Health Nurse Practitioner Carissa Kirk, APRN, a Ripley resident and graduate of RULH High School, will provide primary care for the entire family. Services include preventative care for all ages, immunizations, sick and well visits, chronic disease management and more. Clinical pharmacy services will also be offered and medications will be delivered from the PrimaryPlus-Mayville Pharmacy directly to patient's home.

"We are thrilled to open our first location in Ohio, especially in a time when healthcare accessibility is so critical," said Amy Vignis, Chief Executive Officer of PrimaryPlus, which operates seven health centers in Northeastern Kentucky. "Our staff delivers high quality, affordable health care with enthusiasm, friendliness and honesty."

PrimaryPlus-Ripley will offer telehealth appointments during the COVID-19 pandemic, and has many safety precautions in place to protect patients and their families during in-person visits. PrimaryPlus conducts telehealth appointments through a safe, secure, web-based system. Patients with smartphones or a computer with a camera and microphone will be able to connect with the nurse practitioner virtually and have their health needs addressed in the comfort of their own homes, including establishing care for new patients.

The school district contributed \$20,000 to the project. When in-person classes eventually resume, the new center will help keep the school district's 800 students focused on learning.

"Trusting all our students right here in school, gets them back in the classroom quickly and saves parents from having to take time off work to take them to a doctor's office miles away," said James L. Williams II, superintendent of the RULH school district. "What's more, the RULH community now has a place to get health care close to home."

The project was made possible with more than \$500,000 in funding from District for Health, a private nonprofit foundation that works to improve the health of all people in Eastern Kentucky. It is the only school-based health center in the nation to open during the COVID-19 pandemic.

"School-based health centers present an opportunity not only to improve the health of schoolchildren, but also provide access to health services to members of the community," said Dr. O'Neil M. Owens, President and CEO of District for Health. "We know that people who are able to get regular health care have improved health outcomes and fewer health disparities."

PrimaryPlus-Ripley will be open 8 a.m.-5 p.m. Monday-Friday year-round.

Medicaid, Medicare and private insurances are accepted. PrimaryPlus also offers a sliding fee scale for the uninsured and underinsured, providing up to a 75% discount on care upon application approval. Beginning May 4, patients can call 937-744-4343 to make an appointment.



Carissa Kirk  
PrimaryPlus



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”

#### PrimaryPlus 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

	Description	Person responsible	Date due
<b>Postcard</b>	Design postcard with map of location and other information that can easily be tailored for people doing food distribution churches current PrimaryPlus patients Sen. Rob Portman constituents Sen. Sherrod Brown constituents Rep. Brad Wenstrup constituents	Jeff to design  Francie, Mary review & input  Mary to obtain feedback from community on draft postcard  Mary to gather constituents' addresses  Mary to get dates and times of food distribution sites  Tracy to gather patients and other local addresses	April 24 to Tracy
<b>Local traditional media</b>	Earned media: Press release about opening Mary Ann Kearns, Managing Editor, Maysville Ledger Independent, <a href="mailto:MKearns@cmpapers.com">MKearns@cmpapers.com</a> Wayne Gates, Managing Editor, Brown County Press, <a href="mailto:wgates@browncountypress.com">wgates@browncountypress.com</a>	Tracy to provide additional contacts  Jeff to write release	Week of April 27





## Contact us to learn more

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@InteractForHealth



@Interact4Health

**[www.interactforhealth.org](http://www.interactforhealth.org)**

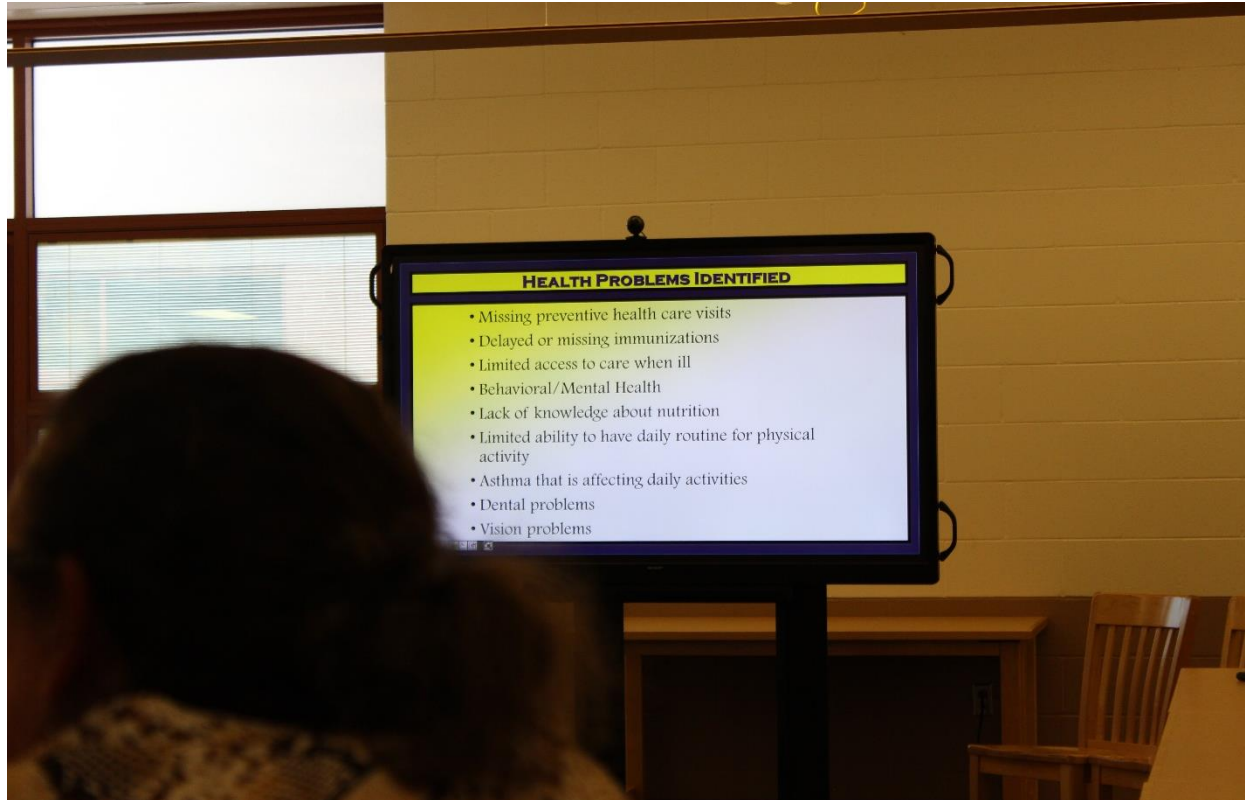
A photograph of two women smiling in a hallway. The woman on the left is Black with dreadlocks, wearing a light-colored hoodie and a backpack. The woman on the right is white with blonde hair, wearing a dark top and a stethoscope. A sign in the background reads "WELCOME TO THE NEW S.B.H.C!". The entire image has a green overlay.

# SBHC Roadmap





# 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



### SCHOOLS

#### PREREQUISITES

- ☐ 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

#### PREREQUISITES

- ☐ 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 medical partners and facilitate meetings

#### WITH MEDICAL PARTNER

- ☐ Educate about SBHC benefits and responsibilities for medical partner
- ☐ Inform about potential school sites and facilitate meetings

#### WITH BOTH

- ☐ Facilitate conversations between education-health partners
- ☐ Invite partners to apply for planning grant
- ☐ Use rubric to make funding decisions

**Phase 1:  
Partnership  
Development**

**12 to 36  
months**



# 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%)
<b>Patient population:</b> 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.
<b>Schedule:</b> 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%)
<b>Grantee History:</b> 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.
<b>Collaboration:</b> proposal clearly describes partners to be involved and plan for community engagement - multiple stakeholders already engaged.
<b>Organizational Support:</b> 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.
<b>Available &amp; Quality of Space:</b> 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.
<b>Sustainability:</b> 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





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