



## Ideas to Get You Started Engaging Your Stakeholders

SBHC Awareness Month is an opportunity to raise your health center's profile among key stakeholders. These may include students, schools, the media, parents/families, businesses, community organizations or faith groups, public officials/policy makers and others!

**Students:** A school-based health center awareness campaign should be used to reach out to the student body, market SBHC services to new users, and promote health messages school-wide.

- Create a student SBHC Awareness Month Youth Advisory Committee or ask your student council to form an SBHC advisory committee to help plan awareness month activities
- Produce a SBHC Awareness video series for YouTube
- Host a student art contest with a health promotion theme. Create a student art gallery in your health center's waiting room, rotating art throughout the year
- Host a student creative writing contest on a health issue.
- Organize a mural painting
- Hold an open house for students
- Conduct a consumer satisfaction survey among health center users and publicize the findings.
- Invite the school newspaper to do a story on the health center.
- Coordinate a youth advisory council that can investigate health needs and make recommendations for advancing health care access.
- Offer special group sessions to help students manage health-compromising behaviors.
- Promote check ups and risk assessments during SBHC month.

**Schools:** How familiar with the school-based health center is your host and partner, your school? This month is a great time to strengthen linkages with school administrators and staff.

- Recognize a school teacher or staff person who has contributed to the health and well-being of the student population.
- Host a thank you reception for the school administrators
- Publish a health of the school report card for the school staff/administration/school board
- Host a 10,000 steps a day health awareness campaign for students and staff (get pedometers with your SBHC logo donated)
- Ask the principal to participate in a site visit by a news media representative or elected official
- Ask the principal to declare a special SBHC recognition month, week or day during January.
- Use the school's public announcements as an opportunity to promote health issues or general information about the services or hours of the school-based health center
- Conduct a forum on health/mental health concerns of students
- Speak about your SBHC during a school in service day and offer free BMI, blood pressure or hearing screenings to staff.
- Collect student stories about the value of the health center to be used when communicating with other stakeholders. (see form)
- Good times to market your services to schools: Registration (in mailings before school starts), Teacher In-Services, School Board Meetings Awards Banquets, Sports Games Parents Meetings Orientations, Classroom Presentations

**Parents/Families:** The campaign can be used to reach out directly to parents to promote services, describe the health and well being of the community's school-aged population, or offer health education resources and information.

- Publish a health report card on the student population and send it to the parents
- Speak to your PTA or PTO about health services at your school
- Send a brochure home to remind parents about the health centers and the need for regular check ups and risk assessments.
- Conduct a survey of parents about their health/mental health related concerns for their children
- Host an open house for families; offer a free screening, immunization or assessment services as an incentive
- Have an SBHC registration table at school events
- Collect stories from parents that demonstrate your SBHC's value. Use these stories in communications with other stakeholders.

#### **Sponsoring Agency**

- Ask the president of your sponsoring agency or advisory board to write an op-ed for the local newspaper on the value of SBHCs.
- Ask your sponsoring agency to host or to help you host a reception for policy makers

**Media:** The local press is an important target. The media help convey the stories and services of your school-based health center.

- Invite local media, especially health /education reporters, for a site visit to the health center.
- Invite the media to any special events
- Write an article for the school paper
- Conduct a press event to release data or describe new programs
- Ask a student, parent or business leader to write an op-ed for your local paper on the value of the SBHC

**Businesses:** Do your local businesses know about the value of your services to their employees and community? Now is a good time to engage businesses in various ways to support your clinic. (A check is ideal, but can they also provide advertising? Sponsor your open house?)

- Ask businesses to sponsor your awareness month activities
- Invite businesses to attend your open house
- Have students and business supporters speak at your local chamber of commerce about health care needs in your community
- Ask businesses to sponsor the cost of an immunization or other service

**Community organizations and the faith community:** Sharing your model of care with members of community organizations (from health advocacy groups to your local food bank) and the local faith community is a terrific way to link to broader efforts to fight poverty in your community.

- Invite local advocacy organizations and faith groups to an open house
- Send SBHC brochures to the food bank other groups to put in their waiting areas
- Ask to speak at the coffee hour at a local church
- Speak at your local Rotary or other service club

**Elected Officials:** This month is an ideal time to update community, state and federal decision makers about your program's activities and successes.

- Invite elected community, state and federal representatives to a site visit/tour
- Organize a "thank you" writing campaign among students, families, your advisory council, etc.
- Organize a student group to visit the state capitol in February to promote SBHCs (this can be in conjunction with SBHC Day, or built around a time that works better for you)
- Conduct an informational briefing on school-based health centers for state/community policy makers
- Host a reception/open house/tour of the school-based health center for elected officials
- Honor supportive elected officials with an award at the health center or send a contingent to make an official presentation
- Request a proclamation from the mayor/city council for "School-Based Health Care Awareness Month"