

Spreading the Word about SBHC Awareness Month

Steps to Getting Submissions in Newsletter and Publications about SBHC Awareness Month



1. Identify organizations that put out newsletters, list serves or other regular publications
 - a. Do you belong to any organizations?
 - b. Does your church or community group have regular publications?
 - c. Do your friends or families belong to or work for an organization or business that might be interested in SBHCs?
 - d. Does your school or PTA have a newsletter?
 - e. What newsletters do you receive?
 - f. Do the Medicaid plans in your community have a newsletter?
 - g. Does your medical sponsor have a newsletter?
2. Contact the organization and find out who is in charge of the publication. Once you make contact with the correct person, introduce yourself and give a brief summary of SBHCs and SBHC Awareness Month.
 - a. Ask if you can submit an article or free ad in their publication during January or February
 - b. Ask about formatting requirements (word limit, can you submit photos?)
 - c. What is their deadline for submission?
3. Write and submit your article (see samples in this toolkit)
 - a. Think about the audience of the publication and tailor your message to that audience's values.
 - b. Go to www.OSBHCN.org for more information on SBHCs in Oregon
4. Request a copy of the publication (and send a copy to OSBHCN for tracking purposes)

Sample Newsletter Submission

January is School-Based Health Care Awareness Month!

(Name of your health center or system) is one of 55 School-Based Health Centers (SBHCs) in Oregon providing high-quality, comprehensive physical, mental and preventative health services to children at school. In January, 2011 SBHCs across the state are joining forces to promote the importance of school-based health services during the SBHC Awareness Month.

Services at (name of center) are provided regardless of a child's insurance status or ability to pay and are located where the kids are—in school, so that kids can get the health care they need to be healthy and ready to learn. We encourage you to stop by our (open house or other activity) and learn more about how our SBHC address the health needs of children and youth in our community. Call an SBHC near you to set up an appointment for a tour of the SBHC or feel free come by and pick up a brochure on the services offered and our health center.

(name of health center) (Phone number) (Web site)
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