



School-based health care support toolkit: Plan for engaging families, teachers and the broader community



Ohio | Governor's Office of
Health Transformation

When starting out, you should continuously share information on your efforts with the school and broader community to build their support

What questions could your outreach materials answer?

Your outreach materials could answer some or all of the following questions:

- What is school-based health care?
- Why will it be beneficial to [stakeholder group]?
- What types of services will be offered?
- How will it operate? (includes information on billing and confidentiality)
- How can I enroll my student? (intended for families only)
- Where should I go if I have additional questions?

The toolkit has template materials that you can use to build your outreach materials or examples of how other schools have answered these questions in their materials

What types of outreach materials could you create?

- **Brochures and fact sheets** to advertise your full range of offerings
- **Flyers and social media content** to advertise specific offerings (e.g. health trainings)
- **Press releases** to advertise events (e.g. center dedication, immunization drive)
- **Public presentations** to build support for your offerings

When could you connect with stakeholders?

Bring outreach materials anytime a key stakeholder group will be present, including:

- School events
- Registration/orientation
- Teacher in-service
- Open house
- Sports games/award banquets
- PTA meetings
- Community events
- City council meetings
- Health fairs
- City cultural events

Talking points – schools communicating with families

Problem Statement

- It can be difficult and inconvenient to get your child the health care attention they need (e.g., finding providers in your insurance network, scheduling and keeping appointments, taking leave from work)

Facets of school-based health care to highlight

- School-based health can play an important role in helping families manage the physical and mental health care needs of their children
- School-based health care is a convenient way to get your child seen by a clinician—no more leaving work to take your child to the doctor
- Gives a consistent care provider relationship – no more switching clinicians to fit your schedule or worrying about changes in insurance
- School-based health’s goal is to minimize time your child is out of class and therefore maximize your child’s time learning
- Students that receive school-based health care have fewer long-term health issues and improved academic outcomes
- Families maintain complete control over what health supports your student receives or does not receive

Talking points – schools communicating with teachers

Problem Statement

- You cannot be as effective if students are not in class, healthy and engaged

Facets of school-based health care to highlight

- School-based health care connects students to health care providers in a way that minimizes overall disruption to their learning activities (e.g. reduces student early dismissals and tardiness)
- Research also shows a positive impact of school health care on graduation rates, absenteeism, tardiness, grade promotion, withdrawal/dropout rates, failing grades and disciplinary problems
- You can support school-based health initiatives by alerting providers of possible student health issues to help them receive care when need is greatest
- You also will have additional information on student behavior that will help you better teach the whole student

Talking points – school health care providers communicating with community providers

Problem Statement

- Your patients may miss appointments, not follow prescribed treatment plans, and overall not reach their health potential

Facets of school-based health care to highlight

- You will have a partner in the schools helping ensure your treatment plans are followed and new health issues are flagged
- School-based health integrates services, including ones the student may not have been receiving (e.g. mental health treatment)
- You will receive increased patient referrals from school-based health and all needed patient information will be communicated in a HIPAA-compliant fashion
- School-based health care does not seek to replace any student's current provider – it serves as another touch point for students to receive health support and help ensure they comply with their treatment schedules
- Your patients will overall be healthier and more likely to achieve their full health academic potential

Talking points – schools communicating with the general community

Problem Statement

- The more difficult it is for students to access high-quality health care, the greater the burden will be on their academic careers and families' working schedules

Facets of school-based health care to highlight

- School-based health care supports the community by providing students a consistent way to receive needed care and families needed support and convenience
- Research shows a positive impact of school health care on community academic outcomes like graduation rates, absenteeism, tardiness, grade promotion, withdrawal/dropout rates, failing grades and disciplinary problems
- School-based health also leads to both improved community health outcomes, including fewer hospitalizations and emergency room visits
- School-based health care helps to reduce disparities as all students can avail themselves to high quality very much needed health services

Ideas for maintaining continued relationships with stakeholders

- Host an open house at the beginning of each school year so that students, parents, and community leaders are familiar with the school health center.
- Make sure your advisory council continues to meet regularly
- Create a health newsletter that lets students and parents know what is happening in the school health center (and consider collaborating with the journalism class to produce the publication)
- Plan a luncheon twice a year with members of the health community.
- Train students to conduct outreach to youth-serving organizations in the community.
- Ask adult and youth advisory council members to help you organize booths or information tables at local community festivals, cultural holidays, or other events parents, students, and potential supporters are likely to attend
- Partner with community leaders and other organizations on community activities and events to maintain visibility and position the school health center as a recognized resource for meeting the needs of young people in your community.

Questions to consider – Reflecting on your stakeholder engagement

What are the major things you want to accomplish with your stakeholder engagement process? (i.e., widespread support from local non-profits, endorsement by respected medical leaders in your area, support from the PTA or other parent groups)

Who are the key types of people who should be involved in the engagement process/ advisory council? What does each one bring to the effort? How will you ensure a diversity of perspectives?

How will you gather information to complete your need and readiness assessments?

How will you go about recruiting each key stakeholder group (e.g. families, teachers and school staff, community providers, community members)

How will you recruit youth for your advisory council? What organizations exist in your community that could help you support your youth members? How will you bridge cultural differences between the youth and adults?

Once you have achieved good community participation in your school health center – through your advisory council and other ways – how will you maintain that enthusiasm and interest? How will your strategies differ for different groups of community members? How will you solicit input from participants as to their perspectives on the work and their participation?