Marketing and Communications Technical Assistance for Colorado School-Based Health Centers

Presented By:
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TBG was hired by The Colorado Health Foundation in May 2013 to provide marketing and communications technical assistance to SBHC’s. Worked with five SBHC’s over nine months.

- Kids First Health Care (Formerly Community Health Services)
- Roaring Fork School Health Centers
- Centennial High School Health & Wellness Center
- Kids Clinic at Crawford and Laredo elementary schools
- Kids Care Clinic at Avon Elementary School
Help each SBHC develop a strong brand foundation in order to:

• Effectively and concisely communicate services
• Increase utilization
• Build referral relationships
• Create strong relationships with schools/school district
• Provide funding sustainability
Each SBHC was required to complete a marketing plan to receive grant funding.

TBG met with the SBHC’s to set project priorities, timelines and develop a realistic scope of work.

Site visits were included to help TBG gather relevant discovery.

Project rooted in quantitative and qualitative research and collaboration.
Feedback from SBHC, staff, students, parents and school representatives played a large role in materials developed.

Many materials were created in a template format to allow SBHC’s to update in the future.

Brand development was the number one priority for the SBHC’s.
Kids Clinic en las escuelas primarias de Crawford y Laredo ofrece atención integral de salud que es afectuoso y asequible para los estudiantes de primaria que asisten a las Escuelas Públicas de Aurora y a sus hermanos y hermanas menores. Prestando servicios de salud física, dental y mental a los pacientes con y sin seguro médico, Kids Clinic también puede ayudar a las familias sin seguro médico inscribirse en las opciones de seguros disponibles, incluyendo Medicaid y Child Health Plan Plus.

Salud Física
- Proporcionado por las Clínicas Juveniles Rocky Mountain
- Exámenes físicos / revisiones de niño sano / exámenes físicos deportivos
- Inmunizaciones (vacunas)
- Gestión de las enfermedades crónicas (asma, ecema, Clínica Get Fit)
- Pruebas de laboratorio rutinarias
- Tratamiento de lesiones y enfermedades menores

Salud Dental
- Proporcionado por Odontología Pediátrica de Children’s Hospital
- Exámenes dentales, rayos X, limpieza
- Selladores y barniz de flúor
- Ratamiento de caries, extracciones

Servicios de Salud Mental
- Consejería de salud mental proporcionados por Aurora Mental Health Center incluyendo:
  - Terapia para individual, de grupo y de familia
  - Servicios de gestión de caso
- Gestión de medicamentos psiquiátricos

Referencias a Agencias Comunitarias

¿Su niño tiene acceso regular a los servicios de salud? 
☐ Sí  ☐ No
Si marcó “sí”, ¿dónde recibe su niño su atención médica?
☐ En una clínica de salud de la escuela
☐ En una clínica de salud fuera de la escuela

¿Le gustaría recibir más información sobre Kids Clinic? 
☐ Por correo 
☐ Por teléfono 
☐ Por correo electrónico

Nombre del Padre o de la Madre

Nombre del Niño

Escuela del Niño

Grado de Niño

¿Su niño tiene acceso regular a los servicios de salud?
☐ Sí  ☐ No
Si marcó “sí”, ¿dónde recibe su niño su atención médica?

¿Le gustaría recibir más información sobre Kids Clinic?
☐ Por correo 
☐ Por teléfono 
☐ Por correo electrónico

Línea de Citas: 720-837-4761
Do you know a child in Basalt who needs health care?

Roaring Fork School Health Centers can help.

Roaring Fork School Health Centers provides comprehensive, caring and affordable health care at Basalt elementary, middle and high schools. The three school-based health centers are staffed by a family nurse practitioner, physician assistant, registered dietitian, licensed clinical social worker, dental hygienist and a care coordinator.

Roaring Fork School Health Centers offers:

- **Physical Health**
  - Well-child/adolescent exams
  - Immunizations (shots)
  - Routine lab tests
  - Management of chronic conditions (asthma, diabetes)
  - Sports physicals
  - Treatment of minor injuries or illnesses
  - Personal health education
  - Medications/prescriptions

- **Dental Health**
  - Dental screenings
  - Removal of calculus and plaque
  - Application of sealants and fluoride varnishing
  - Appropriate dental restorative care referrals

- **Mental Health**
  - Evaluation of potential mental health issues affecting school performance
  - Mental health assessments
  - In-school mental health counseling
  - Drug and alcohol evaluation and referrals

- **Nutritional Health**
  - One-on-one nutritional counseling
  - Weight loss programs
  - Group and classroom-based education

- **Referrals to Local Agencies**

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**Appointments:**
970-384-6054

Roaring Fork School Health Centers
Keeping our students healthy and ready to learn.

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Interested in learning more about Roaring Fork School Health Centers? Please tear off and fill out the form below.
Completed forms can be dropped in the mail or given to Roaring Fork School Health Centers staff at any time.

- **Yes! I would like to learn more about Roaring Fork School Health Centers.**
- **Does your child have regular access to health care?**
  - [ ] Yes
  - [ ] No
  - If yes, where does he or she receive care?
  - 

- **How would you like to receive information about Roaring Fork School Health Centers?**
  - [ ] Through the mail
  - [ ] By Phone
  - [ ] By Email

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Parent Name

Student Name

Student's School

Student's Grade

Address

City __________________________ State ___ Zip

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Roaring Fork School Health Centers
210 East Garfield Street
Basalt, CO 81621
970-384-6054

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THE BAWMANN GROUP
Kids Care Clinic

An affordable health care choice for all Eagle County students

Appointments: 970-328-2905
Thinking About Having Sex?

Make sure you see us first. Kids First Health Care offers STD tests, birth control, counseling, physicals, resources and safe sex education at the Adams City High School Wellness Center. Anything you share with us is private. Respect yourself. Protect yourself.

Stop by the Adams City High School Wellness Center, call 303–450–3050 or visit KidsFirstHealthCare.org to learn more.
LESSONS LEARNED

✓ Timing of initiating marketing and communications projects is critical (October – April ideal).

✓ Funding fluctuates and different grants can impact SBHC marketing and communications.

✓ Important to create template materials that can be updated by SBHC’s on their own.

✓ Value in having strong relationships with school districts.

✓ Engage students and school staff in activities to create buy-in.
CREATING A SBHC MARKETING PLAN

✓ Begin by developing a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis.

✓ Your Community Advisory Committee can assist in examining where your SBHC is now (strengths & weaknesses) and where you want to be in the future (opportunities & threats).

✓ Use EMR data to determine who you are serving and who you want to serve. How can you best reach them?

✓ Set realistic and quantifiable goals. Where do you want to be in six months? One year? Five years?
LOW-COST MARKETING IDEAS

☑ Identified within the strategies of advertising, media relations, web/social media, community outreach and brand collateral to help prioritize.
ADVERTISING

✓ Ads in school newspapers or newsletters.

✓ Banners displayed on school grounds or sports venues.

✓ Morning announcements.
MEDIA RELATIONS

✓ Media talking points.

✓ Regular health columns in school or community newspapers.

✓ Interviews by youth ambassadors on high school television programs.

✓ Placement of stories in local media (feature stories, health columns, letters to the editor).
WEB/SOCIAL MEDIA

The Internet offers your SBHC both owned and paid marketing opportunities.

- Website development or refresh.
- Video production and creation of YouTube channel.
- Social media campaigns.
SOCIAL MEDIA STRATEGIES

Focus should be on quality of engagement, not volume of likes or followers.

- Facebook and Instagram contests.
- YouTube videos developed by SBHC youth ambassadors.
- Facebook and Pinterest to reach moms.
- LinkedIn to attract business and community leaders.
BRAND COLLATERAL

✓ Consistency in look and style.

✓ Select photos that are representative of those you serve.

✓ Creation of two key branded marketing materials for regular distribution.

✓ Importance of having a direct call to action.
QUESTIONS?
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