

# Happy School-Based Health Center Awareness Month



The purpose of School-Based Health Center Awareness Month is to bring attention to the work and services done by centers and programs. It is an opportunity to share that information, and the needs and youth in our community and to celebrate all that has been done.

Post your SBHC Awareness Month activities in February  
tag us on Facebook: @School-CommunityHealthAllianceofMichigan, Instagram:  
@schoolbasedhealth and Twitter: SCHA\_MI

## WIN

1 of 2 \$250 Gift Cards from SCHA-MI

### COMMUNICATIONS

- Be sure the sign in front of your school has a message about SBHC Awareness Month! Also, update your web-page.
- Put notes in teacher/staff mailboxes that it's Awareness month, and stop in for swag, cupcakes, or something small to celebrate. Maybe give them band-aids, hand sanitizer, masks, or Kleenex for their desks!
- Ask your Advisory Board to put together something and deliver to the mailboxes.
- Thank your Advisory Board, or ask that they thank the staff for their great work.
- Ask your clients what they like most about your center, and post the comments on a bulletin board or FB page. Have your Student Advisory or Parent Advisory Council put the bulletin board together. Be sure to give out swag to the youth that participate!
- Put a little note in notices home or in e-mails from the school about SBHC Awareness Month and thank the families for being a part of your center. Maybe add a note about current health issues, such as the flu, and of course, remember your Medicaid outreach! Remind them if they are not using the center that they should complete a consent so they can be seen!
- Solicit stories from youth about what the health center means to them. Be SURE to share them with SCHA-MI!!! Share the stories with your school and school board. Post them on your FB page or print them off and put around your center. Use the stories as a way to earn their way into attending Youth Advocacy Day with SCHA-MI in the spring! Also solicit stories from staff!
- Don't want to do stories? Get video clips from health center patients or their parent/guardians as to the value of the center and put together a short video to use on your website or present at a Board Meeting.
- Send your state legislator a note of thanks for their support.

## FUN STUFF!



- Have balloons in your exam rooms and hand out swag all month. Ask someone in your community to provide items if you don't have any. Perhaps have a drawing for a large gift for your patients.
- Invite your sponsoring agencies staff from other centers or departments in for an Open House so they can see what you do.
- Give staff a gift of neck massages, or other spa-like service during "staff meeting" as a surprise and thank you, or have a drawing for a spa basket or professional massage.
- Seek and Find tokens or riddles that lead back to the health center with a swag or prize giveaway
- Grocery Give-Away – create a drawing for a few grocery giveaway. Timely now for families struggling.
- Mitten and Hat Give-Away – create a drawing for mitten and hat give-away or other hygiene products. Conversely, ask your sponsoring agency to do a drive for these items for the kids in your school-based centers that need them. It is a good way to share the work that you are doing with your colleagues.
- Give away swag based on teacher referrals for kids who are working hard or need a boost-up. (A good way to be a partner in education)
- Ask your local government (mayor?) to proclaim February School-Based Health Center Awareness Month.

## EVENTS



- Hold a virtual or in-person Open House for your center. Have students there to greet people, to give tours, or to explain how important the services they have received are to them. Ask students to decorate for the event. Invite students too if you can, or just hold a week-long welcome for them. Put up a fun bulletin board, play music, have swag available, hold a raffle all week for a good gift for kids: air-pods, Amazon gift card, music gift card, backpack, tee-shirts.
- Hold a virtual legislative visit to show off your center to your local legislators. SCHA-MI can help! E-mail Robin Turner: rturner@scha-mi.org.
- Invite school board members, county commissioners, and others to a virtual celebration or in-person open house. Try to get a celebrity to give comments!
- Host a Facebook Live! Event to show your center to everyone. Have a few students in the background cheering, or with signs and balloons while you introduce your staff or explain a vaccine or other health issue.
- Recognize your staff with a fun lunch – ask your Advisory Board to bring it in or to participate.
- Hold an art contest or mural design or bulletin board for your center – offer a nice prize. Meijer will give up to \$50 in requested donations in a month sometimes, so you could ask them to donate the prize.
- Other ideas? Please share with us!!!

## Sample Communications Regarding School-Based/Linked Health Centers

- School-based/linked health centers have been in Michigan for over 30 years. Currently there are just over 300 centers and programs. Eighty-three are not State-funded, 280 are State-funded. Services included in school-based centers include primary care, immunizations, acute care, mental health care, health education, Medicaid outreach and enrollment, vision, and hearing screening, and in some centers, dental and vision.
- Michigan is among the top 6 states that have the largest number of health centers in the United States.
- Fiduciary breakdowns include: approximately 1/3 are in FQHC's (federally qualified health centers), 1/3 are hospital systems, and 1/3 are health departments or schools.
- All school-based health centers in Michigan have a full-time mental health provider on site.
- We are grateful to the following donors who support our school-based health centers: Mr. Kimball, Gym Teacher, Nurse Ratchet, School Nurse, Principal Mrs. Happy.
- Our school-based health center is funded in part by a grant from the Michigan Dept. of Community Health and our sponsoring agency Ascension Health. We are so grateful.
- Mental health needs of young people are just as important as physical health needs. Contact your school-based health center to see how their therapist can help you.

