



actions you can take in advance of your new school-based health center opening:

Identify the local media market – if you don't know your local media, we can help!

Host an open house for the community and consider inviting media.

Send a press release about the center opening – work with school district to issue.

Invite local and state officials to a grand opening – Mayor, township board/city council, state lawmakers. (SCHA-MI can help with outreach to state and federal lawmakers!)

Hold a press conference or media roundtable. Prep for tough questions beforehand!

Reach out to local tv, print news and radio to book 1:1 interviews in the center. (Can feature superintendent, principal, clinical staff or parent)

Record a video inside the center introducing the staff. Post it on school social media and share in district e-newsletter, feature on school website, etc.

Ask the superintendent to highlight the reasons for establishing the center in their monthly/quarterly message to parents and the community.

Host a virtual tour of the center, such as on Facebook live, and use the opportunity to answer common questions about operations, costs, the grant process, etc.

Create print & digital flyers advertising the services offered at the center for schools to send home in weekly folders and principal's weekly/monthly email.