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EMORY SBHC Business Planning and Marketing Activities



SCHOOL-BASED
HEALTH ALLIANCE

Redefining Health for Kids and Teens

Jefferson Davis





SCHOOL-BASED
HEALTH ALLIANCE

Redefining Health for Kids and Teens

Vision Statement

Vision statements are short phrases or sentences that convey your SBHC's hopes for the future. Draft a vision statement below:

Healthy students, healthy
community





SCHOOL-BASED
HEALTH ALLIANCE

Redefining Health for Kids and Teens

Mission Statement

Mission statements generally get their point across in one sentence and explain the fundamental outcomes your SBHC is working on to achieve. Draft a Mission Statement below:

Advancing the health of students
to improve educational
opportunities





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Redefining Health for Kids and Teens

SBHC Marketing Message Exercise

These prompts will help you craft a marketing message for a marketing target.

- First off, identify your target audience. Examples of target audiences include: School mental health providers OR parents/guardians, teachers OR school nurses/health techs

[Parents/Guardians]



SBHC Marketing Message Exercise

- What are the concerns of your marketing target (personal and professional)?
- Privacy concerns
- What type of care will my child receive?
- Will they be able to get their prescriptions filled at the SBHC?
- Name one thing you want your marketing target to think, feel, or do.
 - This is a benefit to their family.



SBHC Marketing Message Exercise

- Name one belief, cultural practice, or pressure that stands between the marketing target and what you are asking of them.
 - Unfamiliarity with the idea
- Name one benefit the marketing target will get that will outweigh these obstacles.
 - Convenience and could provide a medical home for kids that don't have one.



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Redefining Health for Kids and Teens

SBHC Marketing Message Exercise

- Based on your answers, try crafting a message of 20 words or less.
- Would you like to have your child's health to improve while never having to leave school?



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White County





SCHOOL-BASED
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Redefining Health for Kids and Teens

Vision Statement

Vision statements are short phrases or sentences that convey your SBHC's hopes for the future. Draft a vision statement below:

1. School-based health to promote wellness in students and prepare them for life
2. White Co Warriors are healthy, well and ready to learn



SCHOOL-BASED
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Redefining Health for Kids and Teens

Mission Statement

Mission statements generally get their point across in one sentence and explain the fundamental outcomes your SBHC is working on to achieve. Draft a Mission Statement below:

To improve the lives of our students by providing a medical home and delivering excellent school-based health services tailored to meet students' needs



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SBHC Marketing Message Exercise

These prompts will help you craft a marketing message for a marketing target.

- First off, identify your target audience. Examples of target audiences include: Students, Parents/guardians, School administrators, School nurse, School counselor, Teachers, Coaches

[Clients – students/families]



SBHC Marketing Message Exercise

- What are the concerns of your marketing target (personal and professional)?
 - [Embarrassment or shame]
- Name one thing you want your marketing target to think, feel, or do.
 - [Feel like they can communicate with health professionals at school]



SBHC Marketing Message Exercise

- Name one belief, cultural practice, or pressure that stands between the marketing target and what you are asking of them.
 - [Privacy; child abuse and neglect]
- Name one benefit the marketing target will get that will outweigh these obstacles.
 - [Increased access to services]



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SBHC Marketing Message Exercise

- Based on your answers, try crafting a message of 20 words or less.

[Is your student stressed, anxious, or depressed?
The Warrior Wellness Program is here to help you]



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Hancock County





SCHOOL-BASED
HEALTH ALLIANCE

Redefining Health for Kids and Teens

Vision Statement

Vision statements are short phrases or sentences that convey your SBHC's hopes for the future. Draft a vision statement below:

Increasing healthcare where it is needed and when it is needed.



SCHOOL-BASED
HEALTH ALLIANCE

Redefining Health for Kids and Teens

Mission Statement

Mission statements generally get their point across in one sentence and explain the fundamental outcomes your SBHC is working on to achieve. Draft a Mission Statement below:

Improving health and wellness
today for a better tomorrow.



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HEALTH ALLIANCE

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SBHC Marketing Message Exercise

These prompts will help you craft a marketing message for a marketing target.

- First off, identify your target audience. Examples of target audiences include: Students, Parents/guardians, School administrators, School nurse, School counselor, Teachers, Coaches

[Students & Staff]



SBHC Marketing Message Exercise

- What are the concerns of your marketing target (personal and professional)?
 - [being relateable]
- Name one thing you want your marketing target to think, feel, or do.
 - [giving them a voice and that they matter- they trust you]



SBHC Marketing Message Exercise

- Name one belief, cultural practice, or pressure that stands between the marketing target and what you are asking of them.
 - [lack of trust & cultural sensitivity]
- Name one benefit the marketing target will get that will outweigh these obstacles.
 - [It is coming from a place and individuals they feel they can trust—it is a safe place]



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SBHC Marketing Message Exercise

- Based on your answers, try crafting a message of 20 words or less.

[Professional health& wellness services that you
can trust]