

SCHOOL-BASED HEALTH CENTERS MARKETING AND OUTREACH

Marketing and outreach activities are essential to the success of a school-based health center (SBHC). Activities should begin at the planning phase and carry through to implementation and continued operations.

It is essential to identify your target audience when developing your marketing plan. Additionally, consider inviting someone from each group to join the SBHC Advisory Board. Target audiences include:

- Parents
- Students
- School administration
- Teachers
- Support staff such as school nurses, counselors, social workers, psychologists
- Local healthcare providers
- Other community stakeholders



The table below shows four stages of creating a marketing plan and steps to implement success.

Marketing Stages	Steps for Success
Frame and develop messages, tailoring them to the audience.	<ul style="list-style-type: none"> • Highlight the benefits an SBHC can bring to each audience. • Consider how their lives, jobs, and health will improve through the presence of an SBHC.
Identify vehicles to disseminate the messages.	<ul style="list-style-type: none"> • Flyers, leaflets • Parent organizations/advisory councils • School staff meetings • School announcements • School website and social media • Outgoing messages to parents via email blasts and reminders • Faith-based visits and announcements • Community newspaper • Local businesses • Chamber of Commerce • School wellness committee meetings • School functions like back-to-school events, holiday pageants, etc. • Community organizations • Word of mouth
Test the messages.	<ul style="list-style-type: none"> • Focus groups • Interview key informants
Determine who will create and implement the marketing materials and strategy.	<ul style="list-style-type: none"> • Existing staff • Current grade 8-12 students taking marketing classes at school • Volunteers • Local college marketing students <p><i>* Consider putting a question on the parental consent form to ask how they learned of the SBHC. Use this data to tailor future marketing outreach.</i></p>

Additionally, here are some factors to consider when planning outreach activities:

- Deploy the SBHC Advisory Board to contact community leaders and their peers.
- Engage teachers through a welcome-back-to-school breakfast and staff wellness activities during the year.
- Collaborate with teachers on health education activities.
- Plan immunization and sports physicals clinics.
- Reach out to existing parent organizations/advisory councils.
- Invite parents to an SBHC open house.
- Outreach should be comprehensive, ongoing, and long-term. Create outreach opportunities for all audiences.

*Adapted from a presentation by the [School-Based Health Alliance on Marketing & Outreach](#). May 2022

For more information, contact Ruth Ellis at ruth.ellis@doe.k12.ga.us.

