CME and CE Information

In support of improving patient care, this activity has been planned and implemented by the School-Based Health Alliance and Moses/Weitzman Health System, Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

Through Joint Accreditation, credits are also available under the following bodies:
- American Academy of PAs (AAPA)
- American Dental Association's Continuing Education Recognition Program (ADA CERP)
- American Psychological Association (APA)
- Association of Social Work Boards (ASWB)
- Commission on Dietetic Registration (CDR)

1

Financial Disclosures

- With respect to the following presentation, there have been no relevant (direct or indirect) financial relationship between the presenters/activity planners and any ineligible company in the past 24 months which would be considered a relevant financial relationship.

- The views expressed in this presentation are those of the presenters and may not reflect official policy of Moses/Weitzman Health System, Inc. or its Weitzman Institute.

- We are obligated to disclose any products which are off-label, unlabeled, experimental, and/or under investigation (not FDA approved) and any limitations on the information that are presented, such as data that are preliminary or that represent ongoing research, interim analyses, and/or unsupported opinion.

2

United Community Schools

Rethink Your Strategy for SBHC Enrollment: Develop Your Enrollment Action Plan!

Katie Savage, MPH
United Community Schools

Mia Martinez
United Community Schools

2024 National School-Based Health Care Conference

July 2, 2024

United Community Schools

- Launched by the *United Federation of Teachers* in 2012 with support from the *New York City Council*, the *Partnership for New York City* and *Trinity Wall Street*.

- We **facilitate** partnerships between schools, non-profits, business and government to **connect vital services** to public school buildings, **improve student achievement** and **meet the** health, safety and social service **needs of students and communities.**
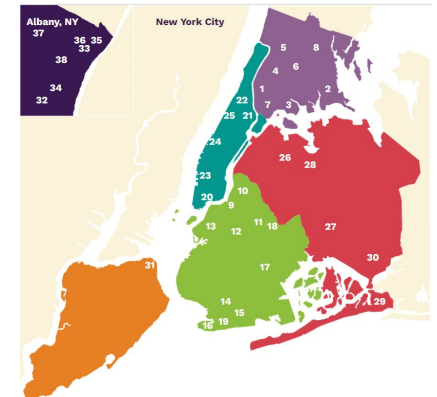
Who is in the room?

What best describes you and your role?

What types of on-site health services do you have at your school(s) or site(s)?

Session Objectives

At the end of today's session, we hope you will utilize community school best practices to formulate your own three part enrollment action plan:

- analyzing barriers to enrollment at your site
- engaging key partners and whole school communities
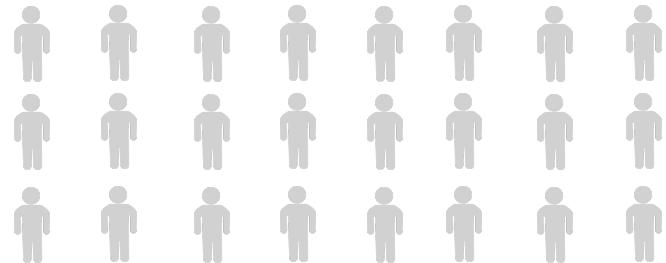- identifying strategies to mitigate barriers

---

What does *equitable access to school-based health services* mean to you?

Availability of Services

Students attending a school with a school-based health center
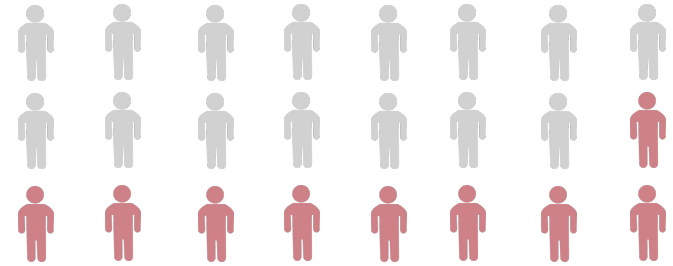**100% have available services**

Access to Services
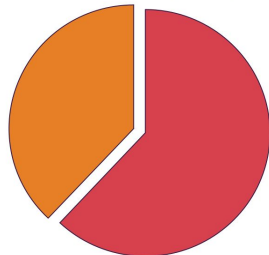
62% of students are enrolled in services!

Equitable Access to Services

**An equity lens leads us to ask,
why have 38% of students *not* enrolled in services?**

Evidence of Impact

School-Based Health Centers in New York State Fact Sheet (SBHC)

UCS School-Based Health Centers Enrollment

● 62% Enrolled ● 38% Not Enrolled
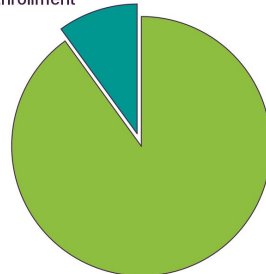
● 90% Enrolled ● 10% Not Enrolled

Number of students in NY schools with SBHCs: 253,390 students
(based on 2020 - 2021 data)

https://www.health.ny.gov/statistics/school/skfacts.htm

UCS SBHCs average 85% or higher enrollment in the first year of opening and 90% or higher in subsequent years.

UCS Keys to Success

1 Identifying Barriers

2 Leveraging Stakeholder Relationships

3 Creating a Strategic Plan

STEP 1: Identifying Barriers to Enrollment

Enrollment Challenges

Services at the school? Those can't be good!

I am not enrolling my child. Stop calling me!

Isn't that what the school nurse is for?

Enrollment forms are very long and only come in English.

I didn't know we have a dentist at the school.

I don't want to give up my child's doctor.

I don't have insurance.

Who is Dr. Jane? Why is she calling me?

A parent from my child's class told me they received a bill in the mail from the health center.

Getting to Know your School Site

- School Demographics
- Attendance Data
- Students in Temporary Housing
- Languages Spoken
- Title 1
- Other?

Using a WHY Protocol to Identify Barriers

Identify a population that is not enrolled in the selected school-based health service.

In one statement answer, why is that population not enrolled in services?

Why?...

Why?...

What is the specific barrier to enrollment identified that I want to address?
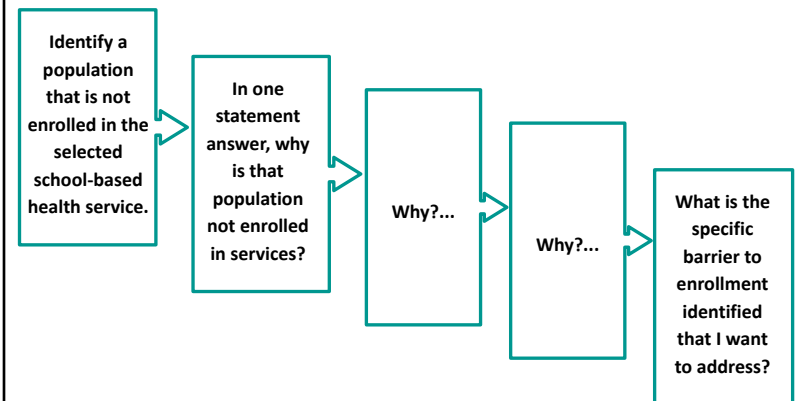
Action Planning Practice: Step 1

PAGE 1 of the Action Plan Template:

"Step 1: Identifying Barriers"

STEP 2: Leveraging Stakeholder Relationships

What is your enrollment like?

How often do school staff and health service providers work together at your site to enroll students in school-based health services?

a. Very often
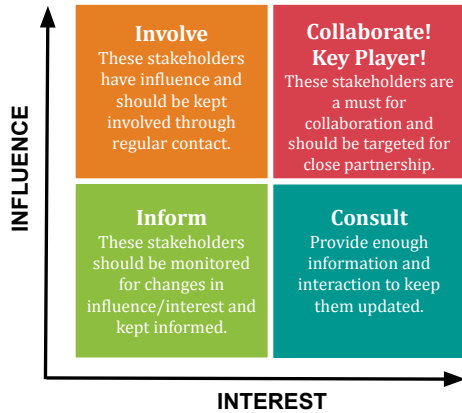b. Every once in a while
c. Rarely/never

Power of Relationships

- Recognizing the importance of trust
- Building a strong relationship between school and provider to maximize connection with students
- Leveraging relationships to mitigate barriers
- Identifying stakeholders who can help you!

Stakeholder Analysis

INFLUENCE (vertical axis) / INTEREST (horizontal axis)

Involve
These stakeholders have influence and should be kept involved through regular contact.

Collaborate! Key Player!
These stakeholders are a must for collaboration and should be targeted for close partnership.

Inform
These stakeholders should be monitored for changes in influence/interest and kept informed.

Consult
Provide enough information and interaction to keep them updated.
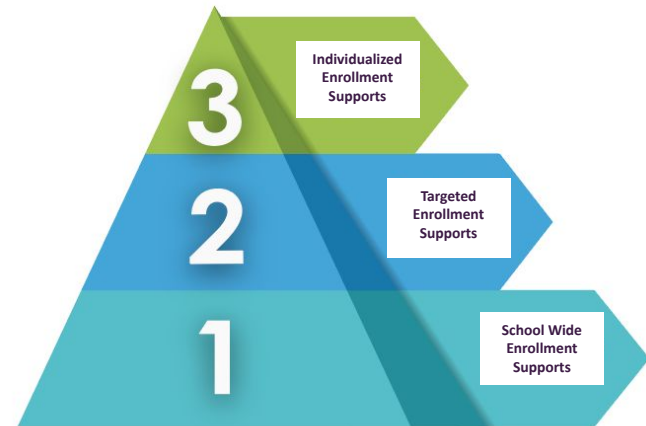
Action Planning Practice: Step 2

Action Plan Template:

"Step 2: Leveraging Stakeholder Relationships"
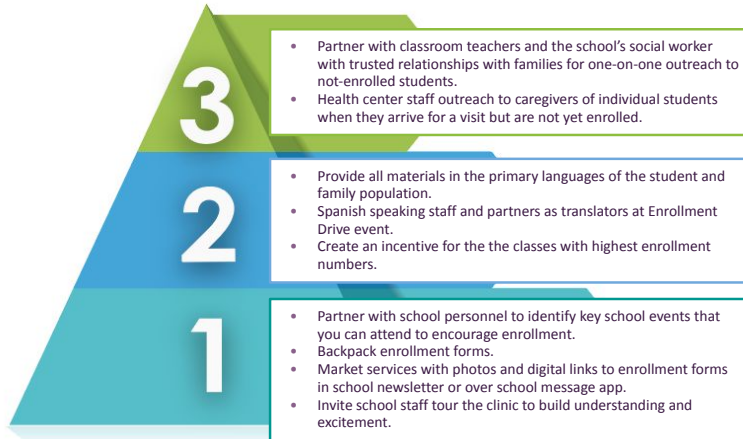
STEP 3: Developing a Strategic Plan

A Strategic Enrollment Plan: Using a Tiered Approach

3 — Individualized Enrollment Supports

2 — Targeted Enrollment Supports

1 — School Wide Enrollment Supports

A Strategic Enrollment Plan in Action

3
- Partner with classroom teachers and the school's social worker with trusted relationships with families for one-on-one outreach to not-enrolled students.
- Health center staff outreach to caregivers of individual students when they arrive for a visit but are not yet enrolled.

2
- Provide all materials in the primary languages of the student and family population.
- Spanish speaking staff and partners as translators at Enrollment Drive event.
- Create an incentive for the the classes with highest enrollment numbers.

1
- Partner with school personnel to identify key school events that you can attend to encourage enrollment.
- Backpack enrollment forms.
- Market services with photos and digital links to enrollment forms in school newsletter or over school message app.
- Invite school staff tour the clinic to build understanding and excitement.

Action Planning Practice: Step 3

Action Plan Template:

"Step 3: Creating a Strategic Enrollment Plan"

UCS Keys to Success in Review

1 Identifying Barriers

2 Leveraging Stakeholder Relationships

3 Creating a Strategic Plan

Questions?

United Community Schools

UFT

Thank you!
Reach out for more!

Christine Schuch
cschuch@ucsuft.org

Katie Savage
aksavag@gmail.com

UnitedCommunitySchools.org