

# SBHC Marketing and Outreach Plan

## School Year:

**A. *What we offer***

Our product is **INSERT**

Our customers need **INSERT**

Our customers want **INSERT**

**B. *Messaging***

The primary message(s) in our promotional materials are **INSERT**

Our slogan or tagline is **INSERT**

**C. *Materials***

Materials we already have are **INSERT**

Materials we need to develop are **INSERT**

Our plan for developing these materials is **INSERT**

**D. *Outreach and marketing***

Our SBHC realizes that we have a responsibility to do outreach in our school and community. During outreach we will focus on building relationships with youth, teachers, schools staff, parents so that they understand what the SBHC does and want to use it.

Items in blue are samples, please tailor to your needs

<b>Audience</b>	<b>What</b>	<b>When</b>	<b>Materials</b>	<b>SBHC staff person(s) responsible</b>
Clients	Present in all 9 <sup>th</sup> grade classrooms	August	Brochures	<b>INSERT</b>
	Present at all school assembly	August, January	Brochures	
	SBHC information in registration packets	August	Brochures	
	Morning "health announcement" on school PA system – include info about SBHC	Weekly	Script	
	SBHC information posted in public places in school-halls, bulletin boards	Put up new information every 3 months	Posters	

	Column in school newspaper about health topics (always include info on SBHC services, hours etc)	At least 3 times per year	Research from web on health topics	
	Have a table with SBHC info and staff present in school cafeteria during lunch	2 times per month	Health bingo game, brochures	
	Do survey with 50 random students assessing their knowledge of the SBHC (where it is, what it does, how to access services)	By September 15 and again by February 15	Survey	
Parents	Make sure info goes home with consent about SBHC	August	Brochures	
	Write column in parent newsletter about health	Monthly	Research from web on health topics	
	Have a table with SBHC info and staff present at every parent teacher night	Twice yearly	Health bingo game, brochures	
	Have a table with SBHC info and staff present at sports events	Attend at least 3 basketball games	Health bingo game, brochures	
Staff	SBHC staff person eat lunch in staff lounge	At least monthly	Brochures, referral forms	
	Attend all schools staff meetings	Monthly	Brochures, referral forms	
	Sponsor 2 teacher wellness events	1 fall, 1 spring		
	Put "health tip of the month" in teachers box. On sheet include info about SBHC.	1 <sup>st</sup> of each month	Health tip of the month handout	
Community	Have a table with SBHC info and staff present at community Health Fair	April 6	Health bingo game, brochures	
	Write a letter to the editor of the local paper about SBHC role in safeguarding	July		

	adolescent health in the community			
--	------------------------------------	--	--	--