An Equity Approach to SBHC Enrollment: Develop Your Enrollment Action Plan!

2023 National School-Based Health Care Conference

June 28, 2023

Mia Martinez
Technical Assistance Program Manager

Katie Savage
Community School Director

Mesha Joseph
District 21 Community Engagement Director

United Community Schools (UCS)

- 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 are you?

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

As a result of today's session, the learner will:

1. Examine the importance of an equity based approach for enrollment in and utilization of school-based health services at their school.
2. Analyze barriers to enrollment in school-based health services for high need student groups at their school.
3. Inventory key stakeholders at their school who can strategically support enrollment.
4. Formulate their own three tiered plan for enrollment to advance health equity using community school best practices.

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

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

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

UCS Keys to Success

1. Identifying Barriers
2. Leveraging Stakeholder Relationships
3. Creating a Strategic Plan
STEP 1: Identifying Barriers to Enrollment

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?

Enrollment Challenges

- Services at the school? Those can't be good!
- I am not enrolling my child. Stop calling me!
- I don't have insurance.
- A parent from my child's class told me they received a bill in the mail from the health center.
- Enrollment forms are very long and only come in English.
- I didn't know we have a dentist at the school.
- Who is Dr. Jane? Why is she calling me?
- I don't want to give up my child's doctor.
- Isn't that what the school nurse is for?
- I didn't know we have a dentist at the school.

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

- **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

A Strategic Enrollment Plan in Action: PS 188K School Based Health Center

- Getting the not-enrolled list from NYU and doing call logs to target students.
- Communicating with the classroom teacher and schools social worker in order to gain additional support in reaching out to not-enrolled students.

- Ensuring that all materials are translated in Spanish, Russian, and Chinese.
- Collaborating with the parent coordinator to create an outreach plan for our Spanish, Russian, and Chinese Speaking Parents.
- Creating an incentive program for the classes with highest enrollment numbers.

- Partnering with NYU Langone to ensure they sent representatives to school events.
- Backpacking applications and placing information in the school’s newsletter.

- Individualized Enrollment Supports
- Targeted Enrollment Supports
- School Wide Enrollment Supports
A Strategic Enrollment Plan in Action: PS 18X School Based Health Center

- Partnering with Pre-K & K teachers and Educational Assistants with trusted relationships with families for one-on-one outreach.
- Health center staff outreach to caregivers of individual students when they arrive for a visit but are not yet enrolled.
- Spanish speaking staff and partners as translators at Enrollment Drive event
- Incentive giveaways for enrollment (classwide, teacher, first to respond)
- Teacher information and parent information sessions with Community School Director and health center staff
- Enrollment Drive event during parent/teacher conference night

A Strategic Enrollment Plan in Action: PS40K School Based Dental Clinic

- Partnering with ELL teacher and school social worker who have trusted relationships with specific unenrolled families for one-on-one outreach
- Provider calls to individual students not yet enrolled
- Integrating providers into school Welcome Back event for families to connect, ask questions, and build relationships with SBHC staff
- School wide distribution of enrollment forms in Welcome Packet in 3 languages
- Promotion of clinic with photos and link to enrollment forms in school newsletter and over school app
- Staff tour of clinic to build understanding and excitement

Action Planning Practice: Step 3

Action Plan Template:
“Step 3: Creating a Strategic Enrollment Plan”
1. Identifying Barriers
2. Leveraging Stakeholder Relationships
3. Creating a Strategic Plan

Questions?

Thank you!
Reach out for more!
UnitedCommunitySchools.org

Mia Martinez
mmartinez@ucsuft.org
Katie Savage
aksavag@gmail.com
Mesha Joseph
mjoseph@ucsuft.org

Continuing Education Credits
In support of improving patient care, this activity has been planned and implemented by the School-Based Health Alliance and Community Health Center 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.

This conference is intended for Nurses, Nurse Practitioners, Physicians, Physician Assistants/Associates, Psychologists, Registered Dietitians, and Social Workers

Please go to the link for the CME web platform (Weitzman Education) posted in the mobile app to complete the post-session survey to access your continuing education credit.

A comprehensive certificate will be available in the CME platform after completing the post-session surveys for all sessions you attended.