



Bringing Health Care To Schools For Student Success

# Marketing School Mental Health to

# School Administrators

2009 National School-Based Health Care Convention

Hollywood, FL

## Presenter Disclosures

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No relationships to disclose.



## Acknowledgements

- NASBHC's **School Mental Health Capacity Building Partnership**
- Funded through a cooperative agreement with the Centers for Disease Control and Prevention-Division of School Health (CDC-DASH)
- Marketing SMH to School Administrators Workgroup
  - Brenda Brown
  - Josh Edelman
  - Laura Hurwitz, staff
  - Carl E. Paternite, chair
  - Olga Acosta Price
  - Lisa Rubenstein
  - Morton Sherman



## Learning Objectives

*By the end of this session, you will be able to:*

1. Define and describe benefits of school mental health
2. Define and identify steps in a social marketing process
3. Develop and deliver key messages about the importance of SMH
4. Develop a social marketing plan incorporating messages about the importance of SMH



# Why School Administrators? Why You?

- School Administrators are critical to the success of school mental health (SMH) initiatives
- School Administrators are instrumental in helping to secure resources and promote staff and community buy-in
- YOU have the ability to convince administrators of the value of SMH



## Definition of School Mental Health

- Involves partnership between schools and community health/mental health organizations, as guided by families
- Builds on existing school programs, services, and strategies
- Focuses on all students, general and special education
- Includes a full array of programs, services, and strategies—mental health education and promotion through intensive intervention
- Emphasizes schools as locus of engagement for school-based, school-linked, and community-based work

- Weist, 2007

## Mission of School Mental Health



- *Consistent with the mission of schools, SMH strives to:*
  - Create a safe, caring, and enriching environment
  - Encourage family driven policies and practices
  - Support high quality academic instruction
  - Effectively serve culturally diverse populations
  - Foster positive and healthy youth development
  - Coordinate delivery of effective services for youth
  - Prepare students for lifelong success



## Known Benefits of SMH

- Supports goals of schools
- Improves access
- Addresses unmet mental health needs
- Addresses health disparities
- Reduces long term social and economic costs of untreated MH problems
- Supports teachers and administrators
- Enhances students' mental health
- Engages youth, families, and communities
- **Supports students' ability to learn**
- **Reduces barriers to Learning**

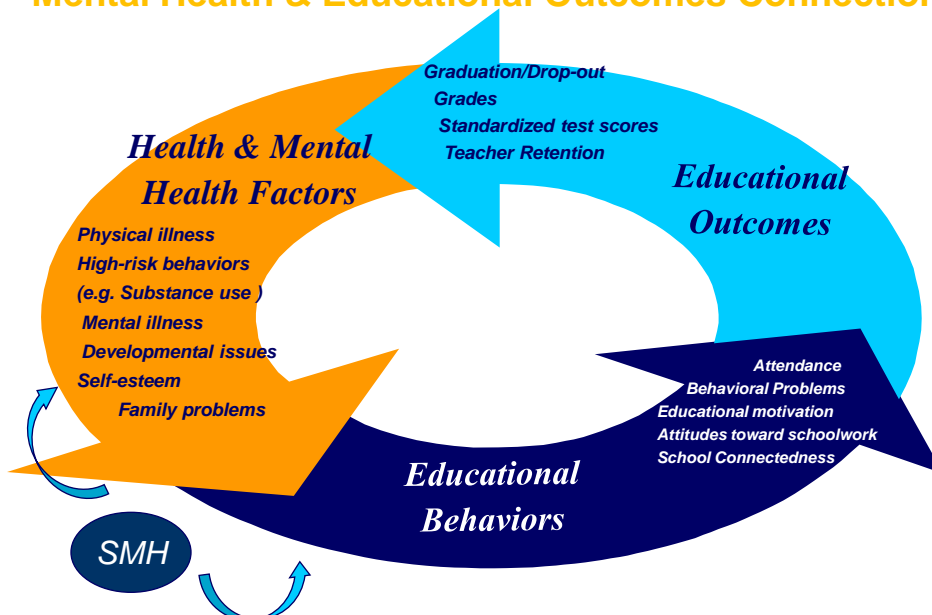
## Connection to Educational Outcomes

- By *enhancing* factors that increase a student's ability to succeed in school, and
- By *reducing* factors that interfere with a student's ability to succeed in school...
- SMH strategies have been shown to improve educational outcomes such as:
  - academic achievement
  - discipline referrals
  - graduation rates
  - attendance
  - teacher retention



**NASBHC** National Assembly on School-Based Health Care

## Mental Health & Educational Outcomes Connection



ADAPTED FROM: Geierstanger, S. P., & Amaral, G. (2004). *School-Based Health Centers and Academic Performance: What is the Intersection?* April 2004 Meeting Proceedings. White Paper. Washington, D.C.: National Assembly on School-Based Health Care.

# Social Marketing

- A process for influencing human behavior on a broad scale by using marketing principles for the purpose of societal benefit rather than commercial profit. (*W. Smith, Academy for Educational Development*)
- Social marketing includes and goes beyond information and awareness-raising by promoting positive social behavior change and action
- Such behavior change/action is complex and challenging to promote

## 9-Step Social Marketing Process

1. Define goal
2. Define intended audience
3. Define gatekeepers
4. Develop messages
5. Test messages
6. Develop materials with messages
7. Select strategies for delivering message
8. Implement strategies
9. Evaluate and refine strategies



## Steps 1-3

1. Define goal:
  - Decide what you are trying to accomplish and what actions/behavior change you want.
  
2. Define intended audience:
  - Determine who you are trying to reach and what they know about the topic.
  
3. Define gatekeepers:
  - Determine who has the most influence with your target audience.

## Steps 4-5

4. Develop culturally appropriate messages:
  - Determine what messages will resonate with intended audience.
  - Determine how you will shape messages to address variability within your audience.
  
5. Test messages:
  - “Pilot test” your messages.

## Steps 6-7

6. Develop materials with messages:
  - Explore types of materials you develop to convey/deliver messages.
  - Develop and refine materials that will be used to deliver messages.
  - Finalize materials.
  
7. Select strategies for delivering message:
  - Determine channels you will use to distribute your messages and materials.



## Steps 8-9

8. Implement strategies:
  - Develop plan for using “primary influencers” to help you implement your marketing efforts.
  - Develop strategy to ensure your intended audience receives your message.
  
9. Evaluate and refine strategies:
  - Gather feedback to evaluate your marketing strategy along the way.
  - Decide how you will measure the short and long term success of your marketing effort.





# SOCIAL MARKETING MESSAGES



## What Are Messages and How Can They Be Used?

- Focused statements conveying key information. They can be used as:
  - ★ Sets of talking points for presentations
  - ★ Material for newsletters, letters to the editor
  - ★ Statements for radio and print public service announcements (PSAs), posters
  - ★ Themes for activities and materials
  - ★ Material for slogans




**I am not my mental illness.**

People with mental illness are still people.

Twenty million Americans suffer from mental illness. And the sad part is, nearly half of us don't seek treatment because of you.

You see, your attitudes towards those with mental illness discourage many of us from getting the help we need for fear of being labeled. You think panic attacks are something we should just "snap out of." You believe depression is something we should simply "get over." You wouldn't tell someone with cancer to just get over it, would you?

Changing your attitudes about mental illness can change millions of lives for the better. Open minds can open doors to effective treatment and productive, fulfilled lives.

**OPEN MINDS**  **OPEN DOORS**

COMMUNITY SOLUTIONS HEALTH MINDS

Mental Health Connection

Mental Health Connection and Community Solutions of Fort Worth kicked off a multi-year anti-stigma communications campaign in May 2005.

## Developing and Tailoring Messages

- Accurate
- Consistent
- Clear and simple
- Credible
- Relevant to audience

-National Cancer Institute's "Pink Book"

# Developing and Tailoring Messages



## Relevance to your audience

- Understand needs, commitment, and plans/practices of your audience
- Consider readiness for change
- Consider type of appeal (e.g., straight facts, scare, heart, feel good...)

-National Cancer Institute's *"Pink Book"*

# Developing and Tailoring Messages



Be prepared to address opposition to your messages.

## Discussion Questions:

1. *What are some examples of opposition you might encounter from a school administrator?*
2. *How might you respond to the opposition?*

## Developing the “Ask”

- The “Ask” is the action or behavior you want the administrator to take.
- Be explicit. Don’t assume the administrator will figure out what you are asking.
- The “Ask” should be consistent with administrator’s readiness to receive and act on the message.



## Sample Message: Safe Schools Healthy Students

- Some students face barriers to learning that cannot be overcome by instructional improvements alone. The Safe Schools Healthy Students initiative has the potential to promote academic achievement by:
  - increasing students’ attention
  - improving academic performance
  - saving instructional time currently lost to disruptive behavior

-From National Center for Mental Health Promotion and Youth Violence Prevention’s *Engaging School Administrators: A Guide for Safe Schools/Healthy students Project Directors*

## Sample Message: Nutrition in Schools

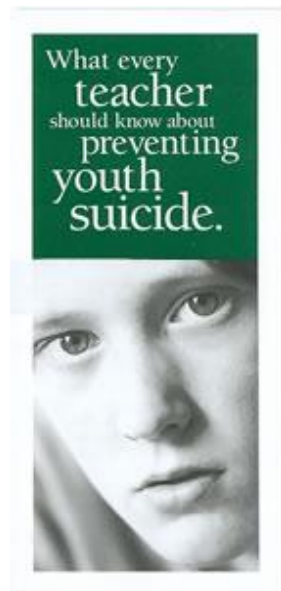
- Healthy eating contributes to overall healthy growth and development, including healthy bones, skin, and energy levels; and a lowered risk of dental caries, eating disorders, constipation, malnutrition, and iron deficiency anemia. Research suggests that not having breakfast can affect children's intellectual performance. ***As a school administrator we would like you to:***
  - ✓ Organize a school health or nutrition advisory committee that includes all key groups.
  - ✓ Make sure students have enough time to eat in a safe and comfortable dining area.
  - ✓ Stock vending machines with 100% fruit juice and other healthy snacks; make sure that healthy foods are served at school meetings and events.

– CDC's *Guidelines for School Health Programs to Promote Lifelong Healthy Eating*

## Youth Suicide Prevention Campaign

### “ASKS” for educators:

- School personnel should attend gatekeeper trainings that cover risk factors
- Teachers should incorporate issues of stress, depression and suicide into their health curriculum
- School administrators should develop crisis plans that include a response to suicidal behavior
- Schools personnel should attend a training on what to do after a suicide



# Say it out loud.

Promoting good mental health for everyone in Illinois

- Learn About Mental Health
- Find Help
- Mental Health and Children
- Stories
- Campaign Info and Media Center
- About Us

Mental health is a vital part of our overall health and well-being.



>Media Center

>Join our email list



>Shirts and materials



>Vince & Gil



>Irene & Bob



>Volunteer



>Letechia & Jasmine



>What you can do

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## About Us

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READ

## Campaign Overview

SHARE EMAIL PRINT



**Say it out loud** launched in May 2008, and is sponsored by the Illinois Children's Mental Health Partnership and the Illinois Department of Human Services, Division of Mental Health.

### Campaign key messages:

Mental health is a vital component of our overall health and well-being.

Everything we do to promote good mental health in ourselves and our children contributes to healthier, happier, more productive lives.







Treatment can be effective and help is available when you need it.

[Campaign Background](#)

[Campaign Materials](#)

### Things you can do:

- Talk with someone who seems stressed or down. Let them know you care.
- Ask for help from someone you trust if you think you or your child might need it.
- Speak with your child's doctor and teachers about how to encourage their social and emotional development.
- Encourage policy leaders in your communities and in our state to make children's and adult mental health a top priority.
- **Register** on this web site and encourage family, friends and community members to register.

- ### More Stories
-  [Irene and Bob](#)
  -  [Kim and Mike](#)
  -  [Letechia and Jasmine](#)
  -  [Nanette and Niel](#)
  -  [Vince and Gil](#)
  -  [Vince-en español](#)

# Review...

- *When developing a message...*
  - *make sure it is:*
    - *accurate*
    - *consistent*
    - *clear*
    - *relevant*
    - *credible*
  - *include an “ask.”*



## Examples of Asks

adapted from American Association of School Administrators (AASA)  
“Tips for Administrators to Address Mental Health”

- Make a commitment to adopt a coordinated school health/mental health strategy in your school.
- Support and encourage the school social worker, social counselor, school psychologist and school nurse to provide mental health services to students and to refer families to services in the community.
- Review and improve school board policies to ensure that student mental health is properly supported by the school system.

## Examples of Asks, cont.

- Hold regular meetings with families and youth to develop culturally competent SMH strategies.
- Develop a memorandum of understanding with community agencies to strengthen the continuum of SMH for students and families.
- Plan in-service staff trainings during the coming school year on strategies for creating safe and supportive classrooms and school environment.

## Examples of Asks, cont.

- Create a planning committee to establish a wellness program for staff.
- Designate staff in each school building to coordinate health and mental health programs and services for students and staff.
- Work with community agencies to obtain current information on the prevalence of mental health issues among the local student population.
- Develop a quality improvement plan to continuously improve school mental health programs and services.

# Discussion

*What are three high priority “asks” for a:*

- 1. School principal?*
- 2. District superintendent?*
- 3. School board member?*



## ACTIVITY: Developing and Delivering a Message



## Delivery Reminders for Your Role Play

- Be brief
- Explain effect on “bottom line” (e.g., \$, attendance, test scores...)
- Give a “takeaway” (e.g., pamphlet)
- Look for “offers”
- Leave the door open
- Be prepared to deal with resistance



## Developing a Social Marketing Plan

- Draft a communications plan that includes:
  - materials, channels, venues and activities best suited to reach intended audience
  - potential partners and develop partnering plans
  - communication strategies for intended audience
  - evaluation strategies



## Social Marketing Materials

- Brochures
- Fact sheets
- Flyers
- Press Releases
- Websites
- Networking sites



## Social Marketing Channels

- Methods for delivering messages
  - Informal conversations
  - Meetings
  - Media
  - Internet
  - Presentations/testimonials
- Discussion Questions:
  - *What are examples of channels that you have successfully used to reach administrators?*
  - *Which partners might you include when delivering your message?*



# National Children's Mental Health Awareness Day 2009

**It's more than...**

**just a "phase."**

**Children's mental health matters.**

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY - MAY 7, 2009

**SAMHSA offers these channels for delivering campaign messages:**

- Post messages on web sites and social networking pages
- Post fliers in places where children, youth, and families—as well as decision makers, program partners, and colleagues—will be exposed to the messages.
- Write articles for newsletters and other publications distributed by your organization

## Social Marketing Venues

### ● When and where

- ★ One-on-one meetings
- ★ School board meetings
- ★ School leadership team meetings
- ★ Advisory Council meetings
- ★ School administrator conferences



## National Associations for School Administrators

- American Association of School Administrators
- Association for Supervision and Curriculum Development
- National Association of Secondary School Principals
- National Association of Elementary School Principals
- National School Boards Association



## Evaluating Your Marketing Plan

- Evaluation questions:
  - Did you reach target audience?
  - Did strategy have an impact (linked to behavior objectives)?
  - Did desired outcome occur, why/why not?
- Evaluation methods:
  - focus groups
  - key informant interviews
  - surveys.
- Revise marketing plan as needed

# Say it out loud.

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- Learn About Mental Health
- Find Help
- Mental Health and Children
- Stories
- Campaign Info and Media Center
- About Us

Mental health is a vital part of our overall health and well-being.



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>Shirts and materials



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>What you can do

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## Campaign Materials

- Learn About Mental Health
- Find Help
- Mental Health and Children
- Stories
- Campaign Info and Media Center**
  - Press Room
  - In the News
  - Volunteer
  - Background
  - Archive
  - Events
  - Campaign Materials
    - Banner Ads
    - Full-Color Fliers
    - Multi-Cards, Posters and Display
    - Print Ads
    - T-Shirts and Palm Cards
- About Us

READ

### Say it out loud campaign materials

SHARE EMAIL PRINT



#### The following resources are available for free via download:

- Full-color [fliers](#)
- Camera-ready [print ads](#)
- Online [banner ads](#)
- Volunteer outreach [toolkits](#)

#### The following resources are available for free by request:

1. by calling Metropolitan Group at 312-628-1447, or
  2. by contacting us [online](#).
- [Action packs](#): 10 assorted posters and 100 assorted multi-cards
    - Multi-cards: A combination postcard and palm card that fits standard brochure racks and #10 envelopes
    - Posters: 11" x 17" full-color
  - [Campaign mini-display](#): A self-contained table-top display available to borrow for events and

#### More Stories

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- [Kim and Mike](#)
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- [Vince-en español](#)

# ACTIVITY: Developing a Social Marketing Plan



## Resources

- Materials from this presentation will be on [www.nasbhc.org](http://www.nasbhc.org):
  - PowerPoint presentation
  - description of activities
  - worksheet
- For further reading (handout)
  - articles
  - testimonials
  - links to education organizations
  - chapters on social marketing



## Contact Us!



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