



Back-to-School Campaign



Reach out to school staff NOW!

The goal for every school health center is to present for at least 10 minutes to their schools and to get a signed school health center endorsement from school leadership.

GOAL 1: Collect one School Health Center Endorsement from school leadership.

Schedule a meeting with your school principal, assistant principal or superintendent (or just drop by their office). The earlier you make these connections, the better. If you already have a good relationship with your school principal, invite them to get more involved in some school health center activities. Suggest regular meetings between the school health center and the principal.

- You can access the on-line SHC endorsement forms [here](#) or print it off at www.ilmaternal.org/ICSHC/Resources.htm.
- Share the Why Care marketing tool with them. You can download it from www.ilmaternal.org/ICSHC/Publications.htm or contact Megan at merskine@ilmaternal.org for extra copies.

GOAL 2: Present at a school meeting.

Schools usually have a week long orientation for teachers and staff before the doors open to students. Invite staff for a SHC tour and provide refreshments.

- Meet with school counselors, social workers, and school nurses
- Present at a Parent Night and have a table at Freshman Orientation
- Advertise to students with morning announcements, tables at lunch, or during Division or Home Room
- Reach out to the Athletic Director and coaches and ask that their teams register at the SHC for sports physicals
- Host a School Health Center Open House during the teacher's orientation week or at a Parent's Night

Goal 3: Use the School Health Center Power Point Presentation.

The PPP is designed to be easy and effective. The total presentation is about 45 minutes, there is a 15 minute PPP available that targets the education community. You can also choose to use key slides and video clips to educate all kinds of people on the school health center model. Contact Megan for a copy of the PPP, or download the education community version at www.ilmaternal.org at <http://www.ilmaternal.org/ICSHC.index.htm>

PLEASE FILL OUT A TRACKING FORM! You can do so on-line at <http://www.ilmaternal.org/ICSHC/pptrackingform.htm>

For questions and PPP requests, please do not hesitate to contact Megan Erskine at

(312) 491-8161 or by email at merskine@ilmaternal.org.