

# SCHA-MI Training Outreach

*On-site training solutions for your health center.*

In partnership with the National Assembly on School-Based Health Care (NASBHC), the School-Community Health Alliance of Michigan has assembled a team of trainers that have been trained on and can deliver to you the following topics/workshops.

## TEAM OF TRAINERS

Our trainers are familiar with the unique needs of school-based and school-linked health center sites. We can deliver these trainings at a time and location convenient for your participants.

## COST

The cost for these trainings is minimal and will depend on the topic, location and time. Your agency would be responsible to set up a training location and cover related expenses.

## CONTACT

Contact SCHA-MI for more information on how to schedule a workshop for your health center or program.

### Training Contact:

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### ▶ **Social Marketing**

Workshop Time: 4-5 hours (it can be compressed to about 3 hours, but it's not as much fun).

A great workshop for your health center, health center board and/or servicing agency about marketing with a different goal – social improvement! Are you having trouble marketing your SBHC to the school, community, students, or parents? Attend this workshop to find out how to think like the consumer (target audience), and how to reach them. Objectives include marketing basics, message development, defining your SBHC personality and choosing your “vehicle” to deliver the message. This workshop has many interactive aspects and small group work – it's really a lot of fun! Attend the Social Marketing Workshop and find out about a “new” bottom line!

### ▶ **Quality Improvement**

Workshop Time: 2 hours

A basic lesson in clinical quality improvement designed for your clinic staff, servicing agency, and/or health center board. Objectives of this workshop include: defining terms and processes related to quality, review standards of care for children and adolescents, review national quality improvement initiatives related to children and adolescents, review standards of care in school health, and identify measures of quality in school health.

### ▶ **Parent Engagement**

Workshop Time: 2.5 hours

You are not alone! One of the most difficult challenges in running a SBHC is finding parent support and effective engagement of parents. Objectives of this workshop include: assess value of family engagement, difference between health and educational contexts, understand the different levels and strategies of family involvement in a SBHC, incorporate a multicultural lens within your process, 10 resources you can use to assess, plan and implement parent involvement. This workshop is fun and involves some role playing and small group work.

### ▶ **Motivational Interviewing**

Workshop Time: 2 hours

In at SBHC, motivational interviewing (MI) is especially effective with clients who are reluctant to talk, or particularly resistant to therapy. Objectives include the core elements of MI, at least two techniques used in MI, and steps in conducting an interview session. There will role-playing, providing an opportunity to try on your new MI skills. This workshop is intended for mental health workers.

### ▶ **SBHC 101 and Nuts and Bolts**

Workshop Time: 1.5 hours

Is your community wondering what a SBHC is exactly? Do you know of a community that is just considering the possibility of a SBHC? This workshop helps answer preliminary questions about what SBHC's do, who they service, models in use nationally, ideas for who to partner with, and seven principles on how to plan and implement a SBHC in your community. This is a great workshop for participants to find out more about this exciting model of care, and specifically how it works in Michigan. The workshop would be great for ANY community group wanting to know more about SBHC's, parents, agencies, schools – anyone.

### ▶ **Nuts and Bolts**

Workshop Time: 2.5-3 hours

This workshop is for communities that have moved from “wondering” to serious implementation strategies. Objectives include helping to identify key collaborators and partners, key components of needs assessment techniques for planning services, rationale and components of a case statement for a new SBHC, resource materials related to planning, evaluating, financing and working with the media. Participants in this workshop might include potential partners; schools, health agencies, parents, students, foundations, business partners.



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