



# Oregon School-Based Health Care **Network**

Advancing access to quality health care for youth

# Oregon School-Based Health Care Network

The Network is a Targeted Outreach Grantee Organization of the Office of Healthy Kids, aka “community partner”

- TOGOs reach families who otherwise may not know about Healthy Kids; and
- TOGOs make it easier for families to apply for Healthy Kids.

# Community Partners Inform and Assist



# Oregon School-Based Health Care

63 State Certified Centers

**Baker**  
Baker HS  
(Co Health Dept)

**Benton**  
Lincoln K-8  
Monroe Family Health  
(Co Health Dept CHC)

**Clackamas**  
Oregon City HS  
Canby HS  
(Co Community Health, CHC)

**Columbia**  
Sacagawea Health Center  
(Legacy Clinic St. Helens)

Rainier JR/SR High  
(Columbia Health District  
Public Health Authority)

**Coos**  
Marshfield HS  
Powers ES  
(Waterfall Clinic, CHC)

**Crook**  
Crooked River ES  
(Mosaic Medical, CHC)

**Curry**  
Brookings-Harbor HS  
(Co Public Health)

**Deschutes**  
Ensworth ES  
Lynch ES  
La Pine K-12  
Redmond HS  
Sisters HS  
(Co Public Health Dept)

**Douglas**  
Roseburg HS  
Douglas HS  
(Umoosoo CHC)

**Jackson**  
Jewett ES      Jackson ES  
Oak Grove ES      Phoenix ES  
Washington ES  
(La Clínica-del Valle, CHC)

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Ashland HS      Crater HS  
(County Health Dept)

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Eagle Point HS  
(Community Health Center, CHC)

**Josephine**  
Evergreen ES  
Illinois Valley HS  
Lorna Byrne MS  
(Siskiyou CHC)

**Klamath**  
Gilchrest School  
(Co Public Health)

**Lane**  
Cascade MS  
Churchill HS  
North Eugene HS  
Sheldon HS  
South Eugene HS  
(Dr Diehl/4J Schools)

Springfield HS  
(CHC of Lane Co)

**Lincoln**  
Taft HS  
Toledo HS  
Waldport HS  
Newport HS  
(Co Public Health, CHC)

**Wheeler**  
Mitchell K-12  
(Asher Clinic, CHC)

**Yamhill**  
Wilamina HS  
Yamhill-Cariton HS  
(Co Public Health)

**Marion**  
Hoover ES  
(Willamette Family  
Medical Center)

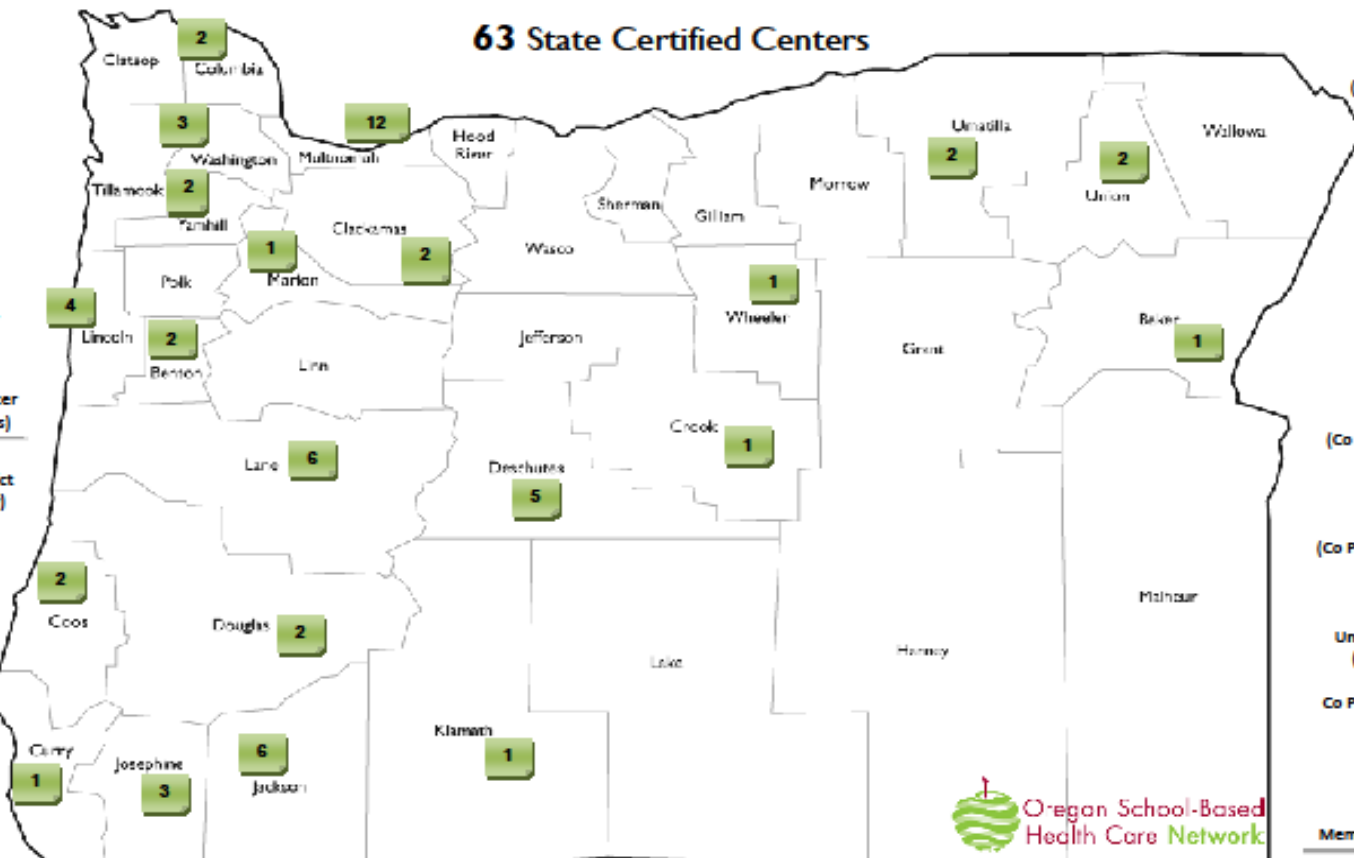
**Multnomah**  
Cesar Chavez K-8  
Cleveland HS  
David Douglas HS  
George MS  
Grant HS  
Harrison Park K-8  
Jefferson HS  
Lane MS  
Madison HS  
Marshall HS  
Parkrose HS  
Roosevelt HS  
(Co Health Dept, CHC)

**Umatilla**  
Pendleton HS  
Sunridge MS  
(Co Public Health Dept)

**Union**  
La Grande HS  
Union School District  
(Center for Human  
Development,  
Co Public Health Dept)

**Washington**  
Forest Grove HS  
Tigard HS  
(Virginia Garcia  
Memorial Health, CHC)

Merlo Station HS  
(DHSU)



October 2011

www.osbhn.org

# School-Based Health Centers are great for school outreach because they....



- Provide trusted personalities and relationships
- Integrate provider services with coverage resources
- Work with hard-to-reach populations
- Are knowledgeable of who needs access
- Often collect data that can be used for targeting and tracking success



# Why Should SBHCs Care about Healthy Kids?



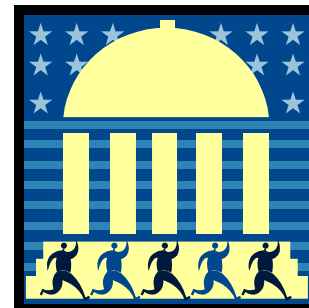
Patient Care



Sustainability



Political Capital



# Benefits of Working with Community Partners



Ensure outreach where the kids are

Leverage community connections

Align with key constituencies

Multiply messaging opportunities

# Benefits of Working with the Office of Healthy Kids



## Consistent statewide information and support

- Monthly statewide webinars
- County collaboratives
- Groupsite

## Resource sharing and communications

- Standardized marketing materials with seasonal tweaks
- Community events
- Campaign-specific marketing materials



# Youth Campaign

- Teens are the hardest age to reach
  - Develop teen-targeted materials with appropriate imagery and relevant messages
  - Launch peer-to-peer campaigns about the importance of coverage and access points
  - Don't forget Athletic Directors and coaches as messengers



Even your toughest athletes need health insurance.

Healthy Kids covers all uninsured **kids and teens.**



**1-877-314-5678**  
[www.OregonHealthyKids.gov](http://www.OregonHealthyKids.gov)

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**1-877-314-5678**  
[www.OregonHealthyKids.gov](http://www.OregonHealthyKids.gov)

**Health coverage for Oregon teens like YOU!!!**

**Health coverage that is all about you!**

Healthy Kids will pay or help pay for the bill when you go to the doctor, dentist, or school based health center. Healthy Kids provides no-cost or low-cost coverage for Oregon teens up to age 19 and covers the health care you need like medical, dental, vision, and mental health including chemical dependency and addiction.

It doesn't cost anything to apply so check out Healthy Kids today!

1-877-314-5678

**www.OregonHealthyKids.gov**

(OHA 09/11)



# Youth Campaign (Cont'd)

# Challenges and opportunities of working with community partners



Leverage variable skills into strengths

Shift from 'turf-ism' to collaboration

Instill commitment to Healthy Kids brand

Communicate common goals:  $\Delta$  "Us versus Them"  $\rightarrow$   
"Us with Them"

# Partner with organizations serving targeted populations



## 당신의 자녀는 의료 혜택을 받고있나요?

무료이거나 저렴한 보험료의 건강 보험을 신청해드릴 수 있습니다~

4인 가족 연소득이  
\$44,000-\$66,000

->보험료가

한달에

\$31 부터 시작합니다.

4인 가족에 연소득이  
\$44,000 이하이면->



만약에 연소득이  
높으면?

만약에 연소득이 \$66,000  
이면 아시안 보건 복지  
센터로 연락하십시오.

모든 어린이들은 의료  
혜택을 받을 권리가  
있습니다.

헬시 키즈 (Healthy Kids)가 여러분을 도와드릴 수 있습니다!

- 19 세 미만의 자녀를 위한 건강 진료
- 합법적으로 미국에 살 수 있는 오레곤 거주자에게 해당
  - 부모의 이민자 신분 여부와는 관계없음
- 가족 수입에 따라 무료이거나 저렴한 보험료
- 건강상 문제가 있는 자녀들
- 내과, 치과와 안과; 정기 검진; 처방약; 예방 의학; 정신 건강 및 중독 치료 서비스; 그리고 의료 기구 및 의료 물품



이 헬시 키즈에 대해 질문이 있으시면 아시안 보건 복지 센터에 전화 하십시오.  
한국어 문의 전화는 503-872-8822, 교환 259 또는 503-641-4113 입니다.



- Develop materials delivering top-line messages but through an appropriate cultural lens
- Apply culturally appropriate behaviors to ease the applicant through the process
- Partner with ethnic groups as well as social minorities like unaccompanied and LGBT youth

# Get the Word Out



- Share information with those you serve
- Include Healthy Kids in an upcoming publication
- Post information in your office and online



**Your child can have health coverage.** Healthy Kids is Oregon's no-cost and low-cost health coverage program for kids and teens. **Apply today!**

[WWW.OREGONHEALTHYKIDS.GOV](http://WWW.OREGONHEALTHYKIDS.GOV)

1-877-314-5678

# Thank you!



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<http://www.osbhc.org>