

# Community of Practice (CoP) Strategies to Support School-Based Youth Behavioral Health

Thursday, August 28, 2025

3:00 to 4:00 p.m. ET

# Session Three

Reduce Stigma

# Continuing Education (CE)

- We offer behavioral health (BH) continuing education units (CEUs) for participation in BH/substance use disorder (SUD) integration technical assistance (BH/SUD TA) events.
- You must attend the event and complete the online Health Center TA Satisfaction Assessment Form after the event (2–3 minutes).
- A link with instructions will be provided at the end of the session.
- CE certificates will be sent within 5 weeks of the event from the Health Center BH/SUD TA Team via Smartsheet <user@app.smartsheet.com>.



This course has been approved by JBS International, Inc. as a NAADAC Approved Education Provider, for educational credits. NAADAC Provider #86832, JBS international, Inc. is responsible for all aspects of their programming.



JBS International, Inc. has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6442. Programs that do not qualify for NBCC credit are clearly identified. JBS International, Inc. is solely responsible for all aspects of the programs.

# Today's Agenda



Welcome, New Participant Introductions, and  
Session Two Recap



Expanded Access, Confidentiality, Training: Practical  
Tactics to Reduce Stigma



Reflection and Assessment: Interactive Discussions  
and Plan-Do-Study-Act (PDSA) Activities



Session Wrap-Up, Questions, and Office Hours

# Your CoP Facilitators



**Chad Thomas, MA, NBCT**  
Academic Advisor,  
Ginn Group Collaborative



**Mary Crang, DNP, EdS,  
APRN-FNP-PMH-BC**  
Associate Medical Director,  
Integrative Behavioral Health  
Services, Ginn Group Collaborative

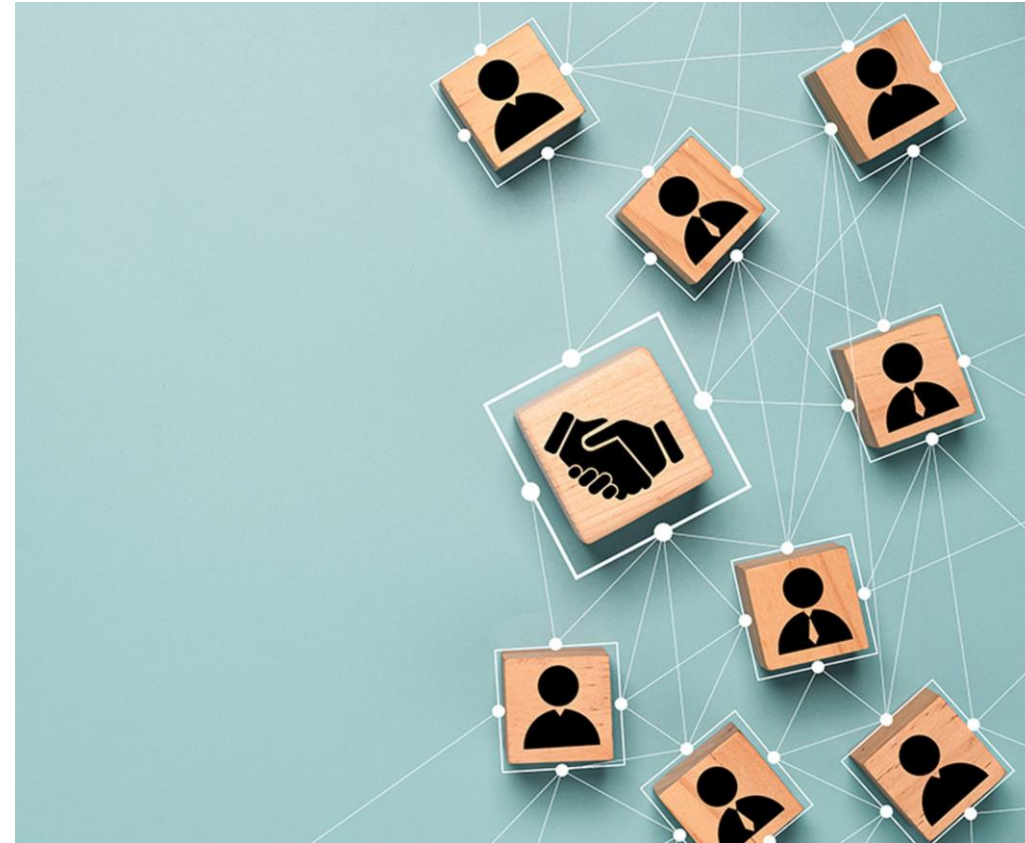


**Andrew Gluck, MBA**  
Vice President of Development  
and Performance Improvement,  
Ginn Group Collaborative

# Welcome and Introductions

## Please Share:

1. Your name
2. Your organization
3. Your role/title
4. One takeaway from session two



# CoP Overview and Schedule

- This CoP occurs every other **Thursday from August 14 to November 6, 2025**
- The CoP sessions run from **3:00 to 4:00 p.m. ET**
- Optional office hours will take place from **4:00 to 4:30 p.m. ET**, immediately after each CoP session.

## SESSIONS:

1. January 30, 2025 ***Identify Current Challenges and Opportunities for Behavioral Health Integration***
2. August 14 ***Challenges and Opportunities to Provide Behavioral Health Support***
3. August 28 ***Reduce Stigma***
4. September 11 ***Partner with Community Organizations and Link to Services***
5. September 25 ***Promote Positive Peer Relationships and Promote Enrollment in Health Insurance (e.g., Marketplace, CHIP, or Medicaid)***
6. October 9 ***Behavioral Health Staffing Strategies for Your School-Based Health Center***
7. October 23 ***Parent Engagement***
8. November 6 ***Presentations Summary***

# CoP Objectives

## Participants in this CoP will be able to:

- Discuss why and how stigma remains a barrier to school-based health center (SBHC) utilization.
- Formulate processes that normalize SBHC treatment.
- Identify resources to navigate access to services and confidentiality in the SBHC setting.
- Evaluate tools and resources to train staff and reduce stigma.





# Impact of Stigma on SBHC Patients



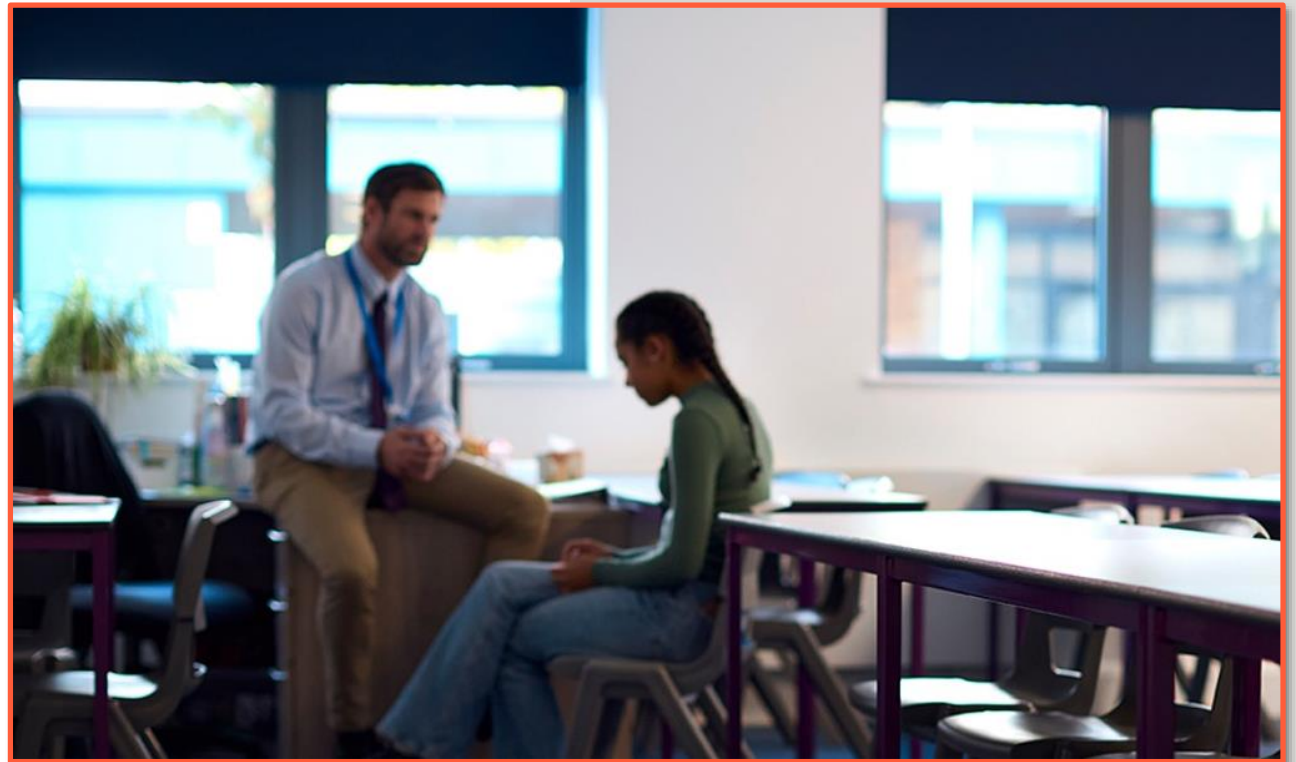
**Reasons that teens may feel embarrassed or ashamed to seek help in school for behavioral health concerns:**

- Fear of judgment
- Stigma or misperceptions about behavioral health
- Data privacy concerns
- Symptoms that reduce motivation to seek help
- A professional's demeanor – such as showing respect and a non-judgmental attitude

# Processes to Reduce Stigma in SBHCs

**Normalize SBHC access to make behavioral health part of an overall wellness strategy**

- Expanded access
- Data privacy
- SBHC and school staff training



# Challenge: Processes to Expand Access

**Governed by district policies and state laws.**  
**Strategies to support access to services:**



Consider parent and student participation on SBHC advisory boards.



Host community events over the summer to explain the role of the SBHC and to collect access forms - especially important for elementary and middle school students.

## RESOURCE



[Joint Guidance on the Application of the Family Educational Rights and Privacy Act \(FERPA\) and Health Insurance Portability and Accountability Act of 1996 \(HIPAA\) to Student Health Records](#)

# Challenge: Processes to Expand Access Continued

**Governed by district policies and state laws. More practical tips:**



Bundle SBHC access forms with other take-home forms.



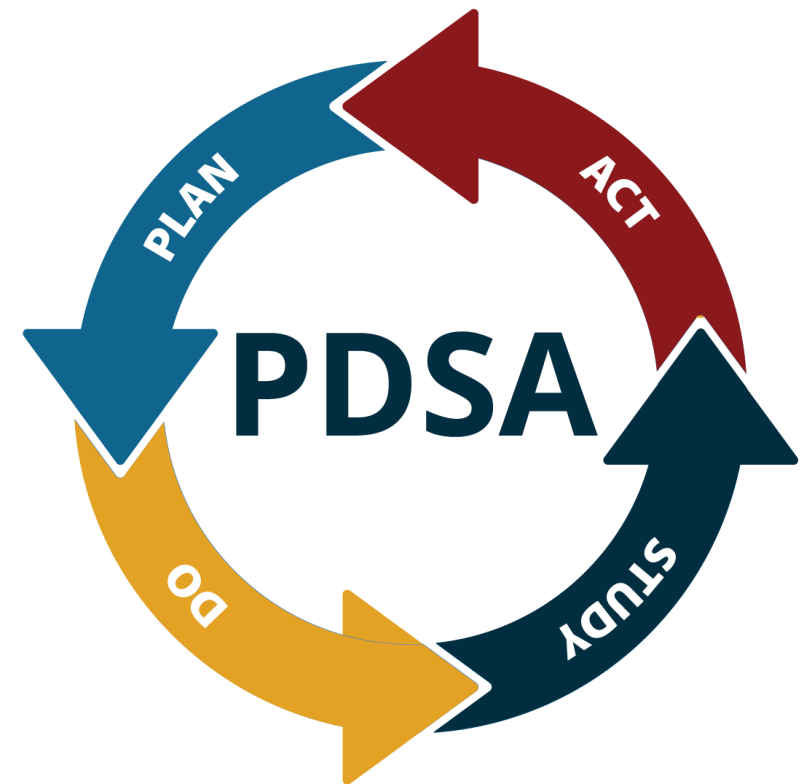
Provide access forms for download from the school website.



Ask the school principal to remind parents via email or automated calls to return access forms.

# Reflection and Assessment (1)

1. How does your health center normalize care by:
  - Expanding access to treatment?
2. What strategies might your health center adopt in the next two (2) weeks to expand access efforts?



# Honoring Data Privacy

**Everyone needs to understand the data privacy laws that apply to health information and their role**

- HIPAA
- FERPA
- State laws vary
- Districts may also have policies



# HIPAA Data Privacy



## **HIPAA and minors:**

- Generally, HIPAA considers a minor's parent or guardian as their "personal representative" with the right to access their medical information.



## **State laws and exceptions:**

- Integral to understand your particular state's laws on confidentiality.

# HIPAA Data Privacy – Practical Tips



Educate staff, especially the health center staff, regarding minor's rights to confidentiality for access to mental health and substance use counseling in the state where you operate.



Train staff on services the SBHC provides. Share guidance for making a referral while maintaining confidentiality.



# FERPA



A SBHC can become a **School Official** under FERPA if the following requirements can be met:

- Perform a function directly related to school's educational mission
- School control of student records use and access.
  - Formal agreement between SBHC and school district specifying FERPA information sharing and confidentiality compliance is often needed.

# Benefits of Becoming a School Official

## A SBHC may:



- Obtain a list of chronically absent students.
- Be present at meetings with school administration and school-sponsored social workers and nurses when issues of behavioral health and substance use are discussed.
- Be part of the solution at the school, grade, and individual level for problems concerning behavioral health and substance use.

# District Policies and State Laws



Look for ways to involve parents in care.



Review the laws in your state.

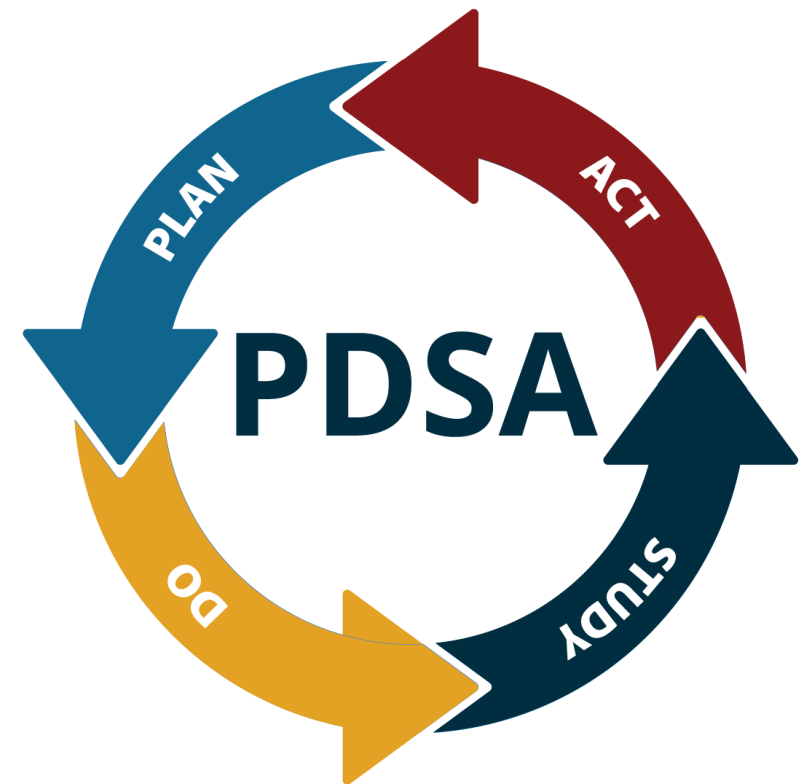
## RESOURCE



[HIPAA Guidance for Personal Representatives and Minors | U.S. Dept of Health and Human Services \(HHS\)](#)

## Reflection and Assessment (2)

1. How does your health center normalize care by:
  - Considering patient data privacy?
2. What strategies might your health center adopt in the next two (2) weeks to educate your patients and school community?



# Staff Training: Clinical Staff

- Recruit and train in the community.
- Engage community health workers and peers.
- Adapt clinical care practices to the school environment.
- Provide language access services.

## RESOURCE



Recruit, Train, and  
Retain Future  
Health Workers |  
HHS

# Staff Training: School Staff

## Partnerships with SBHC mental health professionals

- Anti-stigma education
- Multi-tiered systems of support
- Cognitive-behavioral interventions
- Teacher wellness programming

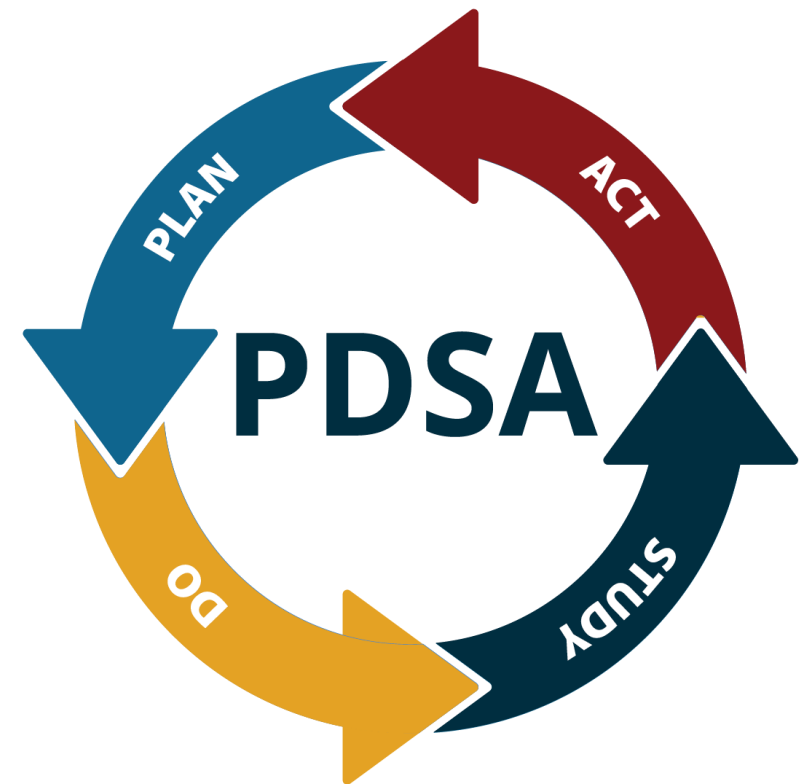
### RESOURCE



Supporting Child  
and Student Social,  
Emotional,  
Behavioral, and  
Mental Health  
Needs

## Reflection and Assessment (3)

1. How does your health center reduce stigma by:
  - Training SBHC and school staff?
2. What strategies might your health center adopt in the next two (2) weeks to improve confidence in SBHC behavioral health and substance use disorder services?



# CoP Feedback Polling Questions (1)

**I find that 1 hour for each CoP session is...**

- Too long.
- The right amount of time.
- Too short.
- Unsure.





## CoP Feedback Polling Questions (2)

**Understanding this Community of Practice (CoP) consists of eight sessions, I think eight sessions for the CoPs are...**

- Too many sessions.
- The right number of sessions.
- Not enough sessions.
- Unsure.



## CoP Feedback Polling Questions (3)

**The PDSA template and/or action planning discussions and worksheet are...**

- Useful, and I am using them.
- Useful, but I am not using them.
- Not useful/I am not using them.



## CoP Feedback Polling Questions (4)

### CoP office hours are... (select all that apply)

- A useful way to connect with other health centers.
- A helpful opportunity to connect with subject matter experts.
- Unnecessary.



# Resources/References (1)

## Slide 9 Reference: Impact of Stigma on SBHC Patients

- Substance Abuse and Mental Health Services Administration. (2024, July). *Detailed Reasons for Not Receiving Mental Health Treatment in the Past Year: Among Adolescents Aged 12 to 17 with a Past Year Major Depressive Episode (MDE) and a Perceived Unmet Need for Treatment in the Past Year; 2023*. SAMHSA.gov.  
<https://www.samhsa.gov/data/sites/default/files/reports/rpt47095/National%20Report/National%20Report/2023-nsduh-annual-national.pdf>

## Slide 11, 14, 15, 17, 18 Resource

- *Joint Guidance on the Application of the Family Educational Rights and Privacy Act (FERPA) And the Health Insurance Portability and Accountability Act of 1996 (HIPAA) To Student Health Records*. (2019).  
[https://studentprivacy.ed.gov/sites/default/files/resource\\_document/file/2019%20HIPAA%20FERPA%20Joint%20Guidance%20508.pdf](https://studentprivacy.ed.gov/sites/default/files/resource_document/file/2019%20HIPAA%20FERPA%20Joint%20Guidance%20508.pdf)

# Resources/References (2)

## Slide 19 Resource: District Policies and State Laws

- *Personal Representatives and Minors*. Health Information Privacy; U.S. Department of Health and Human Services. Retrieved March 28, 2025, from <https://www.hhs.gov/hipaa/for-professionals/faq/personal-representatives-and-minors/index.html>

## Slide 21 Resource: Staff Training: Clinical Staff

- U.S. Department of Health and Human Services. (2024, October 18). *Recruit, Train, and Retain Future Health Workers*. HHS.gov. <https://www.hhs.gov/healthcare/workforce/recruit-train-retain/index.html>

## Slide 22 Resource: Staff Training: School Staff

- Cardona, M. (2021). *Supporting Child and Student Social, Emotional, Behavioral, and Mental Health Needs*. U.S. Department of Education. <https://www.ed.gov/sites/ed/files/documents/students/supporting-child-student-social-emotional-behavioral-mental-health.pdf>

# Accessing Training and TA Opportunities



**EMAIL US**

[bphc-ta@bizzellus.com](mailto:bphc-ta@bizzellus.com)



**VISIT THE TA PORTAL**

[bphc-ta.bizzellus.com](http://bphc-ta.bizzellus.com)



**SUBSCRIBE TO THE HUB IN FOCUS**

[bphc-ta.bizzellus.com/subscribe](http://bphc-ta.bizzellus.com/subscribe)

Scan the QR code to subscribe and watch for updates in the Hub in Focus regarding additional TA opportunities



# Continuing Education (CE) Opportunity

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# Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.

**Thank you for your time!**



<https://surveymonkey.com/r/CoP2Session3>



# Thank you!

We'll see you on  
Thursday, September 11  
3:00 to 4:00 p.m. ET



Office Hours  
Thursday, August 28, 2025  
4:00 to 4:30 p.m. ET