

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

Thursday, October 23, 2025

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

Session Seven

Parent Engagement

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.



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Today's Agenda



Welcome, New Participant Introductions, and
Session Six Recap



Parent Engagement



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



Session Wrap-Up, Questions, and Between-Session
Activity

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. Is your organization located in a rural or urban area?
4. Your role/title
5. What you got out of Session Six and any lingering questions



CoP Overview and Schedule

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

CoP Session Objectives

Participants in this CoP session will be able to:

- Describe the importance of parent engagement in the success of school-based youth behavioral health programs.
- Formulate parent engagement strategies that are appropriate for the school and community setting, grade level, and available resources.
- Develop strategies to address barriers to sustained parent engagement.
- Identify additional training opportunities for SBHC staff to reduce stigma surrounding behavioral health and substance use disorders.



Level-Setting: Primary Caregiver

- The **primary caregiver** is responsible for caring for both physical and behavioral health of the child(ren)



Why Parent Engagement?



Challenges

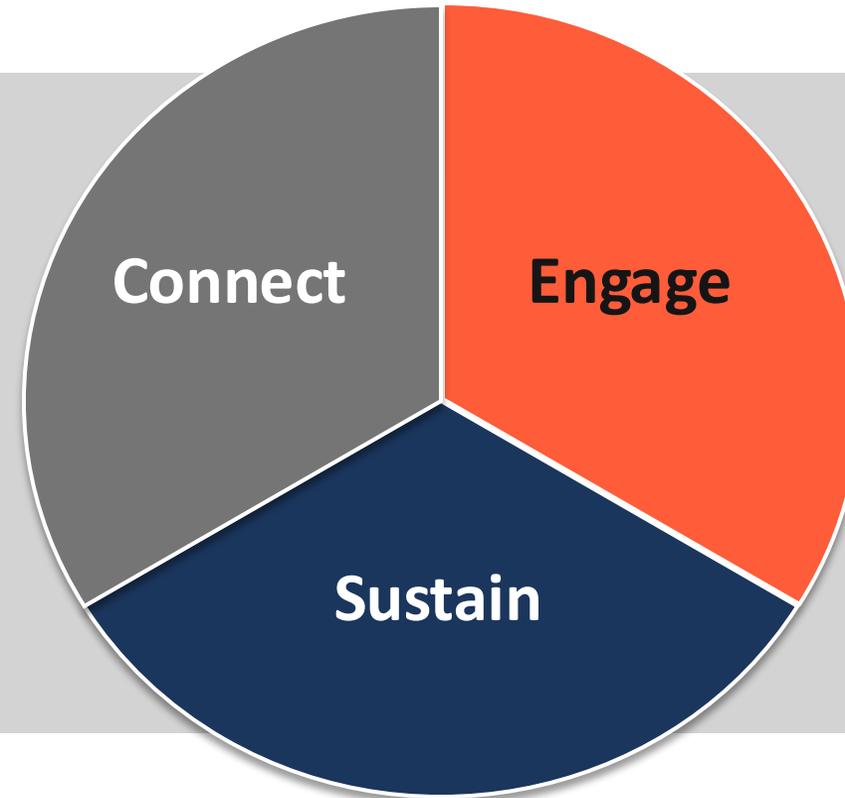
- Stigma surrounding behavioral health and substance use disorders
- Data access
- Other stakeholder priorities



Centers for Disease Control and Prevention (CDC) Model for Parent Engagement

Customize:

- Parent and school needs
- Grade level
- Available resources



Connect



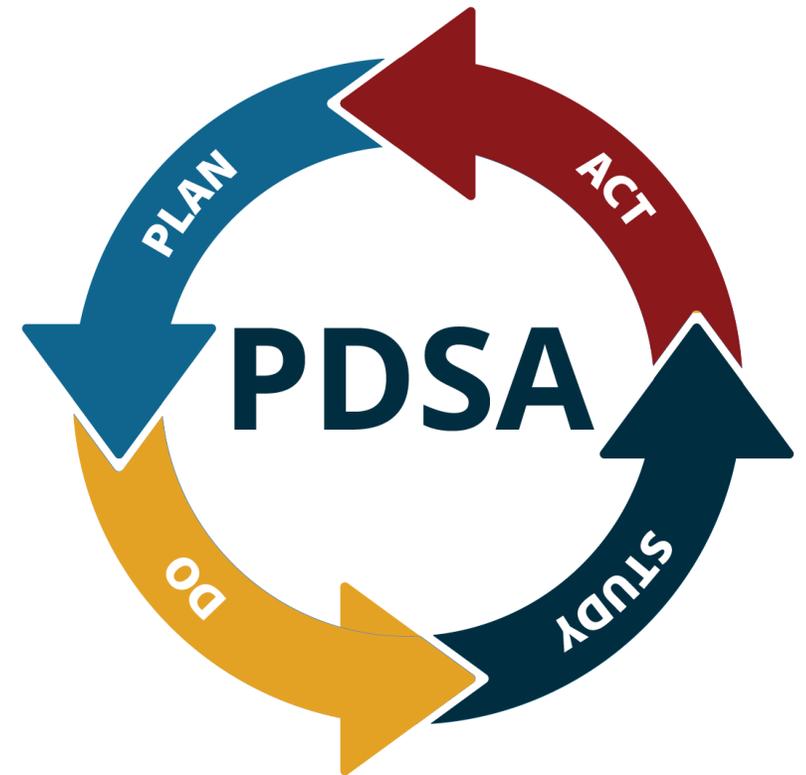
- **Designate a parent liaison** to develop and implement policies and procedures to engage parents.
- **Identify gaps** in your parent engagement plan.
 - [CDC School Health Profiles](#)

Suggested Parent Assessment Questions

1. What BH/SUD topics are important to your family and child?
2. What information would you like to receive regarding BH/SUD?
3. What BH activities, programs, and services would you like to know more about?
4. Are there any simple changes or modifications you would suggest to make our SBHC more accessible for parents?
5. If your child has an identified BH/SUD condition, how would you like our SBHC to work with you to most effectively manage it?
6. What skills or talents would you like to share that could match with the needs of the SBHC?

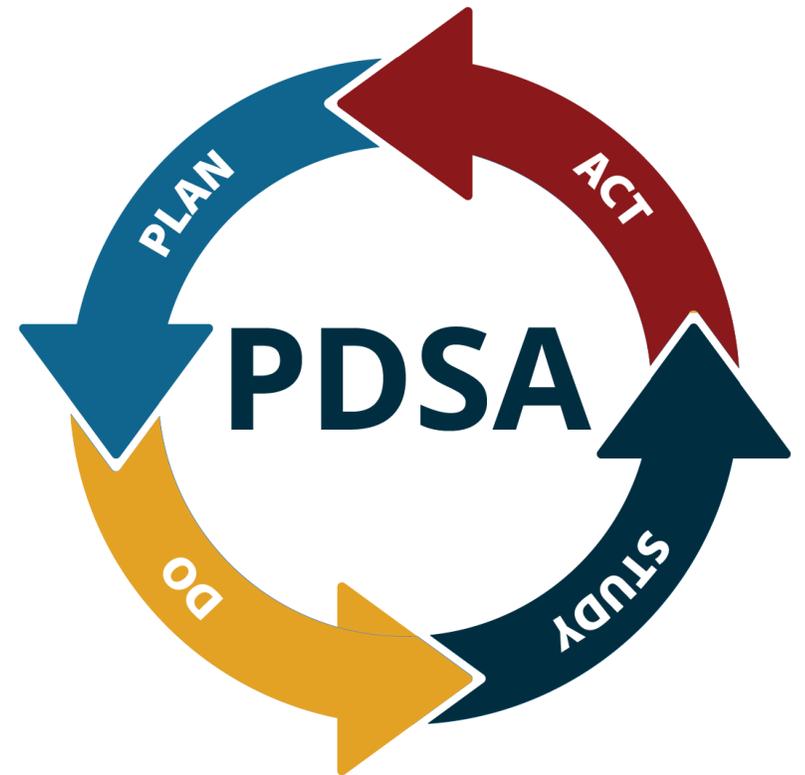
Reflection and Assessment (1)

1. How does your SBHC mission reflect the importance of parent engagement?
2. What policies and procedures are in place to maximize parent engagement?
3. How is parental involvement guided by a school- or district-level parent involvement and engagement plan?
4. How would your SBHC benefit from a designated parent liaison?



Reflection and Assessment (2)

1. Are parents represented on an SBHC advisory board?
2. Is there SBHC programming that addresses parent interests?



Engage



**Provide
parenting
support**



**Communicate
with parents**

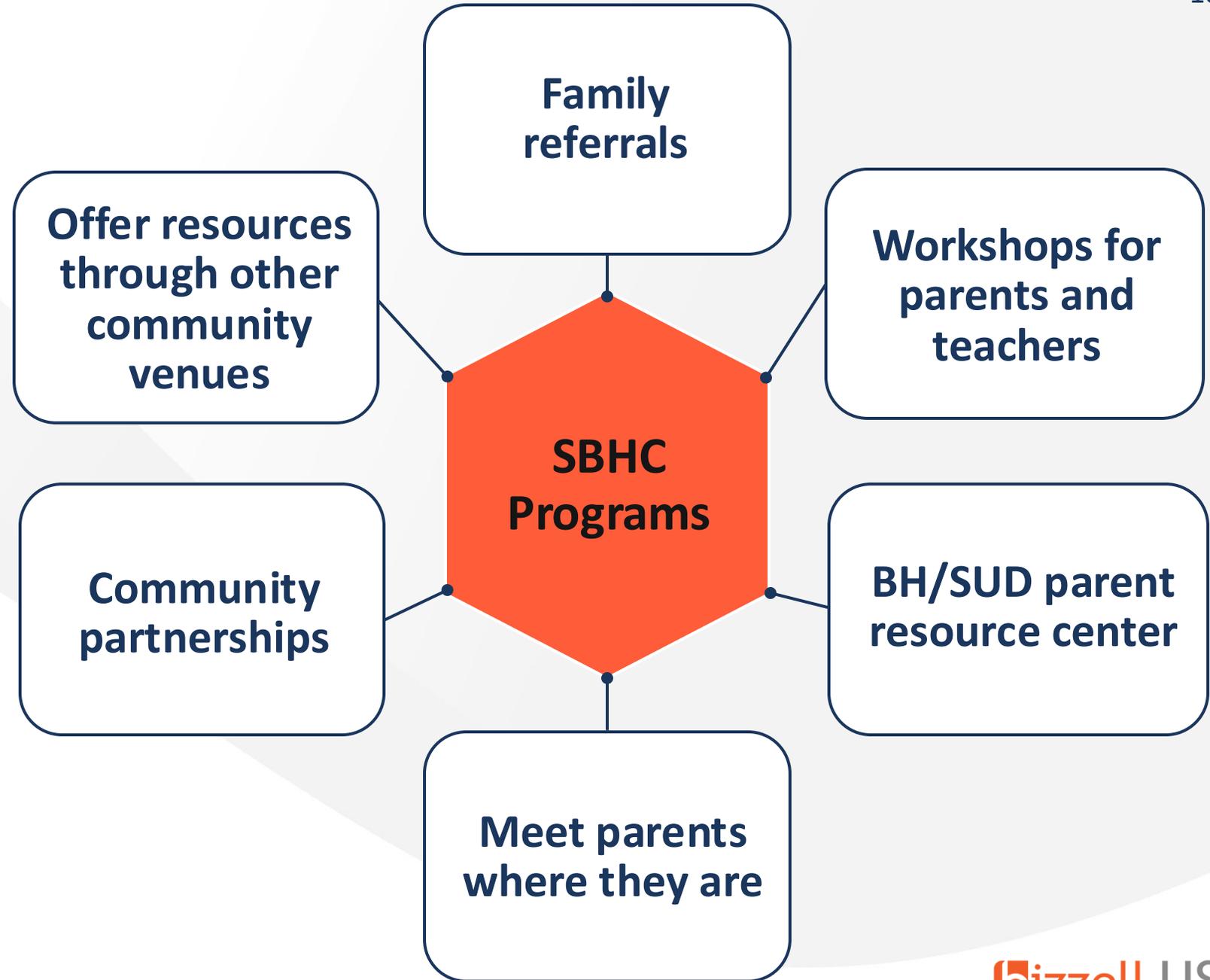


**Offer
volunteer
opportunities**



**Collaborate
with the
community**

Provide Parenting Support



Communicate with Parents

**Use school
communication
channels**

**Be visible
and present**

**Encourage
comments
and
suggestions**

**Provide
translations**

Offer Volunteer Opportunities

- Involve parents in grant-writing.
- Enlist parents to coordinate phone call reminders or organize trainings.
- Leverage parent expertise and experience.
- Support learning at home.
- Offer decision-making input.



Collaborate with the Community



**Link families to
community
programming**



**Invite community
partners to host
events at school**

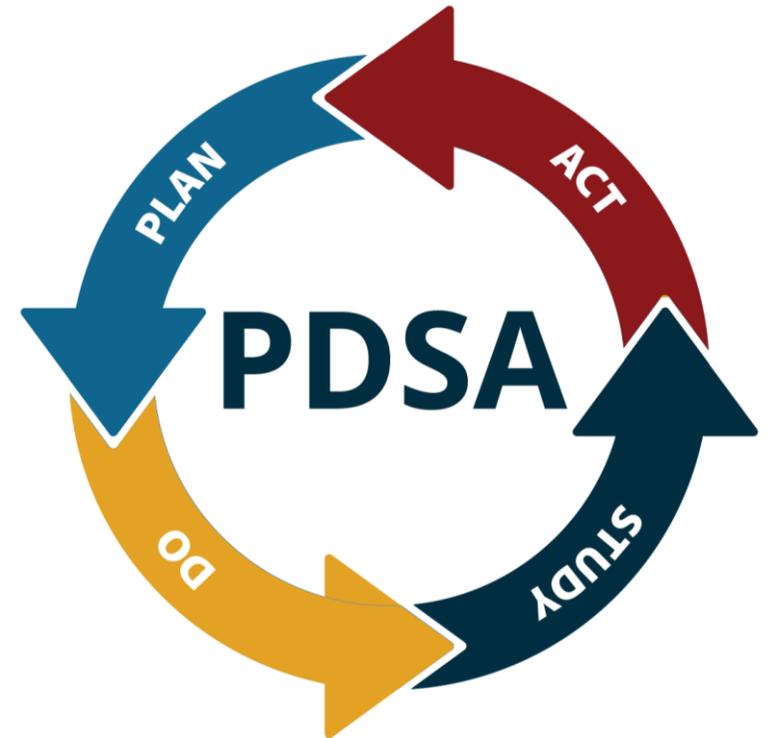
Equip Your Staff with Communications Skills

- De-escalation training for sensitive interactions
- Substance Abuse and Mental Health Services Administration (SAMHSA) Creating Safe Scenes training course



Reflection and Assessment (3)

1. What practical strategies have worked for your SBHC to engage parents?



Sustain

Schedule conflicts

**Lack of
transportation**

**Discomfort of
school health
meetings and
activities**

**Communications
barriers**

Untrained staff

**Difficulties
sustaining
leadership or
financial support**

Schedule Conflicts



- Survey parents about meeting times.
- Check for conflicts with other school activities, holidays, and community events.
- Schedule multiple meetings or activities.
- If possible, schedule on weekends or after school hours.
- Host meetings off-campus and/or provide child care.
- Host virtual meetings.
- Set up dedicated email and voicemail for parents.

Lack of Transportation

- Host meetings off-site (e.g., community centers, libraries, churches) and/or provide child care.
- Host virtual meetings or create a podcast.
- Set up dedicated email and voicemail for parents.
- Coordinate transportation through school buses, shared community ride board, or parent carpools.



Discomfort at School Health Meetings and Activities

- Offer continuing education opportunities.
- Designate a greeter especially for parents.
- Provide opportunities for parents to get to know the SBHC staff in non-threatening ways.



Communication Barriers



- Offer translator services and sign language interpretation.
- Translate materials to common languages in your community.
- Avoid using professional jargon.
- Provide materials at an 8th grade reading material or lower.

Untrained Staff

- Address staff resistance to change, turf issues, and power struggles that may hinder parent interactions.
- Provide professional development opportunities.
 - Stigma reduction: [NIDA Words Matter training](#)
 - De-escalation training: [SAMHSA Creating Safe Scenes training course](#)



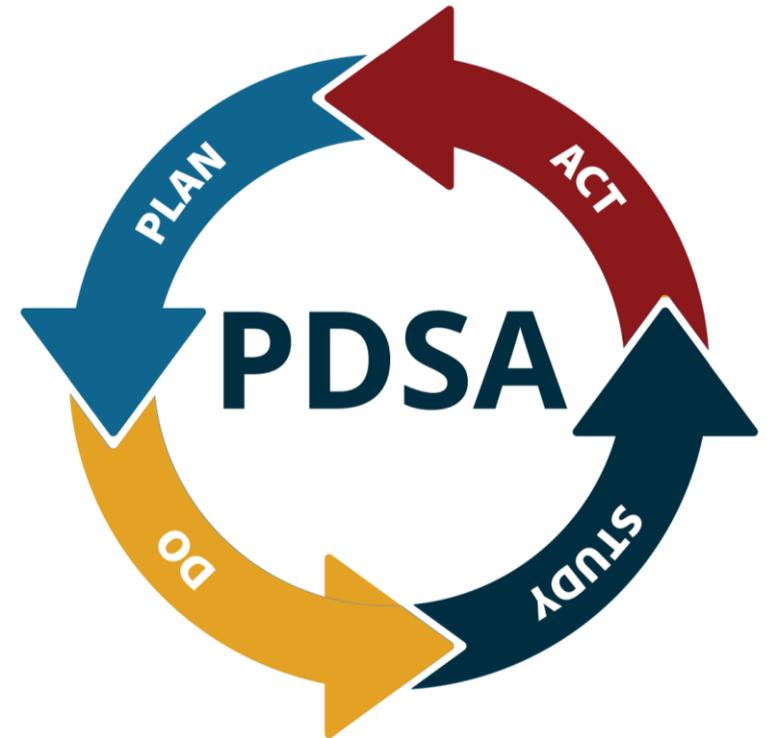
Problems Sustaining Leadership or Financial Support



- Share data demonstrating parent interest and positive impact of parent engagement on health outcomes.
- CDC Youth Risk Behavior Survey
- Encourage parents to participate in the Parent Teacher Association (PTA), school health council, or other venues.
- Seek support through grants and community partners.

Reflection and Assessment (4)

1. What practical activities have worked for your SBHC to sustain parent engagement?



Resources

- CDC. (2023, October 4). *Youth Risk Behavior Surveillance System (YRBSS)*. <https://www.cdc.gov/yrbs/>
- CDC. (2024, September 23). *School Health Profiles*. School Health Profiles. <https://www.cdc.gov/school-health-profiles/index.html>
- CDC. (2024, November 22). *Parent Engagement in Schools*. Healthy Youth Parent Resources. <https://www.cdc.gov/healthy-youth-parent-resources/parent-engagement/index.html>
- National Institute on Drug Abuse. (2022, February 23). *Words Matter - Terms to Use and Avoid When Talking About Addiction: A CME/CE Activity*. <https://nida.nih.gov/nidamed-medical-health-professionals/health-professions-education/cmece-activities/your-words-matter-terms-to-use-avoid-when-talking-about-addiction-cmece-activity>
- SAMHSA. *Creating Safe Scenes Training Course*. (2024). <https://www.samhsa.gov/technical-assistance/dtac/training/safe-scenes>

Accessing Training and TA Opportunities



EMAIL US

bphc-ta@bizzellus.com



VISIT THE TA PORTAL

bphc-ta.bizzellus.com



SUBSCRIBE TO THE HUB IN FOCUS

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

- We offer BH CEUs for participation in BHTA events.
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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://www.surveymonkey.com/r/CoP2Session7>

Thank you!

We'll see you on November 6, 2025
3:00 to 4:00 p.m. ET



Office Hours
Thursday, October 23, 2025
4:00 to 4:30 p.m. ET