

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

Thursday, September 25, 2025

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

# Session Five

Promote Positive Peer  
Relationships and Promote  
Enrollment in Health Insurance

# 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 Four Recap



How School-based Health Centers (SBHCs) can Encourage Positive Peer Relationships and Support Health Insurance Enrollment



Reflection and Assessment: Interactive Discussion and Plan-Do-Study-Act (PDSA) Activity



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

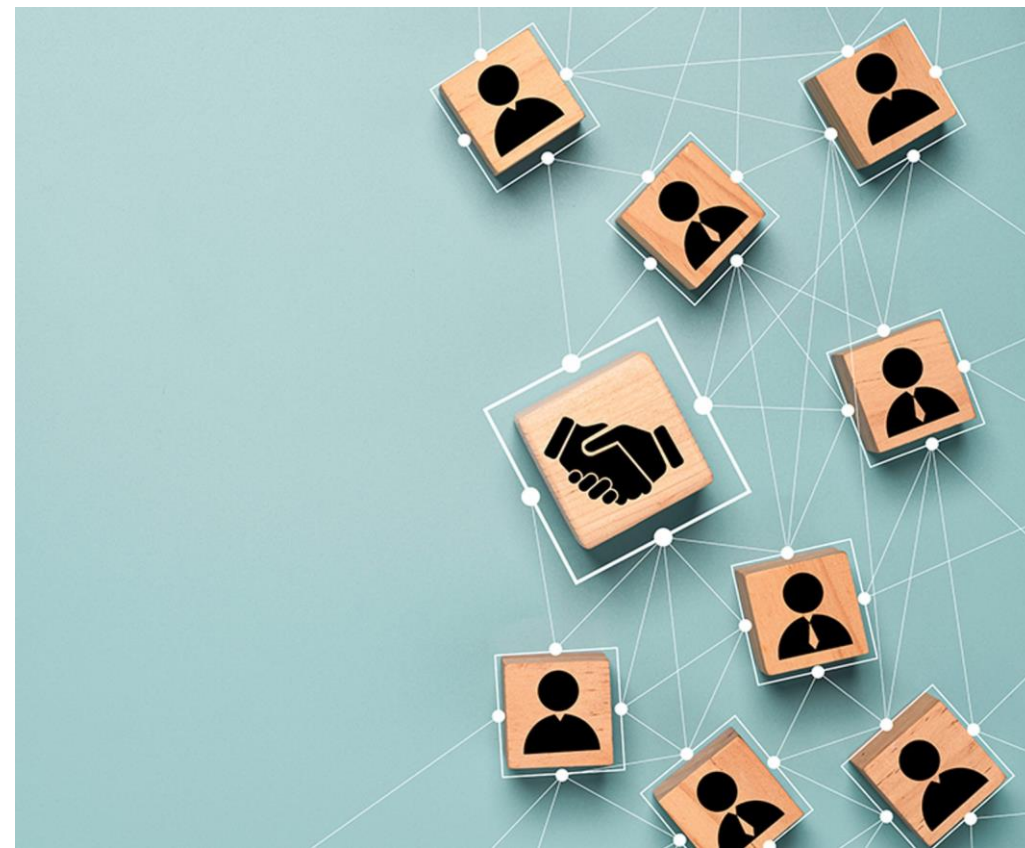


**Andrew Gluck, MBA**  
Vice President of Development  
and Performance Improvement,  
Ginn Group Collaborative

# 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 Four and any lingering questions



# 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***

# Session Objectives

## Participants in this session will be able to:

- Describe the principles of effective youth-led and peer-led programs in school-based settings.
- Discuss strategies to encourage health insurance enrollment (e.g., Medicaid, Children's Health Insurance Program, Marketplace) with SBHC services.
- Recognize how health insurance enrollment supports SBHC sustainability efforts.





# Impact of Stigma on SBHC Patients



**Reasons that your patients may feel embarrassed or ashamed to seek help in school for mental health concerns:**

- Fear of judgment
- Stigma or misperceptions about behavioral health
- Data privacy concerns
- Judgmental or disrespectful attitudes from providers or school staff
- Financial concerns

# How Can SBHCs Support Positive Peer Relationships and Health Insurance Enrollment?

- Complement school efforts to build positive peer relationships.
- Adolescence is when behavioral health and substance use disorders (BH/SUDs) can begin or worsen.

**SBHCs have the specialized staff and established relationships to be a *trusted resource* for schools.**



# Building Positive Peer Relationships Through SBHCs



Building trust with patients in our SBHCs



Supporting existing school programs



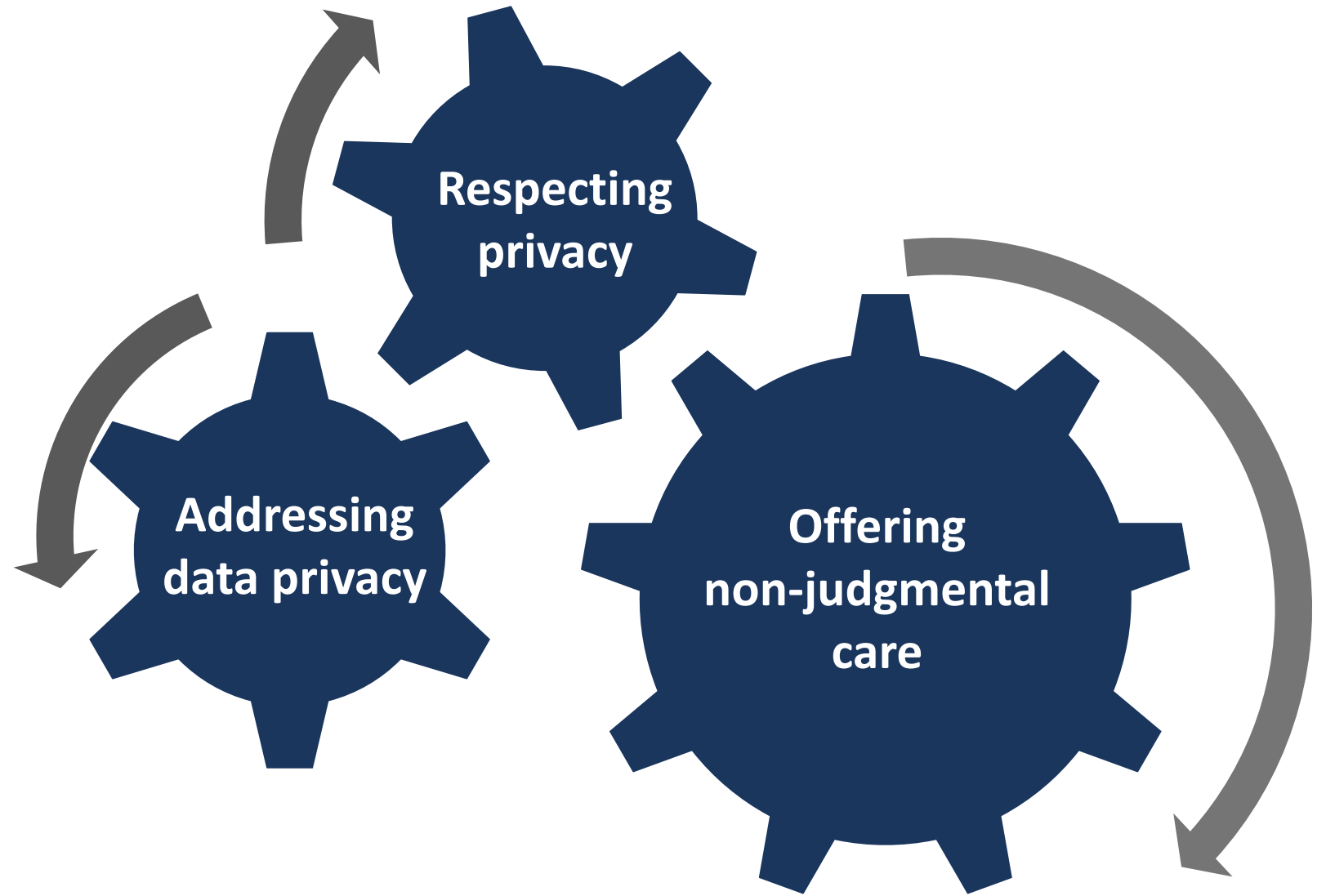
Hosting a peer advisory board



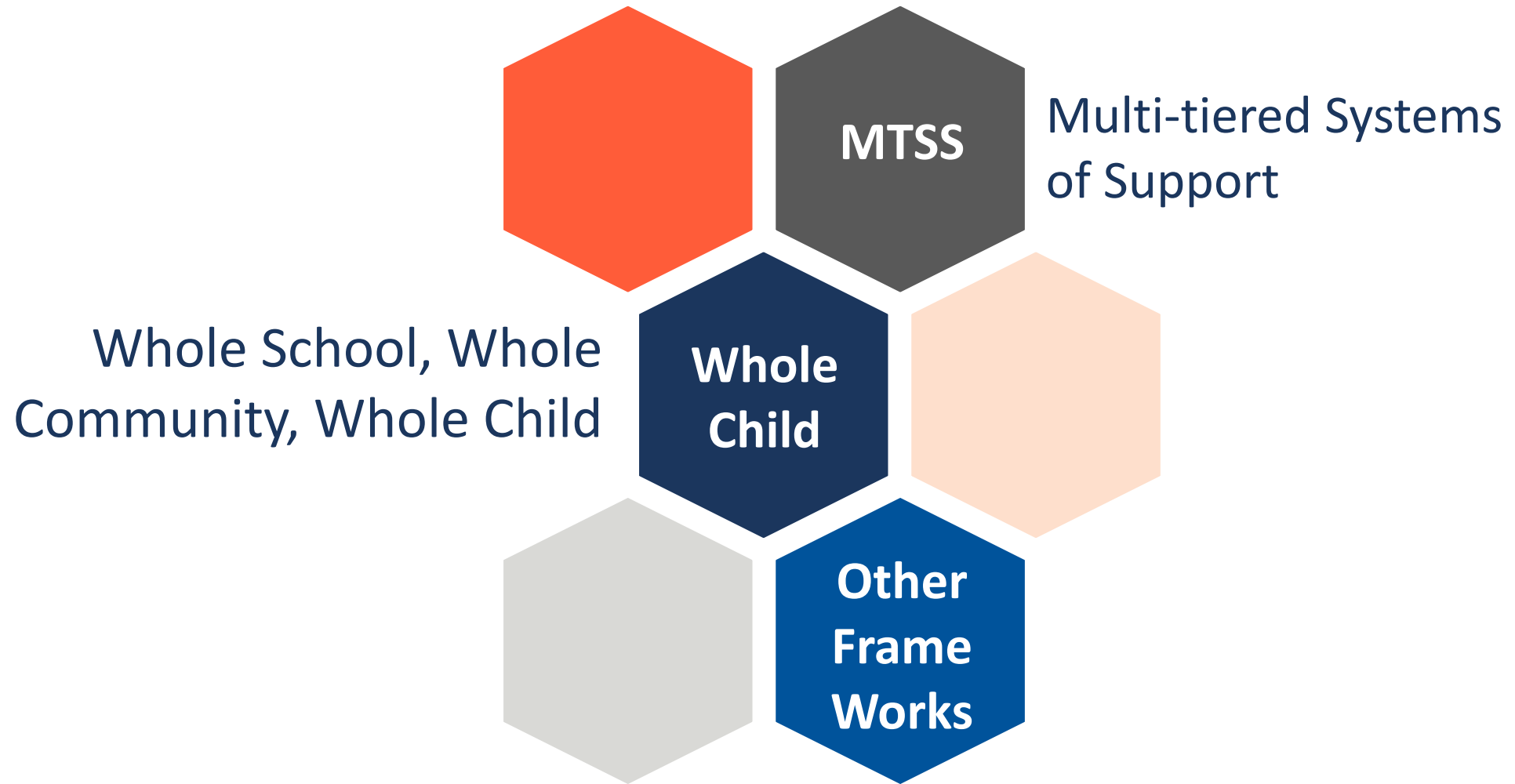
Facilitating peer-led modeling programs



Building  
Trusting  
Relationships,  
One Patient  
at a Time



# What is Your School's Strategic Framework?



# Youth Advisory Board Advantages



## SBHCs

- Build relationships with your primary stakeholders
- Get feedback to improve programs
- Identify staff training needs



## Members

- Increase awareness of mental health challenges
- Shape policies and programs
- Gain experience

# Youth Advisory Board Caveats

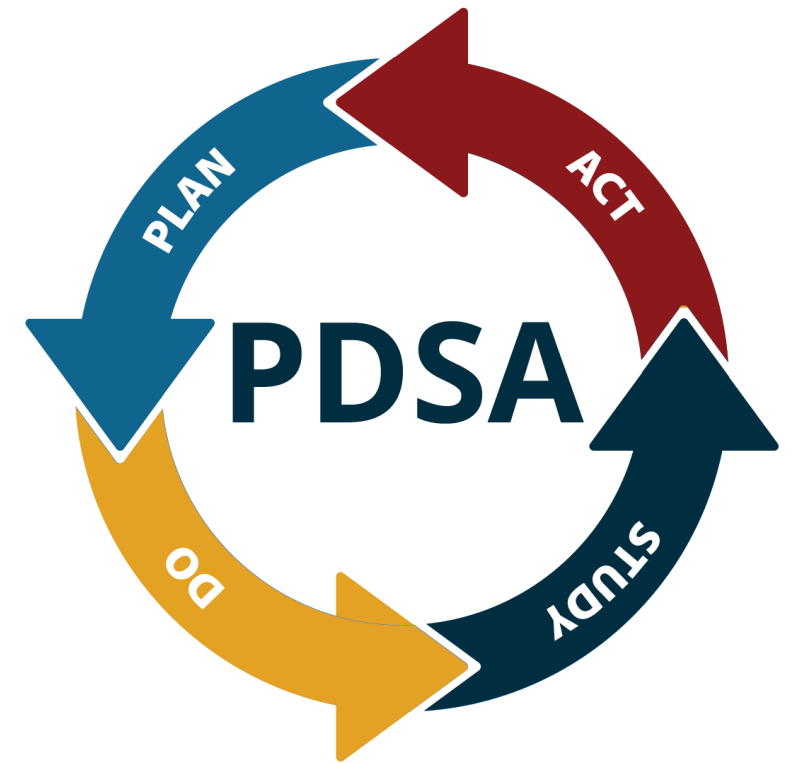
- **Have a clear goal.**  
It's vital to demonstrate how recommendations and feedback are integrated.
- **Be realistic about resources and time.**  
Join forces with school and/or community partners.





# Youth Advisory Board: Reflection and Assessment

1. How does your youth advisory board (YAB) work with the SBHC?
  - Benefits?
  - Challenges?
2. For those without a YAB, how would a YAB support your implementation of BH/SUD services?
3. What barriers have you encountered or do you anticipate?
4. What is one thing you can do in the next two (2) weeks to advance a YAB?





# Peer-Led Modeling Programs

**Benefit both peers  
and mentees**

**Reduce stigma  
around BH/SUD**

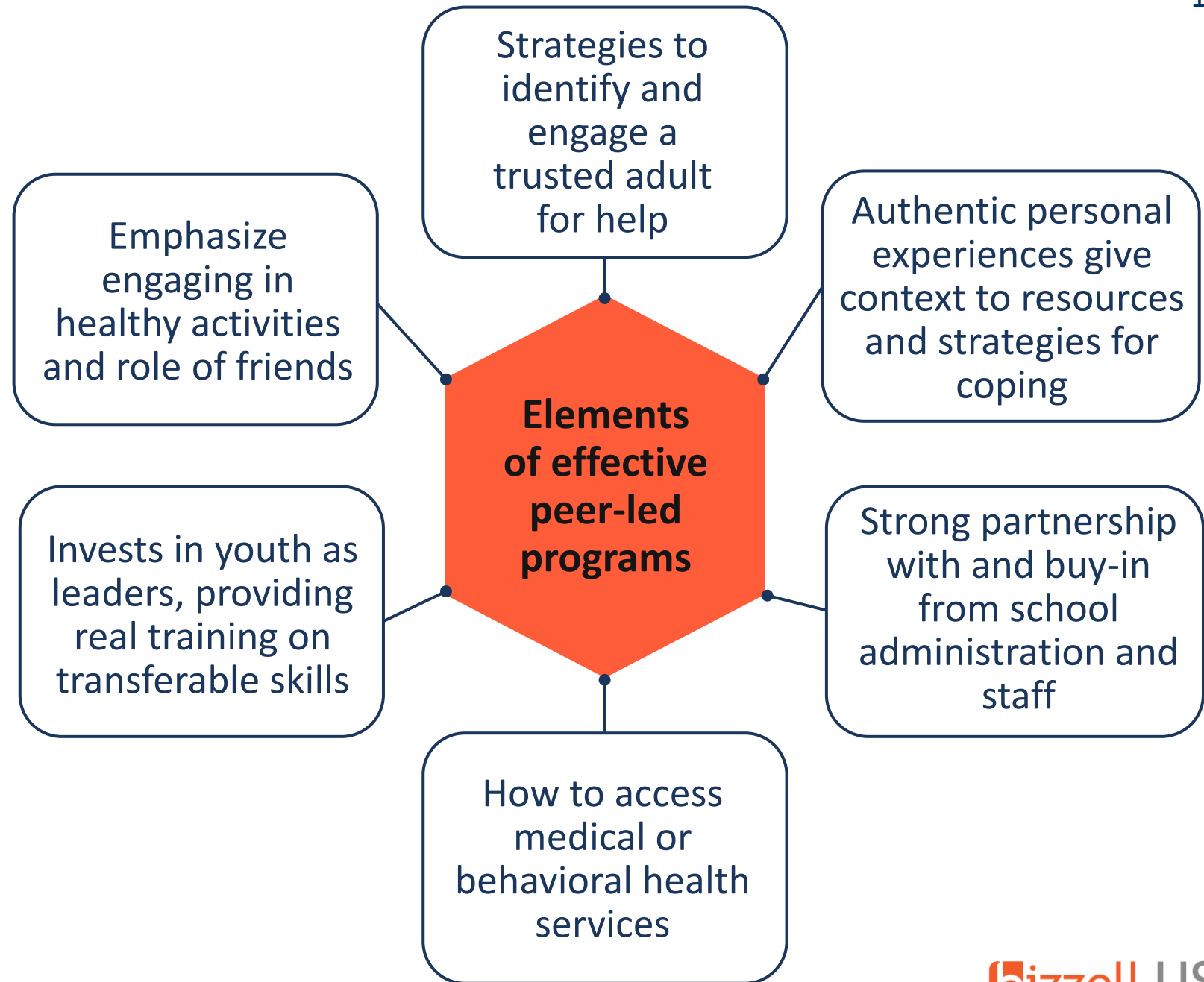
**Tap into value  
of peer  
relationships**

**Add another layer  
of mental health  
support**

**Improve access  
to integrated  
BH/SUD care**

**Fits into Multi-  
tiered Systems of  
Support**

# Elements of Effective Peer-Led Modeling Programs



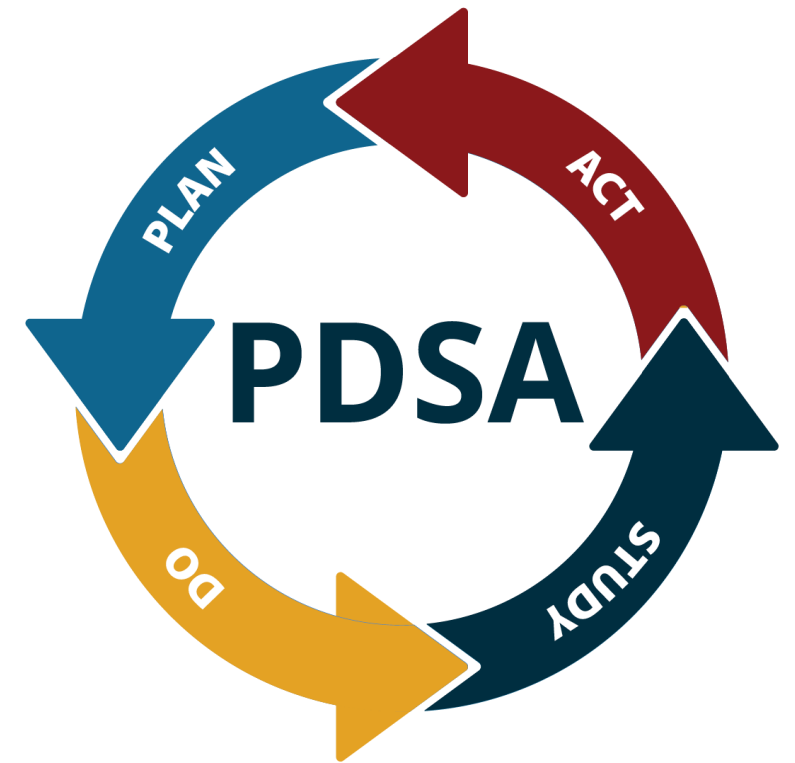
# Federal Resources (1)

- Project AWARE ([check SAMHSA](#) to see if your school has this grant)
- [Talk, They Hear You](#) underage drinking campaign
- [Bullying and Cyberbullying](#)
- [SchoolSafety.gov](#) – Mental health (e.g., suicide, social media, vaping, substance use disorder prevention, etc.)



# Peer-Led Modeling Programs: Reflection and Assessment

1. How do you incorporate peer-led modeling programs into your school/SBHC?
  - What benefits have you observed?
  - What challenges or barriers have you encountered?
2. What strategies have or might you consider related to peer-led modeling program sustainability in your school?
3. What is one thing you can do in the next two (2) weeks to advance a peer-led modeling program at your school?



# Features of Health Insurance Enrollment



**Students  
more likely to  
get care**



**Safeguard  
SBHC  
sustainability**



**Special  
considerations  
for rural  
settings**



**Vital  
partnership  
with school  
leadership**

# Practical Tips for Health Insurance Enrollment



Bundle insurance information with sports physical forms.



Provide a link to [InsureKidsNow.gov](https://www.insurekidsnow.gov) on the school website.



Ask the school principal to remind parents via email or automated calls to enroll in health insurance.



Host a summer event or staff a table at back-to-school night.

**Families can apply for Medicaid and the Children's Health Insurance Program (CHIP) anytime.**

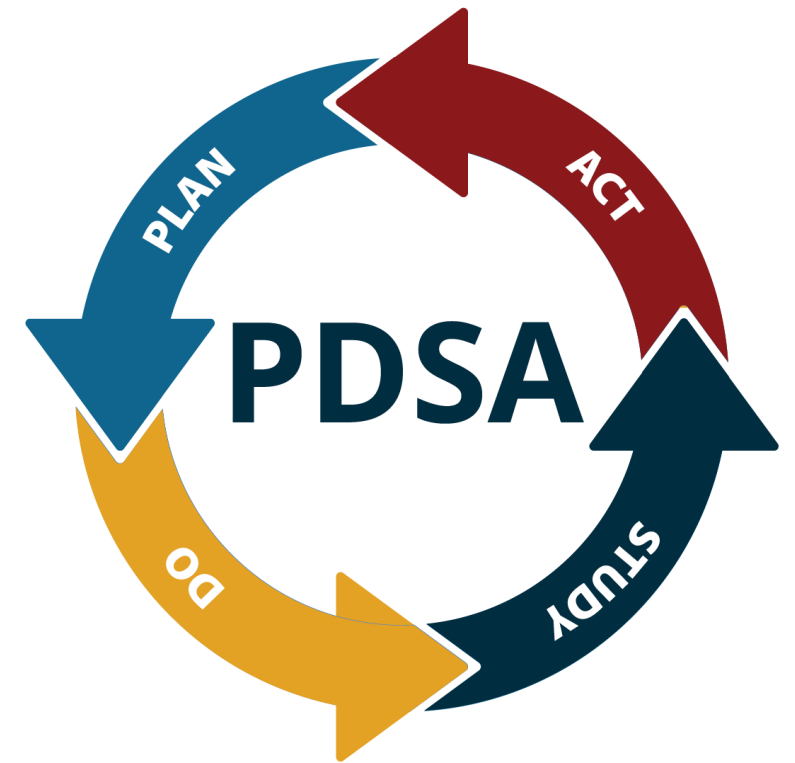
## Federal Resources (2)

- [InsureKidsNow.gov](https://www.insurekidsnow.gov) - includes [mental health benefits info](#)
- [Annual renewal marketing materials](#)
- [Medicaid](#)
- [CHIP](#)
- [Marketplace](#)



# Health Insurance Enrollment: Reflection and Assessment

1. How does your SBHC encourage health insurance enrollment?
2. What challenges are you facing?
3. Where can you engage with parents and families?
4. What strategies might your SBHC adopt in the next two (2) weeks to evaluate or advance health insurance enrollment?





# Resources and References (1)

## Slide 9: 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 10: How Can SBHCs Support Positive Peer Relationships and Health Insurance Enrollment?

- Department of Health and Human Services, Office of Population Affairs. (2022). *Mental Health in Adolescents*. OPA.HHS.gov. <https://opa.hhs.gov/adolescent-health/mental-health-adolescents>

## Slide 12: Building Trusting Relationships, One Patient at a Time

- Centers for Disease Control and Prevention (CDC). (n.d.). *HIPAA and FERPA infographic*.  
<https://www.cdc.gov/phlp/media/pdfs/hipaa-ferpa-infographic-508.pdf>

# Resources and References (2)

## Slide 13: What's Your School's Strategic Framework?

- 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>
- CDC. (2024, October 18). *Whole School, Whole Community, Whole Child (WSCC)*. Whole School, Whole Community, Whole Child (WSCC). <https://www.cdc.gov/whole-school-community-child/about/index.html>

## Slides 14 and 15: Youth Advisory Board Advantages and Youth Advisory Board Caveats

- CDC. (2025, February 10). *Youth Advisory Councils*. Youth Advisory Councils. <https://www.cdc.gov/youth-advisory-councils/index.html>

## Slides 17-18: Peer-Led Modeling Programs and Elements of Effective Peer-Led Modeling Programs

- *Promoting Mental Health and Well-Being in Schools: An Action Guide for School and District Leaders* Division of Adolescent and School Health (DASH) National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) Centers for Disease Control and Prevention (CDC) (2023).  
[https://www.cdc.gov/mental-health-action-guide/media/pdfs/DASH\\_MH\\_Action\\_Guide\\_508.pdf](https://www.cdc.gov/mental-health-action-guide/media/pdfs/DASH_MH_Action_Guide_508.pdf)

# Resources and References (3)

## Slide 19: Federal Resources

- SAMHSA. (2023). *Project AWARE - School Campus Mental Health*. SAMHSA.gov. <https://www.samhsa.gov/mental-health/children-and-families/school-health/project-aware>
- SAMHSA. (2024). *Talk. They Hear You: Underage Drinking Awareness Campaign*. SAMHSA.gov. <https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you>
- SchoolSafety.gov. (2019). *Bullying and Cyberbullying*. Schoolsafety.gov. <https://www.schoolsafety.gov/bullying-and-cyberbullying>
- SchoolSafety.gov. (2023). *Mental Health*. SchoolSafety.gov. <https://www.schoolsafety.gov/mental-health?page=2#views-exposed-form-resources-by-subtopic-block-1>
- InsureKidsNow.gov. (2023). *Annual Renewals and Unwinding*. Insurekidsnow.gov. <https://www.insurekidsnow.gov/initiatives/annual-renewals-and-unwinding>

# Resources and References (4)

## Slide 19: Federal Resources (continued)

- Medicaid. (n.d.). *Where Can People Get Help With Medicaid & CHIP?*. Medicaid.gov. <https://www.medicaid.gov/about-us/where-can-people-get-help-medicaid-chip/index.html>
- Healthcare.gov. (n.d.). *Children's Health Insurance Program (CHIP) Eligibility Requirements*. HealthCare.gov. <https://www.healthcare.gov/medicaid-chip/childrens-health-insurance-program/>
- Healthcare.gov. (n.d.). *Apply for Health Insurance*. HealthCare.gov. <https://www.healthcare.gov/apply-and-enroll/how-to-apply/>

## Slide 23: Federal Resources

- InsureKidsNow.gov. (n.d.). <https://www.insurekidsnow.gov/>
- InsureKidsNow.gov. (2025). *Mental Health*. Insurekidsnow.gov. <https://www.insurekidsnow.gov/initiatives/mental-health>

# 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



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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/CoP2Session5>

# Thank you!

We'll see you on  
Thursday, October 9  
3:00 to 4:00 p.m. ET





Office Hours  
Thursday, September 25, 2025  
4:00 to 4:30 p.m. ET