

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

Thursday, October 9, 2025
3:00 PM to 4:00 p.m. ET

Session Six

Behavioral Health Staffing Strategies for Your School- Based Health Center

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 Five Recap



Behavioral Health Staffing at School-Based Health Centers (SBHCs)



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 Five and any lingering questions



CoP Overview and Schedule

- This CoP occurs every other **Thursday from August 14 to November 6.**
- 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. *Identify Current Challenges and Opportunities for Behavioral Health Integration*
2. *Challenges and Opportunities to Provide Behavioral Health Support*
3. *Reduce Stigma*
4. *Partner with Community Organizations and Link to Services*
5. *Promote Positive Peer Relationships and Promote Enrollment in Health Insurance (e.g., Marketplace, CHIP, or Medicaid)*
6. ***Behavioral Health Staffing Strategies for Your School-Based Health Center***
7. *Parent Engagement*
8. *Presentations Summary*

CoP Session Objectives

Participants in this CoP session will be able to:

- Assess behavioral health staffing needs to align with school priorities.
- Review promising practices for behavioral health staff recruitment and retention.
- Apply metrics to evaluate recruitment and retention practices.



Assessing the School Environment

Addressing behavioral health in a school-based setting requires buy-in and engagement from the following groups to **build trust**.

- Administration
- Clinical staff
- School nurses and guidance counselors
- Teachers
- Parents
- Students



Where You are Now? Where Do You Want to Go?

Join forces with your school to identify the problem you want to solve

- Compare local behavioral health and substance use disorder (BH/SUD) data with national statistics
- Include school advisory councils, community leaders, nonprofits, health care organizations, religious organizations
- Compare local BH/SUD data to national statistics
- Consider funding environment

Programming Considerations



BH/SUD Services

- Screening
- Student referrals



BH/SUD Expansion

- Group counseling
- 1:1 counseling
- Crisis intervention
- Telehealth
- Family referrals

Billing and Recruitment Considerations



School and Student Needs

- Staff who can bill for services
- BH expertise required
- Productivity requirements

Staffing Categories



Residents, students, interns. Collaborate with community health providers and universities.



Non-behavioral health-licensed professionals. Medical Assistants (MAs), administrative staff, nurses, community health workers, and other para-professionals can assist the BH provider by performing outreach, screening, and referrals.



Medical provider. Consider a medical provider (MP) on staff such as an advanced registered nurse practitioner or primary care physician.



Behavioral health provider. Collaborate with MP, residents, students, interns and/or others to deliver prevention and intervention services at the top of their licensure.

Staffing – Practical Tips

Ratio of 1 behavioral health provider per every 500 students.

- Assume roughly 10% will need BH services.

Consider a mix of staff to support screening and treatment.

- Rely on nurses, case managers, and other health-licensed professionals for screenings and referrals.
- Licensed Clinical Social Workers (LCSW), Licensed Mental Health Counselors (LMHC), Behavioral Health Clinicians (BHC), or Licensed Professional Counselors (LPC) may conduct the behavioral intervention.

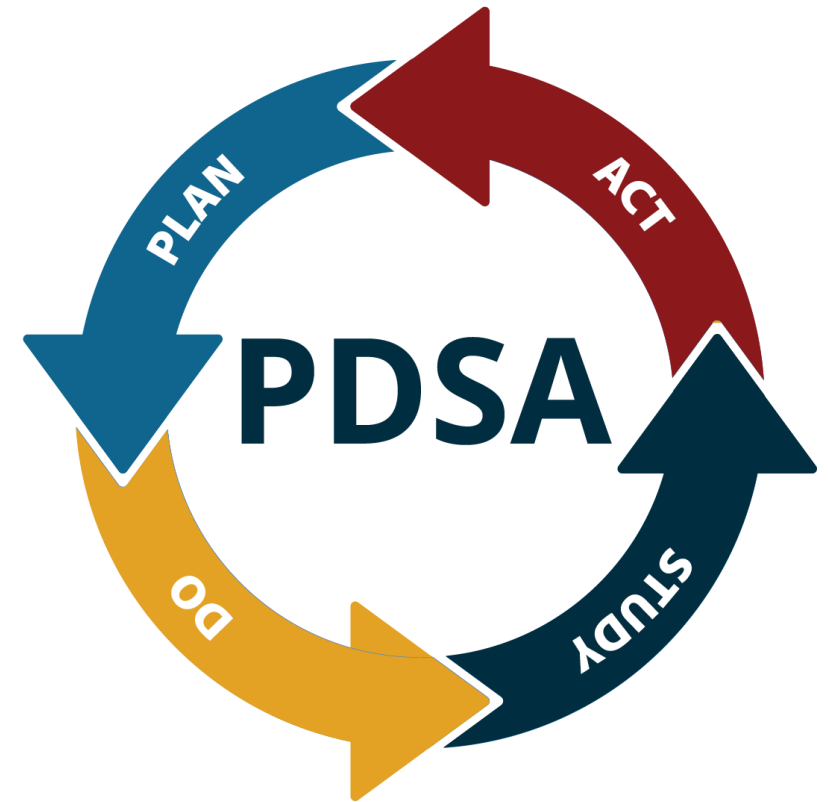
Develop relationships with local qualified behavioral health partners.

Recruit from the community being served.

- Understands and relates to your population's needs; may be more committed to role/community. Residents, students, and interns are other options.

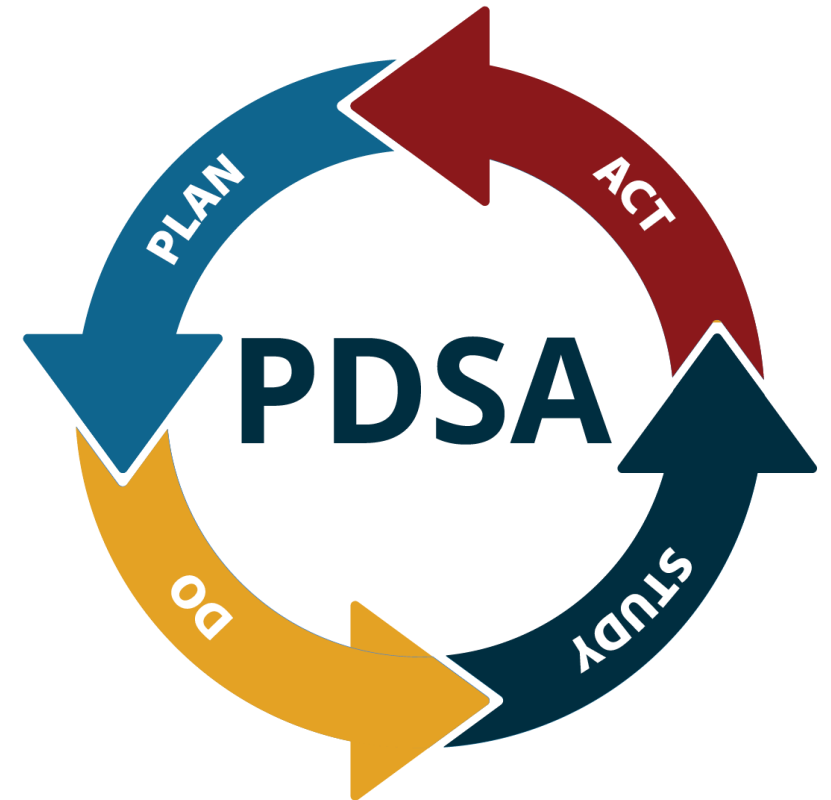
Reflection and Assessment: Staffing Practices

1. What is the primary need for BH services at your SBHC?
2. What does your SBHC BH staffing mix look like? What do you want it to look like?
3. How do you define your productivity requirements for BH staff?
4. How have you used partnerships with educational institutions or community organizations to recruit BH staff? Other innovative recruitment approaches?



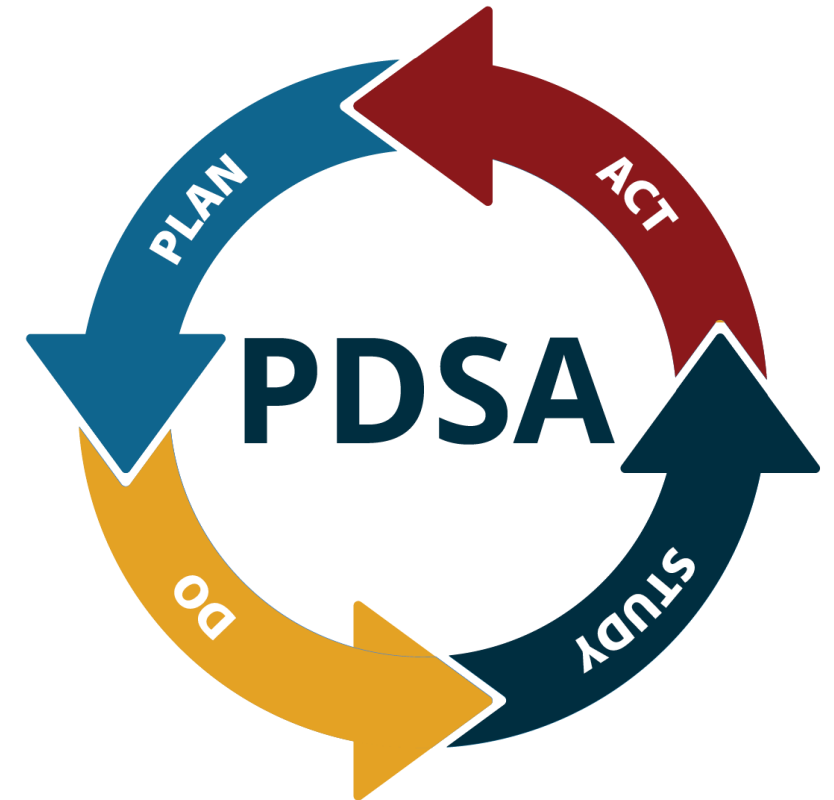
Reflection and Assessment: Retention Practices

1. What retention practices have you found helpful? What practices would you like to explore? Examples:
 - Scheduling, compensation, benefits
 - Burnout prevention
 - Peer support networks and debriefing practices
 - Teamwork and communication



Reflection and Assessment: Recruitment and Retention Practices

1. How are you assessing your BH staff recruitment and retention practices?
 - Recruitment metrics
 - Employee satisfaction surveys
 - Stay interviews and exit interviews
 - Professional development opportunities
 - Turnover rate, average tenure, etc.



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



Resources/References

- *Delivering Services in School-Based Settings: A Comprehensive Guide to Medicaid Services and Administrative Claiming.* (n.d.). <https://www.Medicaid.gov/medicaid/financial-management/downloads/sbs-guide-medicaid-services-administrative-claiming.pdf>
- Substance Abuse and Mental Health Services Administration (SAMHSA). (2019). *Ready, Set, Go, Review: Screening for Behavioral Health Risk in Schools.* <https://www.samhsa.gov/sites/default/files/ready-set-go-review-mh-screening-schools.pdf>
- Pender, J., Kuhns, M., Yu, C., Larson, J., & Huck, S. (2023). *Linkages Between Rural Community Capitals and Healthcare Provision: A Survey of Small Rural Towns in Three U.S. Regions.* <https://ers.usda.gov/sites/default/files/laserfiche/publications/106139/EIB-251.pdf?v=48043>
- SAMHSA. (2021). *Screening and Treatment of Substance Use Disorders Among Adolescents.* <https://library.samhsa.gov/sites/default/files/pep20-06-04-008.pdf>

National Data Sets

- [National Survey of Children's Health](#)
- [Youth Risk Behavior Surveillance System](#)

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://www.surveymonkey.com/r/CoP2Session6>

Thank you!

We'll see you on October 23 from
3:00-4:00 p.m. ET



Office Hours

4:00pm – 4:30pm ET