

Module 15: Outreach & Engagement



Behavioral health providers are responsible for raising awareness about SchoolLink services through continuous outreach to school staff and families.

Effective Strategies

At the Annual SchoolLink Meeting, providers should develop an ongoing outreach plan that informs school staff and families about available services and the referral process.

Learn about the best ways to outreach to school staff.



In-Person Communication

Providers should regularly engage with school staff. Periodically schedule in-person meetings to remind school staff about available services and answer questions.

Attendance at School Meetings and Events

Providers should regularly attend school meetings and events, including All Staff Meetings and Department Meetings.





Distribution of Flyers

Distribute SchoolLink flyers in the main office, counseling office, teachers' lounge and other locations where school staff gather. All materials must be approved by the school prior to distribution.

Other Communication Methods

Providers can make phone calls, send emails and/or distribute fliers to school staff to reinforce the referral process, answer questions and highlight available services.



Explore the best ways to outreach to families



Meetings and Events

Providers should inquire about attending Open Houses, Back-to-School Nights, Teacher/Parent Nights, "Coffee with the Principal," Community Events, PTA meetings and Parent/Teacher conferences and other school events.



Brochures and Flyers

Place brochures in key locations in the school, including the main office, counseling offices, other offices and parent waiting areas. Brochures can also be sent home with students. All materials must be approved by the school prior to distribution.



School Newsletters and Other Announcements

Providers can supply program information for the school newsletter, emails, automated phone calls or other relevant announcement systems with school approval.

Key Point

Outreach and engagement is necessary to maintain awareness and generate enough SchoolLink referrals to sustain services at the school site.

It is a good idea to periodically review these activities and determine which were effective in helping students and families in need connect to SchoolLink services.

Resources

- [SchoolLink Flyer](#)

Key Terms

Behavioral health services: A continuum of prevention, intervention, treatment and recovery support services for mental health and substance use.

County-funded: Services funded through the County of San Diego's Health & Human Services Agency's Behavioral Health Services Division.

Provider: Unless otherwise specified, a County-funded behavioral health provider.

Administrative Information

For administrative information or to provide feedback about the [SchoolLink training program](#), please email BHSContactUs.HHSA@sdcounty.ca.gov with subject line: SchoolLink