

TELEHEALTH WEBINAR 5: YOUTH ENGAGEMENT



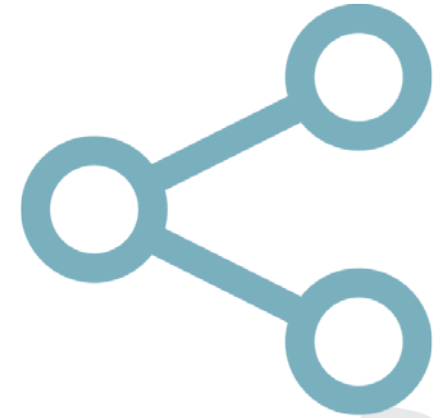


For audio, dial
(415) 655-0003

Access code
127 877 6553



The webinar is
being recorded



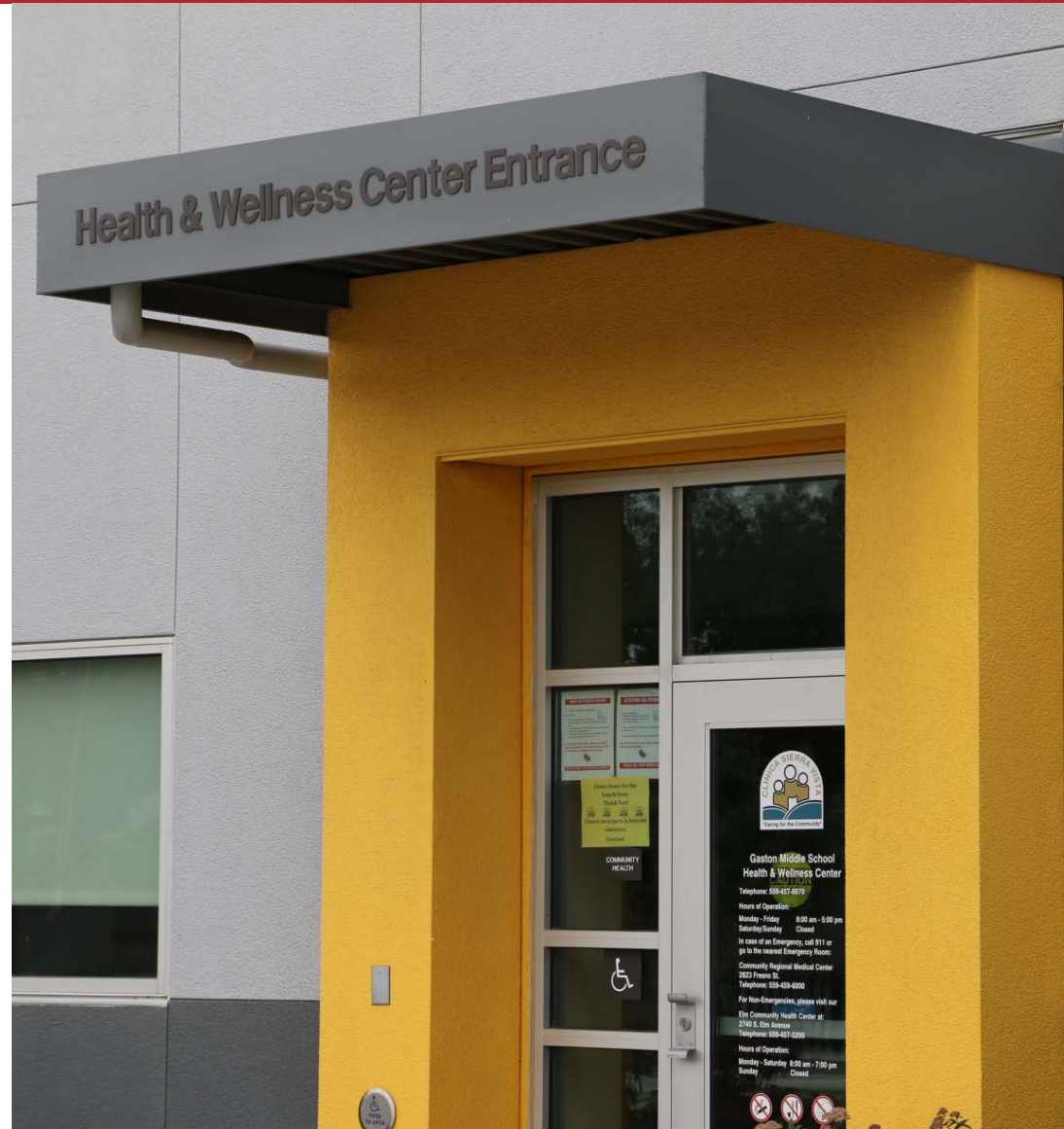
Supporting
materials will be
shared



Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools**.

Learn more:
schoolhealthcenters.org



Become a member, get exclusive benefits

- Conference registration discount
- Tools & resources
- Technical assistance

Sign up today:
bit.ly/CSHAMembership



NEW TELEHEALTH WEBINAR SERIES

Telehealth Webinar 6: Consent & Confidentiality and Mandated Reporting

Thursday, June 11th, 10:00 AM – 11:00 AM

Telehealth Webinar 7: Dental Best Practices

Wednesday, June 17th, 11:00 AM – 12:00 PM

Telehealth Webinar 8: Self-Care

Tuesday, June 23rd, 12:00 PM – 1:00 PM



The Los Angeles Trust for Children's Health



Dannielle Griffith
Student Engagement
Program Assistant



Mackenzie Scott
Student Engagement
Program Coordinator



Robert Renteria
Program Manager

The Los Angeles Trust for Children's Health

Founded in 1991 to support and develop Los Angeles Unified School District School Health programs

Mission

Bridging the worlds of health and education to achieve student wellness.

Vision

A world where every student is healthy and successful.

Strategic Goals

- Promote student health through prevention and education.
- Transform student healthcare with data-driven insights.
- Foster best practices and provide support to school-based wellness C
- Strengthen infrastructure to expand influence and impact.



The Los Angeles Trust for Children's Health

Wellness Network

- 16 Wellness Centers
- Operated by 12 Community health centers (Federally Qualified Health Centers)
- Offer all FQHC services
- COVID-19 adaptations

Student Engagement

- Student Advisory Boards (SABs)
- 5 health awareness campaigns including
 - HPV awareness, STD testing & prevention, Healthy Eating, Prevention & Substance Use Prevention.
- Weekly meetings to organize campaigns
 - tabling events, campus wide activities, health fairs & peer to peer education sessions



CLinic's services



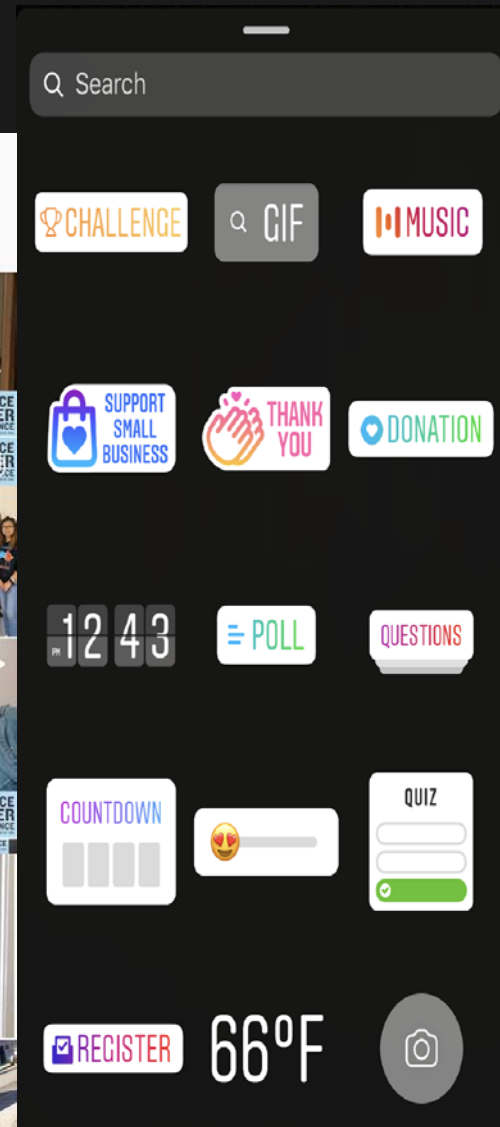
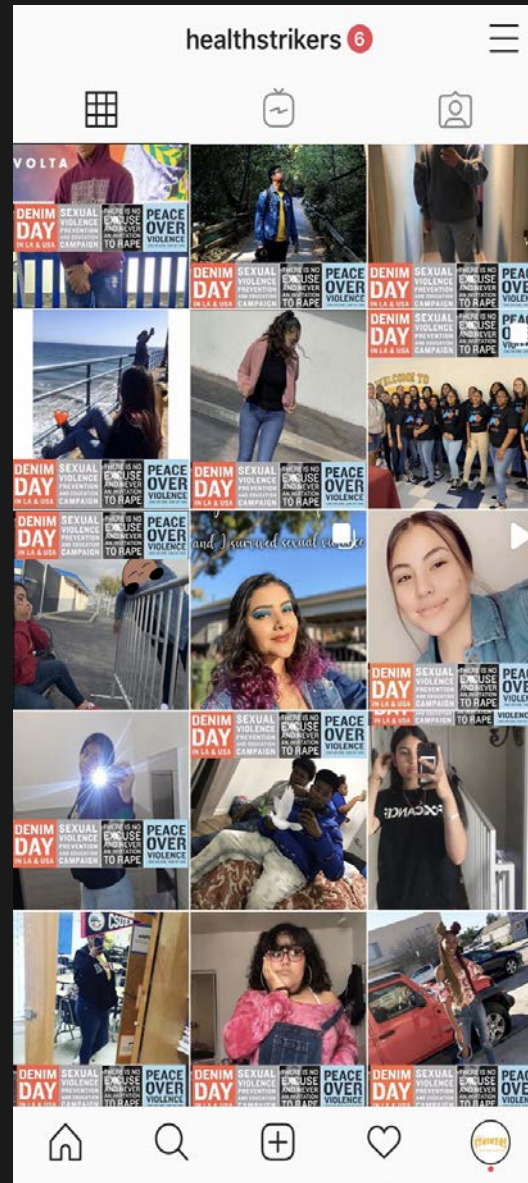
Student Engagement IRL

- Weekly Meetings
 - Accountability
- Step 1: Choose Health Topic & Training
- Step 2: Planning & Advertising
 - Events:
 - Lunch time tabling
 - Pair with an activity
 - After school tabling
 - In-class presentations
 - Incentives



Student Engagement Online

- Weekly Zoom Meetings
 - Accountability
- Social Media: Instagram
 - Build followers
 - Utilize:
 - Stories
 - Posts
 - IG Live
 - IG TV



Instagram Live

Steps:

1. Pick Health Topic
2. Select Students
3. Develop Script & Questions
4. Advertise
5. Practice

<https://drive.google.com/open?id=1BALLI1YmgkFNGOzoOisA4cwJDOmIUmUT>

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Quarantine Check

 **CHECK** PUT A GIF THAT SHOW YOUR ANSWER DOWN BELOW VVV

How do you feel about Quarantine?

WHAT DAY IS IT? 

STAY HOME

What's your fav thing to do to stay sane?

MEME NIGHT LIGHTS CAMERA MAFIA

HEALTH STRIKERS

@HEALTHSTRIKERS DID I WIN?

NOMINATE 3 FRIENDS:

1. @ABE.A
2. @JISPA
3. @DYING

01 Fill out and share

02 Tag and follow @healthstrikers

03 Be entered to win a \$30 gift card to Postmates!

Add This to Your Story >

 **QUARANTINE CHECK** PUT A GIF THAT SHOW YOUR ANSWER DOWN BELOW VVV

How do you feel about Quarantine?

What's your fav thing to do to stay sane?

HEALTH STRIKERS


NOMINATE 3 FRIENDS:

1. _____
2. _____
3. _____


01 Fill out and share

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 **QUARANTINE CHECK** PUT A GIF THAT SHOW YOUR ANSWER DOWN BELOW VVV




How do you feel about Quarantine?

 Christina is just trying to stay optimistic while keeping herself occupied with work so she feels solemn(;

@healthstrikers

What's your fav thing to do to stay sane?

My favorite thing to do to stay calm are word searches, cleaning, playing candy crush soda saga, and binge watching shows

HEALTH STRIKERS

NOMINATE 3 FRIENDS:

1. @tree5x
2. @3erraaa
3. @kimbberly

01 Fill out and share

02 Tag and follow @healthstrikers

03 Be entered to win a \$30 gift card to Postmates!

Student Engagement

The What:

- Weekly Meetings
- Health Topics & Trainings
- Lunch Campaigns
- Classroom Presentations
- PA Announcements

Logistics:

- Timeline
- Assigned Tasks
- Promotions
- Resources
- Incentives
- Expected Outcomes



Virtual Student Engagement

- Conference Calls
- Zoom Meetings
- Social Media- Instagram
 - Challenges/ Contests
 - Stories
 - Videos



https://www.instagram.com/p/B_N9OtTA_xl/?igshid=254ptylx34jk-

Crenshaw High School Student Quotes

"It has been different because ever since quarantine we had to find information online and do videos to check in each week. I am now adjusting to it, but it is different from actual school."

"I feel it was great for us to do our campaign on our IG page because people can follow up and we can tell them about what we do for our program. Now more people are following us and we are sharing information with more students."

"We're doing more health online, sharing resources and information online."

"I feel like it's important to learn about health especially at my age so when i get older I already know what to do and I can let others know what to do. I really like working with a team, working as a leader. We all work together to help others and just work together in general."

"I feel I have learned more about how we can help our mental health and stay healthier with our diet and help others."

"I kinda don't like doing stuff on the internet, I like to do stuff in person. But i don't mind it because we still getting our work done and getting information out there. Using our IG and stuff like that to share information."

"They can know more about the different diseases and know more about their health."

"Getting to know one another, getting to know more about the topics. Learning how to feel more comfortable talking to people."

"I have learned more about the diseases, STDs and all that stuff. I learned about STIs, I didn't know anything about that."

"I learned about our health and stuff. What is good for our bodies and what's not. I have learned a lot."

"We had to research about a mental health disorder and I learned more about that that i didn't know, like an eating disorder."

Recommended Resources for Students

IG Accounts:

@tohelpeveryone

@cdcgov

@teensource

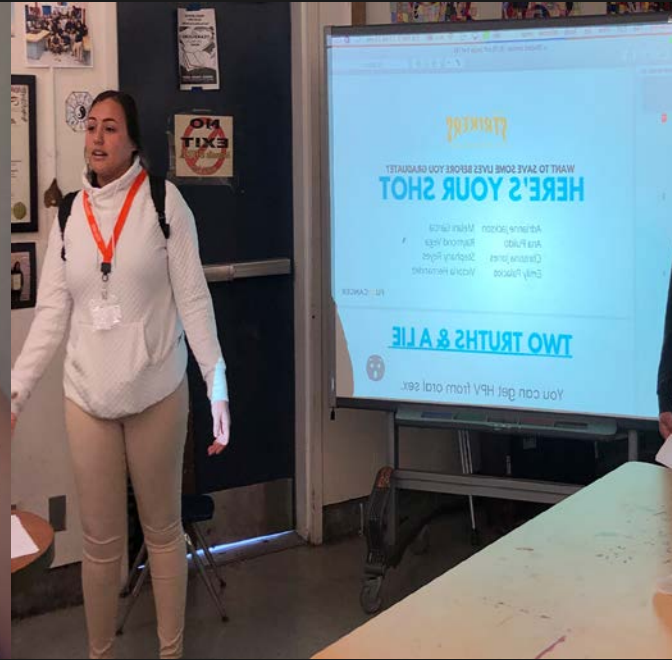
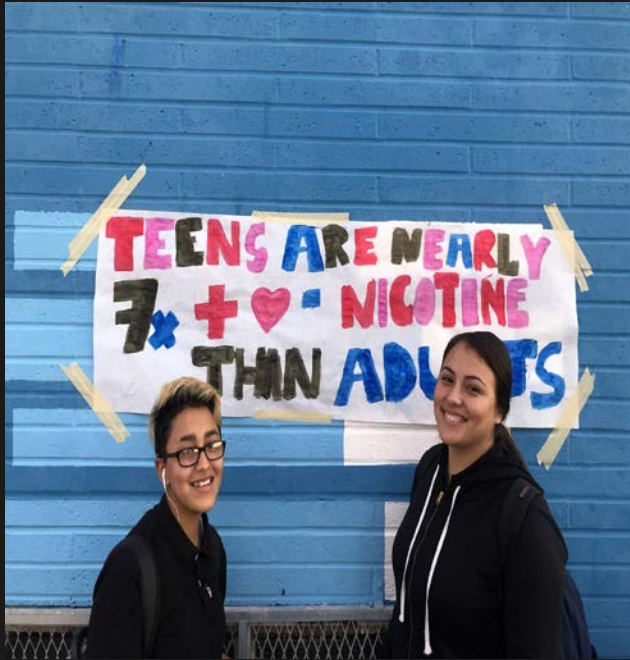
@plannedparenthood

@laschools

Phone numbers:

- LAUSD Family Hotline: 213-443-1300
- PPLA Teen Line for Sexual & Reproductive Health Questions & Services: 1-844-810-0062 (Press 1)
- Teen Line: 310-855-4673 or text Teen to 839863
- California Youth Crisis Line: Call or text 1-800-843-5200
- National Suicide Prevention Lifeline: 1-800-273-8255

Student Voices



Stephany Reyes
Student Advisory Board Member
Junior @ Locke Animo College Prep Academy
Watts, CA

Student Voices



Roman Clarkson
Student Advisory Board Member
Junior @ Crenshaw High School
Crenshaw District, Los Angeles, CA



Jasmine Mulligan
Student Advisory Board Member
Junior @ Crenshaw High School
Crenshaw District, Los Angeles, CA



Angelica Barajas

Health Educator

San Ysidro Health



Jessica Beltran

Health Educator

San Ysidro Health



Ashley Rojas

Health Educator

San Ysidro Health

San Ysidro Health Teen Clinic Social Media

Angelica Barajas, Jessica Beltran,
Ashley Rojas



**SAN YSIDRO
HEALTH**

San Ysidro Health Teen Clinic

- Opened in the Summer of 2011
- Provide reproductive health services
- Provide reproductive health, mental health, well-being education for middle and high school students
- Peer Health Advocate Program
- Health Educators
- Promote Teen Clinic Services via school/community outreach and social media and website

Teen Clinic Services During COVID-19

- Teen Clinic physical location is closed
- Teen Friendly number available for calls or text from 9am-4pm
- Telehealth Health Education sessions available with our Health Educator Ingrid
- If an in-person service is required, Health Educator will direct patient to their closest open clinic
- Health educator/staff build rapport with patients and emphasize minor consent
- TC staff work closely with Social Media team to release information about services
- Classroom presentation now offered virtually and/or pre-recorded presentation

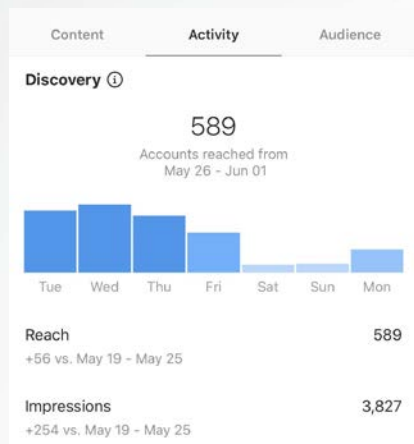
Teen Clinic Social Media

- 4 members total
- 3 instagram posts weekly
- Instagram stories
- Instagram lives



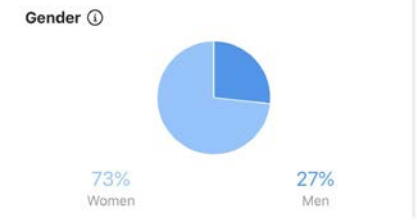
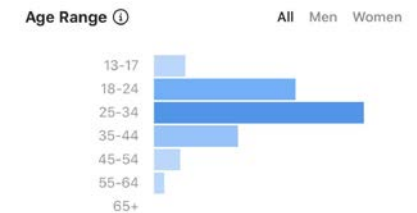
Teen Clinic Social Media

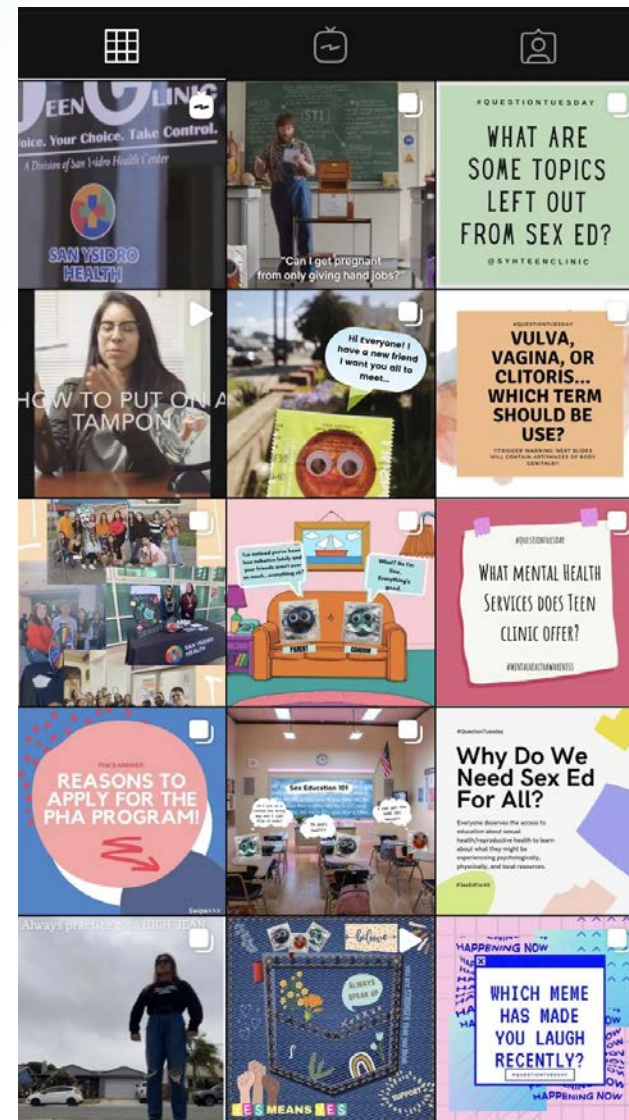
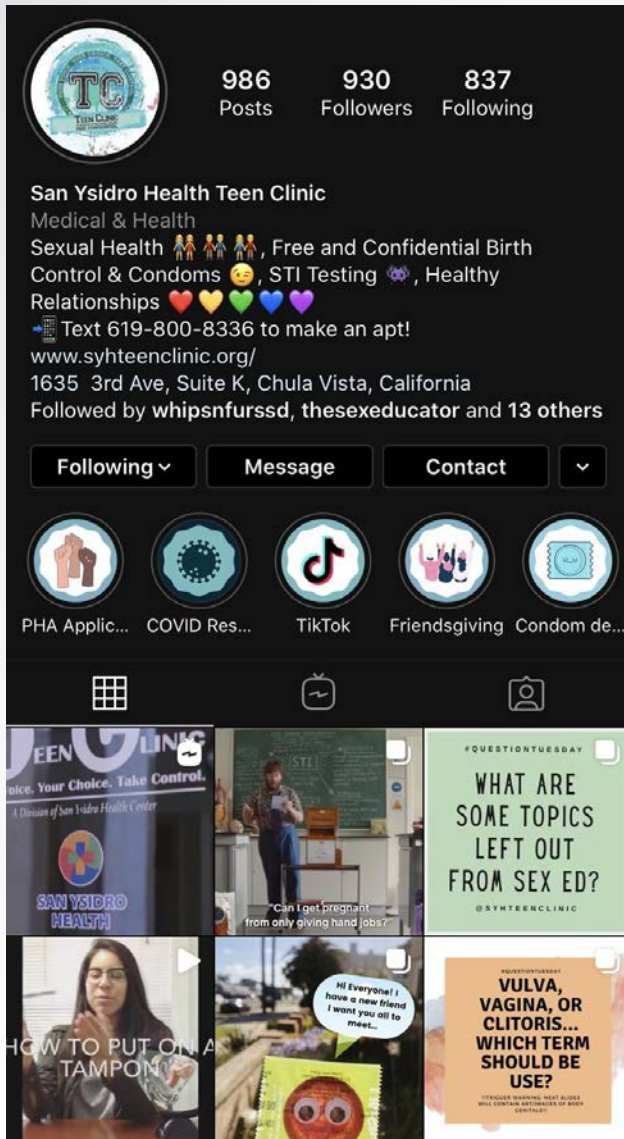
- Themes for each month
- Weekly meetings
- Tracking on a monthly basis
- May numbers:
 - 930 followers
 - 12 posts created
 - 42 likes (average) per post



FEBRUARY 2020

Who Are Some Folks Making History Now?





How To Engage Youth Online?

1. Meeting youth where they're at
2. Incorporating youth
3. Collaborating with other organizations
4. Building a Social Media Team

Meeting Youth Where They're At

- Keep content relevant
- Have open Direct Messages and anonymous questions
- Asking audience for feedback
- meeting them in person during class presentation
- Number to call/text
- Empowering youth
 - Interactive Instagram stories
 - Accessible resources and information
 - welcome learning and using language they are familiar with

Incorporating Youth

- If youth see people like them, they will be more inclined to follow and engage
- Youth actively promote, post, and share TC instagram to their peers
- PHA post on Thursdays
- Youth know what other youth want to see
- Keeping content relevant



Collaborating With Other Organizations

- Repost Content
 - Events, Services, Education, Resources
- Tag Other Organizations/Artist
 - When reposting their context/art
- Network
 - Sending an DM or email to organization if you are interested in collaborating
- Follow other organizations that promote similar content or services
- Collaborate with other department/programs to cross promote services and/or events

Building a Social Media Team

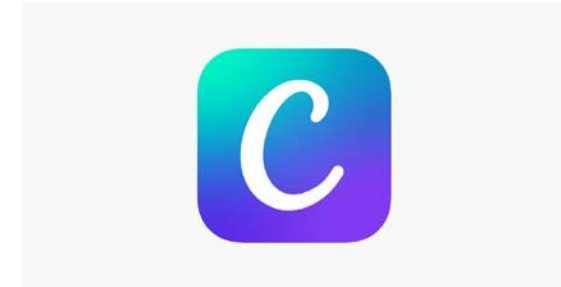
Things to keep into consideration:

- Members should genuinely enjoy social media and creating content
- 3-4 members
 - if a few members are having creative-blocks other members can help or pitch ideas
- Important to stay on top of trends



Tips on Social Media Posts

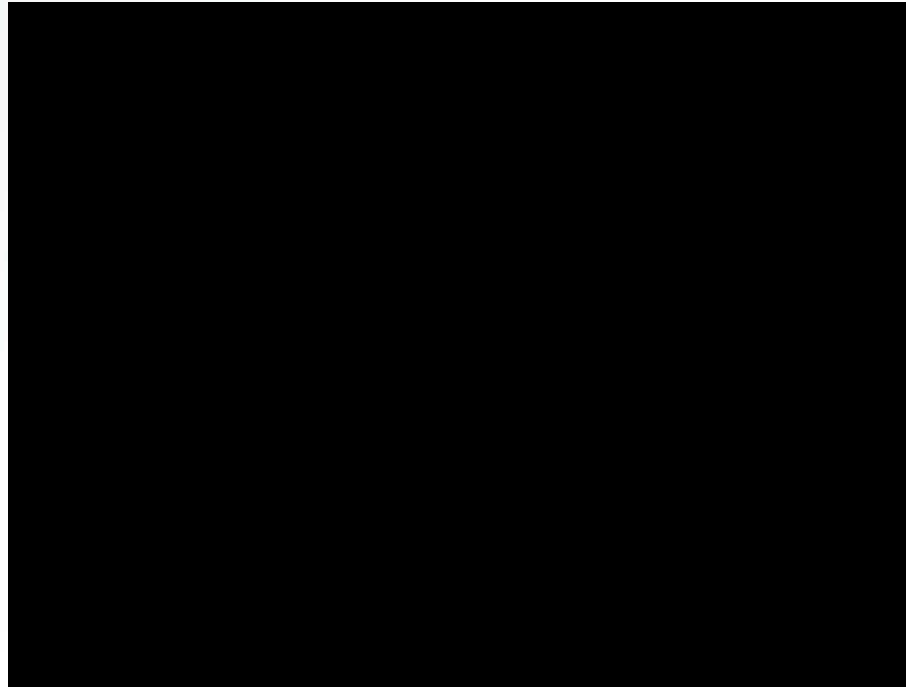
- Team effort
- Make sure team is passionate about social media
- Leave room for creativity & flexibility
- Try to create a structure (trial & error)
- Use a variety of apps to create
 - Canva, iMovie, etc.



Lessons Learned

- Team effort and engagement needed
- Structure
- Using relevant social media apps
- Language
- Less flyers, more humans

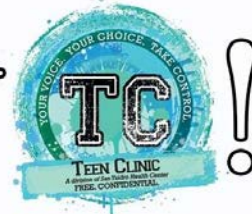
PHA Talks About Youth Engagement



Thank you!

Questions?

FOLLOW



SYH TEEN CLINIC



@SYHTEENCLINIC



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@SYHTEENCLINIC

STAY CONNECTED



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info@schoolhealthcenters.org



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Gracias

謝謝

Thank you

Cảm ơn

Salamat

Dannielle Griffith

dannielle@thelatrust.org

Mackenzie Scott

m.scott@thelatrust.org

Angelica Barajas

Angelica.Barajas@syhealth.org

Jessica Beltran

Jessica.Beltran@syhealth.org

Ashley Rojas

Ashley.Rojas@syhealth.org