

HealthyStudent Days

Marketing Package

SCHOOL YEAR 2023–24



HealthyStudent Days Marketing Materials

TELL YOUR DISTRICT ABOUT YOUR EVENT!

In this presentation, you'll find a recommended communications schedule complete with the following content in English and Spanish:

- Unique social media graphics and captions
- Email, voicemail, and SMS scripts to communicate with your campus communities
- Web content and flyers

If you have any questions or need additional support, please reach out to your District Success Partner.

DOWNLOAD FLYERS, GRAPHICS, & SCRIPTS HERE!

<https://goodsidehealth.com/healthystudentdays-marketing-package-2023-24-download/>

Program Overview Flyer



HealthyStudent Days

Get a Well Child Visit at School!

NEARLY 50%
of children miss their annual well child visit! That's why Goodside Health made getting your student's Annual Well Child Visit easier than ever!

Sign-up today at gsh.co/wellchild

Select your **State, School District & Preferred Language**

Are you registered for SchoolMed? Select **'Yes'** or **'No'**

Fill out the forms and **tell us about your student**

You're student is ready for their Well Child Visit!

Here is what's great about getting your annual preventative visit on campus:



Can't find the time to go to the doctor's office? Our providers will come to you.



Check-in on your student's growth and development with a physical exam.



Help prevent chronic conditions and learn how to live a healthy lifestyle.



Signing up for a Well Child Visit gives you access to SchoolMed during the school year.

TURN THE PAGE OVER AND SEE WHAT TO EXPECT AT YOUR WELL CHILD VISIT



How much will my Annual Well Child Visit cost?
Most health plans, including Medicaid and CHIP plans, cover the full cost for one (1) annual well child visit each year.

SCAN THE QR CODE TO LEARN MORE & SIGN-UP



Well Child, Pacook, Etc, Opel, Wasserman, and Klotz. Caregiver and Clinician Perspectives on Missed Well-Child Visits. Ann Fam Med. 2020 Jan. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7227430/>

Here's what you and your student can expect at a Well Child Visit



First, we'll review your student's health history



We will measure height, weight & more



Let's check your student's vision



Sit down for a hearing screening

SCAN THE QR CODE TO LEARN MORE & SIGN-UP





Receive a head-to-toe physical exam



Check for signs of depression



Age-appropriate vaccines are available



Get referrals to additional care if needed

Annual Well Child Visits from Goodside Health meet the Texas Health and Human Services Commission's Health Steps program standards. Learn more at www.txhealthsteps.com.

GoodsideHealth

Closing the gaps in children's healthcare!
Follow us @goodsidehealth!   

Program Overview Flyer

SchoolMed
HealthyStudent Days

¡Reciba una visita de bienestar infantil en la escuela!

Inscríbase hoy en gsh.co/wellchild

Seleccione su estado, distrito escolar e idioma preferido

¿Está registrado en SchoolMed? Seleccione 'Sí' o 'No'

Complete los formularios y cuéntenos sobre su estudiante

¡Su estudiante está listo para su visita de control de bienestar infantil!

CASI EL

50%

de los niños faltan a su visita anual de rutina¹.

¡Es por eso que Goodside Health hizo que la visita anual de bienestar infantil de su estudiante fuera más fácil que nunca!

Esto es lo bueno de realizar su visita preventiva anual en el campus:



¿No encuentra el tiempo para ir al consultorio del médico? Nuestros proveedores acudirán a usted.



Controle el crecimiento y desarrollo de su hijo estudiante con un examen físico.



Ayude a prevenir enfermedades crónicas y aprenda a vivir un estilo de vida saludable.



Regístrase para una visita de bienestar infantil le brinda acceso a SchoolMed durante el año escolar.

PASE LA PÁGINA Y VEA QUÉ ESPERAR EN SU VISITA DE BIENESTAR INFANTIL



¿Cuánto costará mi visita anual de control infantil?

La mayoría de los planes de salud, incluidos los planes Medicaid y CHIP, cubren el costo total de una (1) visita anual de bienestar infantil cada año.

ESCANEE EL CÓDIGO QR PARA OBTENER MÁS INFORMACIÓN E INSCRIBIRSE.



Wolf, O'Neil, Piccock, Eitz, Opel, Wasserman, and Klotz. Caregiver and Clinician Perspectives on Missed Well-Child Visits. Ann Fam Med. 2020; Jan. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7227470/>

Esto es lo que usted y su estudiante pueden esperar en una visita de control infantil



Revisaremos el historial de salud de su estudiante



Mediremos altura, peso y más



Revisaremos la visión de su estudiante



Llevaremos a cabo un examen de audición

ESCANEE EL CÓDIGO QR PARA OBTENER MÁS INFORMACIÓN E INSCRIBIRSE.





Reciba un examen físico de pies a cabeza



Buscaremos signos de depresión



Hay vacunas apropiadas para la edad disponibles



Obtenga referencias para atención adicional si es necesario

Las visitas anuales de bienestar infantil de Goodside Health cumplen con los estándares del programa Pasos Sanos de la Comisión de Salud y Servicios Humanos de Texas. Obtenga más información en www.txhealthsteps.com.

GoodsideHealth

¡Cerrar las brechas en el cuidado de la salud infantil!

Síguenos @goodsidehealth!   

Proposed Schedule

Week	Content Type	Subject
1	Flyers	Program Overview & Registration
	Social Media	Did you know 50% of children...
2	Email	Event Announcement
	SMS	Goodside Health is bringing Well Child Visits to...
3	Social Media	Can't find time to take your child to...
	Voicemail	Message from School Health Representative
4	SMS	Help your students stay healthy!
	Email	Event Reminder

- Refer to the file download for flyers, graphics, and scripts
- If you have any questions, please contact [Meredith Bryant](#)

Tips for Getting the Word Out

SCHOOL NEWSLETTER

INSERT THIS TEXT:

"We have partnered with Goodside Health to bring HealthyStudent Days to our school campus. At this event, your student can receive their annual well visit and other state required screenings. This event will be held on **[insert date here]** at **[insert campus building here]**. For more information and to sign-up, please visit www.goodsidehealth.com/wellchild and stay up to date by checking out our social media pages."

MARQUEE

INSERT THIS TEXT:

"Well Child Visits will be [Insert date] at [Insert campus building]. Sign-up at gsh.co/wellchild



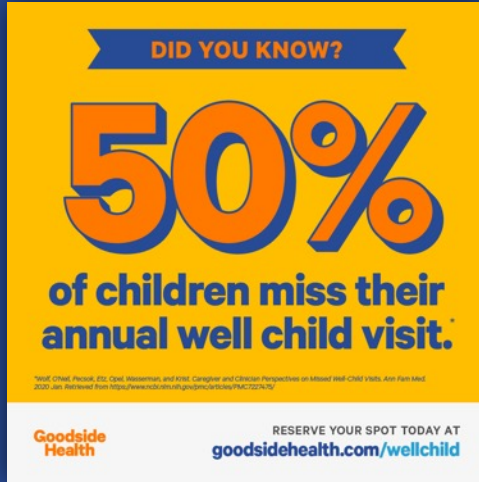
PASS OUT FLYERS

Teachers and staff pass out program flyers to parents at pickup or team meetings.



Email mbryant@goodsidehealth.com with any questions.

GRAPHICS



Social Media Week 01

ENGLISH CAPTION

📢 Did you know that 50% of children don't get an annual well visit? Well visits make sure kiddos are living their healthiest lives – and @GoodsideHealth is bringing their providers to campus on **[date]**. Most health plans cover the full cost of one well child visit each year! Register today at gsh.co/wellchild 😊

SPANISH CAPTION

📢 ¿Sabía que el 50 % de los niños no reciben una visita de control anual? Las visitas de bienestar garantizan que los niños vivan una vida más saludable y @GoodsideHealth traerá a sus proveedores al campus el **[date]**. ¡La mayoría de los planes de salud cubren el costo total de una visita de control de bienestar infantil por año! Regístrese hoy en gsh.co/wellchild 😊



Please post this image and the accompanying text to your school's ISD social media channels.

GRAPHICS



Social Media Week 02

ENGLISH CAPTION

🕒 Can't find time to take your students to the doctor's office for their annual visit? It's OK! @GoodsideHealth providers are bringing well visits to **[school]**. Sign-up at gsh.co/wellchild and let's help our **[school mascots]** stay healthy! 😊

SPANISH CAPTION

🕒 ¿No encuentra tiempo para llevar a sus estudiantes al consultorio del médico para su visita anual? ¡Está bien! Los proveedores de @GoodsideHealth traerán visitas de bienestar a **[school]**. ¡Regístrese en gsh.co/wellchild y ayudemos a nuestras **[school mascots]** a mantenerse saludables! 😊



Please post this image and the accompanying text to your school's ISD social media channels.

Email Script: Event Announcement

New Email

To: District Parents

Subject Line: Well Child Visits at [School] on [Date]

Hello [SCHOOL] Families,

[District] has partnered with Goodside Health and SchoolMed to bring you HealthyStudent Days, and make well child visits available to our students at [School] on [Date].

Parents and Guardians can now sign-up [School] students to receive their annual preventative health visit on campus at goodsidehealth.com/wellchild.

What is a Well Child Visit?
During a Well Child Visit, a medical provider will check the overall health of your child. This includes a review of medical history and a physical exam and more! It will also measure height and weight and check hearing and vision.

Well Child Visits are recommended for children of all ages once per year. Goodside Health has shared a flyer **(attached)** that shows you everything that is included.

How Much Does a Well Child Visit Cost?
Most health plans, including Medicaid and CHIP, cover the full cost of one well child visit per year.

Who is Goodside Health? What is SchoolMed?
SchoolMed is an on-campus health program from Goodside Health, [District's] school health partner. Many of our students have been treated by a Goodside Health provider using telehealth when they don't feel well at school.

Any students that receive a Well Child Visit can also get care from SchoolMed when they feel sick at school.

Your [school] health team knows that sometimes it's hard to find time to go to the doctor. That's why we are excited to make this important health service available at our school.

Questions about HealthyStudent Days? Ask [school nurse name] for more information or visit goodsidehealth.com/wellchild.

Let's help our [school mascot] student's stay healthy!

[School Official Name]

Email Script: Event Announcement

New Email

To: District Parents

Subject Line: Visitas de control de bienestar infantil en **[School]** el **[Date]**

¡Hola, familias de **[School]**!

[District] se ha asociado con Goodside Health y SchoolMed para ofrecerle HealthyStudent Days y poner a disposición de nuestros estudiantes visitas de bienestar infantil en **[School]** el **[Date]**.

Los padres y tutores ahora pueden inscribir a los estudiantes de **[School]** para recibir su visita anual de salud preventiva en el campus en goodsidehealth.com/wellchild.

¿Qué es una visita de bienestar infantil?

Durante una visita de bienestar infantil, un proveedor médico comprobará la salud general de su hijo. ¡Esto incluye una revisión de la historia clínica, un examen físico y más! También medirá la altura y el peso, y comprobará la audición y la visión.

Se recomiendan visitas de control de bienestar infantil para niños de todas las edades una vez al año. Goodside Health ha compartido un folleto **(attached)** que muestra todo lo que está incluido.

¿Cuánto cuesta una visita de bienestar infantil?

La mayoría de los planes de salud, incluidos Medicaid y CHIP, cubren el costo total de una visita de control de bienestar infantil por año.

¿Qué es Goodside Health? ¿Qué es SchoolMed?

SchoolMed es un programa de salud en el campus de Goodside Health, el socio de salud escolar de **[District's]**. Muchos de nuestros estudiantes han sido tratados por un proveedor de Goodside Health mediante telesalud cuando no se sienten bien en la escuela.

Cualquier estudiante que reciba una visita de bienestar infantil también puede recibir atención de SchoolMed cuando se sienta mal en la escuela.

Su equipo de salud de **[school]** sabe que a veces es difícil encontrar tiempo para ir al médico. Es por eso que estamos entusiasmados de que este importante servicio de salud esté disponible en nuestra escuela.

¿Preguntas sobre las jornadas HealthyStudent Days? Consulte a **[school nurse name]** para obtener más información o visite goodsidehealth.com/wellchild.

¡Ayudemos a que nuestros estudiantes **[school mascot]** se mantengan saludables!

[School Official Name]

Email Script: Event Reminder

New Email

To: District Parents

Subject Line: Sign-Up for Well Child Visits!

Dear **[School Mascot]** Families,

Did you know that nearly 50% of children miss their well child visits?

Don't forget that Goodside Health is providing Well Child Visits at HealthyStudent Days for students on campus on **[Date]**!

Well Child Visits are recommended for children of all ages every year. Goodside Health has shared a flyer (**attached**) that shows you everything that is included.

Most health plans, including Medicaid and CHIP, cover the full cost of one well child visit per year.

Parents and Guardians can sign **[School]** students up right now for this important health visit at goodsidehealth.com/wellchild.

Let's help our **[school mascot's]** stay healthy!

[School Official Name]

Email Script: Event Reminder

New Email

To: District Parents

Subject Line: ¡Regístrese para visitas de control de bienestar infantil!

Estimadas familias de **[School Mascot]**:

¿Sabía que casi el 50 % de los niños faltan a sus visitas de rutina?

¡No olvide que Goodside Health ofrecerá visitas de bienestar infantil en HealthyStudent Days para estudiantes en el campus el **[Date]**!

Se recomiendan visitas de control de bienestar infantil para niños de todas las edades cada año. Goodside Health ha compartido un folleto **(attached)** que muestra todo lo que está incluido.

La mayoría de los planes de salud, incluidos Medicaid y CHIP, cubren el costo total de una visita de control de bienestar infantil por año.

Los padres y tutores pueden inscribir a los estudiantes de **[School]** ahora mismo para esta importante visita de salud en goodsidehealth.com/wellchild.

¡Ayudemos a nuestros **[school mascot's]** se mantengan saludables!

[School Official Name]



ENGLISH & SPANISH

Voicemail Script

VOICEMAIL SCRIPT 1

ENGLISH

Hello **[School]** Families! This is Nurse **[school nurse name]**, your school nurse! I'm letting you know that our partner Goodside Health is bringing HealthyStudent Days to campus and providing Well Child Visits on **[date]**. You may already know Goodside Health. We partner with them to provide the SchoolMed telehealth program at school – **[if appropriate]** sports physicals – and we're excited to partner with them to provide this important health service at school. If your student hasn't had their Well Child Visit, most health plans cover the full cost of one well child visit per year. And Goodside Health providers will be on campus on **[date]**. Let's help our **[school mascots]** stay healthy! Visit goodsidehealth.com/wellchild to learn more and sign-up. Or send me an email if you have any questions.

SPANISH

¡Hola, familias de **[School]**! Ella es **[school nurse name]**, ¡la enfermera de su escuela! Le informo que nuestro socio Goodside Health traerá HealthyStudent Days al campus y brindará visitas de control infantil el **[date]**. Quizás ya conozca Goodside Health. Nos asociamos con ellos para brindar el programa de telesalud SchoolMed como parte de los exámenes físicos deportivos **[if appropriate]** y estamos entusiasmados de asociarnos con ellos para brindar este importante servicio de salud en la escuela. Si su estudiante no ha tenido su visita de control de bienestar infantil, la mayoría de los planes de salud cubren el costo total de estas visitas por año. Y los proveedores de Goodside Health estarán en el campus el **[date]**. ¡Ayudemos a nuestras **[school mascots]** a mantenerse saludables! Visite goodsidehealth.com/wellchild para obtener más información e inscribirse. O envíeme un correo electrónico si tiene alguna pregunta.



ENGLISH

SMS Script

SMS SCRIPT 1

Parents! Goodside Health is bringing Well Child Visits to **[school]** with HealthyStudent Days on **[date]**. Most health plans cover the full cost of one well child visit per year. Register today at gsh.co/wellchild

¡Padres! Goodside Health traerá visitas de control de bienestar infantil a **[school]** con HealthyStudent Days el **[date]**. La mayoría de los planes de salud cubren el costo total de una visita de niño sano por año. Regístrese hoy en gsh.co/wellchild

SMS SCRIPT 2

Help your **[school mascot]** stay healthy! Sign-up for a Well Child Visit from Goodside Health at school on **[date]**. gsh.co/wellchild

¡Ayude a su **[school mascot]** a mantenerse saludable! Regístrese para una visita de bienestar infantil de Goodside Health en la escuela el **[date]**. gsh.co/wellchild

Website Content

Annual Well Child Visits at Your School!

Goodside Health has made getting your student's annual Well Child Visit easier than ever by bringing HealthyStudent Days right to your campus!

The Benefits of Getting a Well Child Visit at Your HealthyStudent Days Event:

Convenient Care

We understand that finding the time to go to the doctor's office is hard. That's why our providers will come to your campus!

Milestone Review

GSH providers will check-in on your student's growth and development with a physical exam and state-required screenings.

Health Tips & Prevention

Your student will receive guidance and education to help prevent chronic conditions and learn how to live a healthy lifestyle.

On-campus Healthcare

When you sign up your student for a Well Child Visit, you get access to SchoolMed during the school year!

*Depression screenings are performed on students 12 years and older. Students indicating risk of self-harm or harm to others will be immediately supported during the event and may receive a referral to community services and supports as needed.

Website Content

¡Visitas anuales de bienestar infantil en su escuela!

¡Goodside Health ha hecho que la visita anual de bienestar infantil de su estudiante sea más fácil que nunca al traer HealthyStudent Days directamente a su campus!

Los beneficios de realizar una visita de control de bienestar infantil en su evento HealthyStudent Days:

Cuidado conveniente

Entendemos que es difícil encontrar tiempo para ir al consultorio del médico. ¡Es por eso que nuestros proveedores vendrán a su campus!

Revisión de hitos

Nuestros proveedores controlarán el crecimiento y desarrollo de su estudiante con un examen físico y evaluaciones requeridas por el estado.

Consejos de salud y prevención

Su estudiante recibirá orientación y educación para ayudar a prevenir enfermedades crónicas y aprender a vivir un estilo de vida saludable.

Atención médica en el campus

Cuando inscribe a su estudiante para una visita de control de bienestar infantil, obtiene acceso a SchoolMed durante el año escolar.

*Los exámenes de depresión se realizan en estudiantes de 12 años en adelante. Los estudiantes que indiquen riesgo de autolesión o daño a otros recibirán apoyo inmediato durante el evento y pueden recibir una derivación a servicios y apoyo comunitarios según sea necesario.

HealthyStudent Days