COVID-19 Technical Assistance for Schools

May 5, 2022

Webinar housekeeping

- All participants will be muted throughout the webinar
- Please type questions into the chat box for the Q & A portion of the webinar
  - Questions should be directed to “everyone” in the chat
- The webinar will be recorded and available as soon as possible at the following link:

https://coronavirus.maryland.gov/pages/school-resources

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Webinar Agenda

- Communication Resources-MDH Communication Team & Partners
- MSDE School Mental Health Response Program
- Q&A

The next webinar will be held on June 2, 2022

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Communication Resources-MDH Communication Team & Partners

MDH Communications Team and GKV Partners

GoVAX Campaign: COVID Childhood Vaccination Communications

5.5.22

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Agenda

- Research / Focus Groups
- Creative
- Toolkit

Focus Group Takeaways

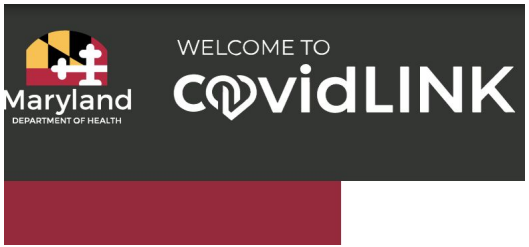
Education and outreach about vaccinating children should continue, as parents/guardians expressed concern about vaccine safety and the need to vaccinate young children.

- Continue to run the Real Kids campaign
- Complete the Real Families campaign and run this summer and fall
- Engage pediatric practices with direct messaging to parents/guardians; continue to provide collaterals for their use
- Reach out to parents/guardians through childcare settings and schools

Focus Group Takeaways

Communications techniques cited as most effective include the MDH COVID websites, the GoVAX call center (text messaging, in particular), the Governor's press conferences and television advertising.

- Continue to use effective techniques of communication cited by participants, as well as other platforms as appropriate
- Continue one-on-one contact techniques to Marylanders through the GoVAX Call Center
- Maintain covidlink.maryland.gov as the central hub for information and resources



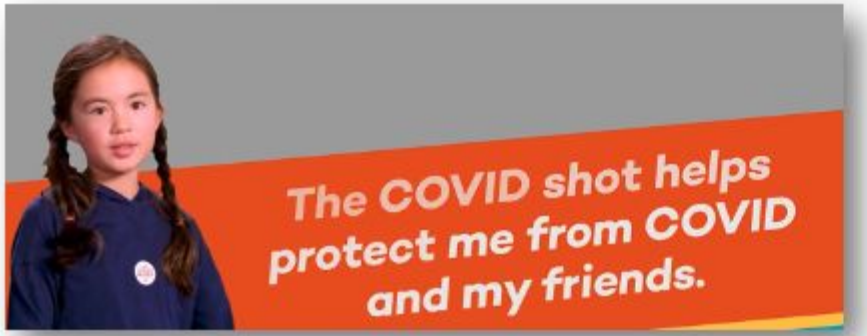
Focus Group Takeaways

Information should be delivered on an as needed basis in a timely manner using accurate language and with complete transparency. Residents prefer not to receive a "constant barrage" and "bombardment" of information.

- Provide residents with relevant up-to-date information about the virus on an as needed basis
- Use predetermined factors to provide targeted and timely updates

Real Kids

Commercials & Social Videos

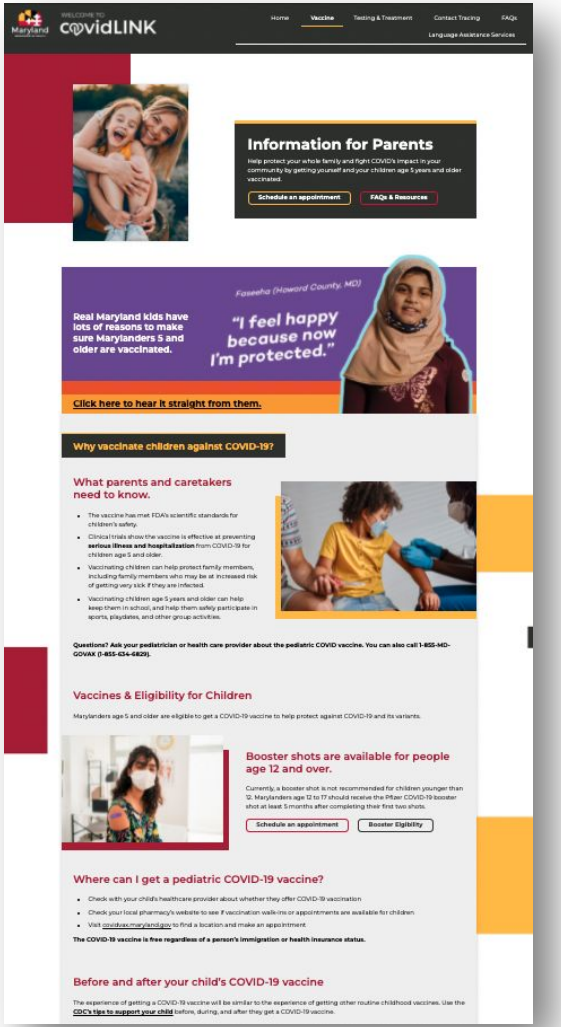


Real Kids

Flyer

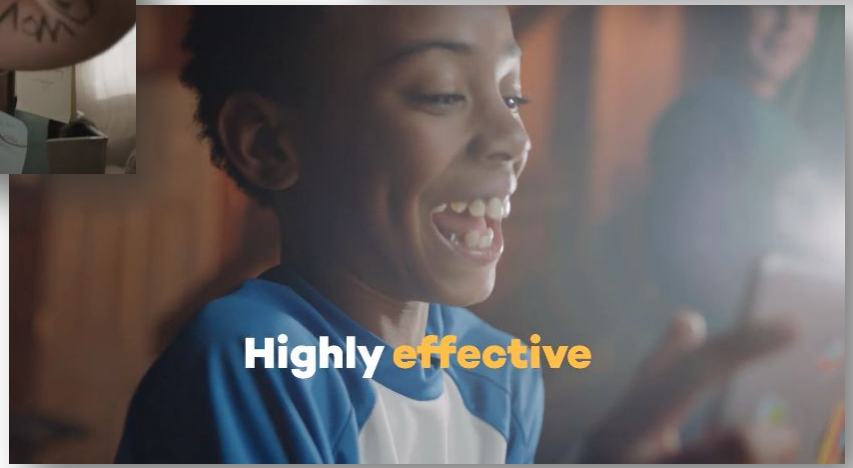
Real Kids

covidlink.maryland.gov



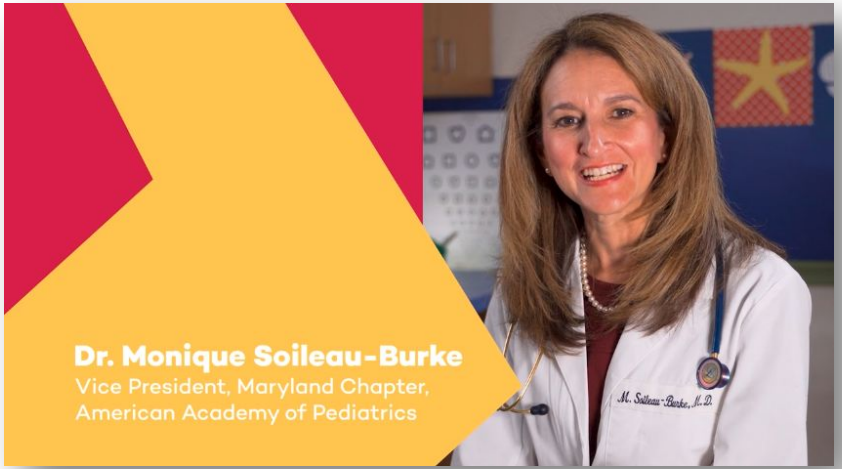
Parents & Guardians of Children 5+

Commercials & Social Videos



Parents & Guardians of Children 5+

Commercials & Social Videos
featuring pediatricians



Real Families

- Statewide campaign that highlights the importance of vaccinating the entire family against COVID
- Research shows that if ONE family member gets vaccinated, the chances of other people in the family getting vaccinated increases substantially
- Campaign features real families in Maryland telling their stories
- The campaign will likely include broadcast and streaming TV, social media, digital and outdoor advertising, and website content

Real Families

Commercials & Social Videos *in progress*

Martin Family, Anne Arundel County

Summer & Back to School

Phase 1: end of school / summer

Message: get your children vaccinated so they can safely participate in activities

Tactics:

- Movie theater screens (G & PG)
- Family sports apps

Summer & Back to School

Phase 2: back to school

Primary message: get your children vaccinated against COVID-19 so they can return to school safely

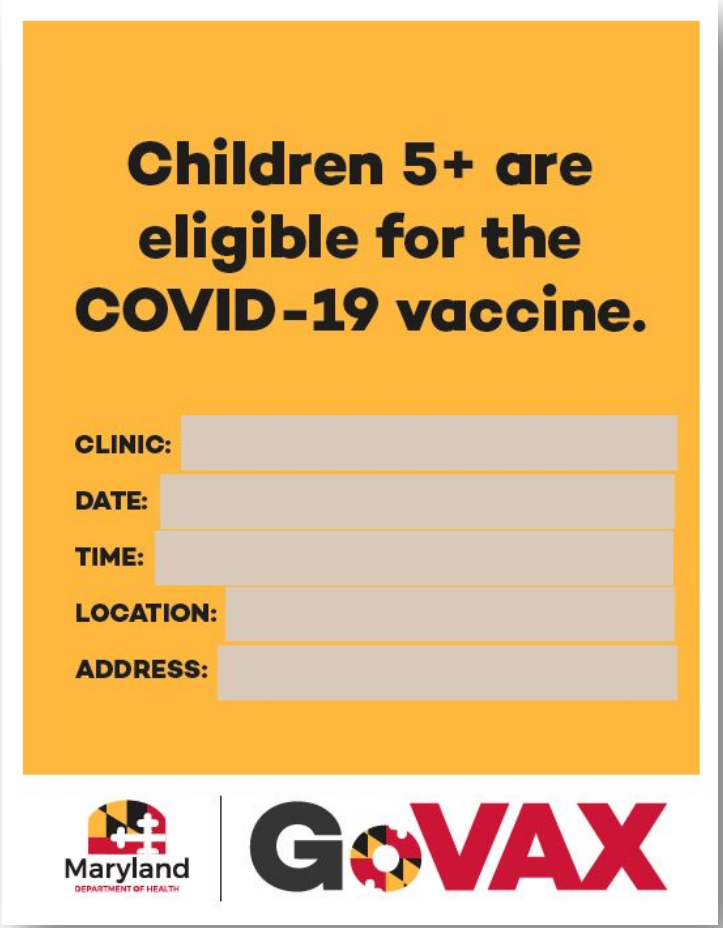
Secondary message: get routine vaccinations at the same time if needed

Tactics:

- Social videos
- Pediatrician waiting room screens
- Medscape digital ads

Toolkit

LINK: Pediatrics Toolkit
PW: pediatrics



PLEASE NOTE: new assets will be added once the 6-month+ eligibility is approved.

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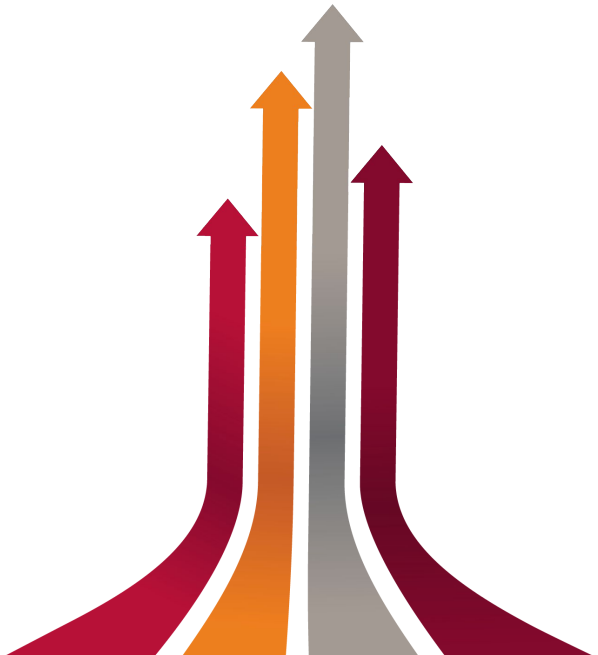


DIVISION OF STUDENT SUPPORT, ACADEMIC ENRICHMENT, AND EDUCATIONAL POLICY

Maryland School Mental Health Response Program (MD-SMHRP)

MARYLAND STATE DEPARTMENT OF EDUCATION 2022

Presented By | Director Mike Muempfer, and Project Coordinator Keisha Branch

Introduction

- **Who?**
- **What?**
- **How?**
- **When?**
- **Intended Outcomes**

Who

Core Coordination Maryland School Mental Health Response Program (MD-SMHRP)

- **Program Director:** Mike Muempfer
- **Project Coordinator:** Keisha Branch
- **Administrative Specialist:** Ashley Stewart
- **Child and Adolescent Psychiatrist:** Dr. Jeff Bostic

Maryland School Mental Health Response Team (MD-SMHRT)

- Behavior Analyst
- School Nurse
- Substance Use Counselor
- 2 School Social Workers
- 3 Systems Navigators

National Center for School Mental Health, University of Maryland School of Medicine

- Dr. Sharon Hoover
- Dr. Jill Bohnenkamp

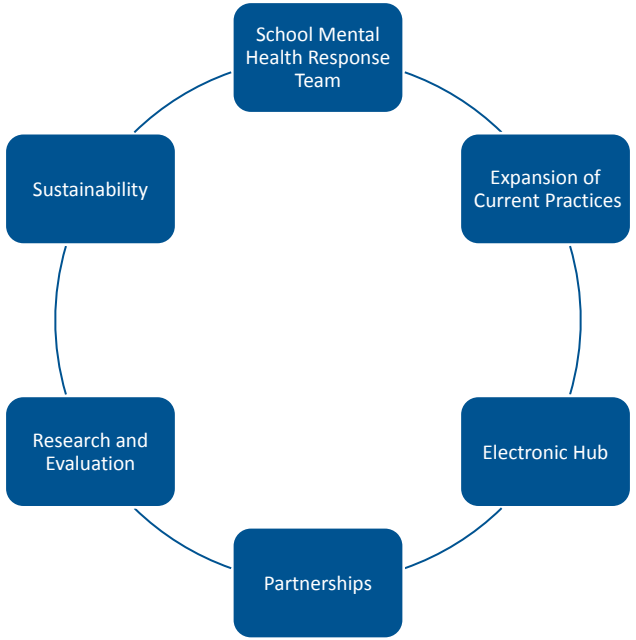
What

Maryland State Department of Education (MSDE) has developed the Maryland School Mental Health Response Program to provide timely consultation and support to school systems to address student and family mental health concerns.

Enrich and enhance, not replace, the work of site-based student support services personnel

Components of MD-SMHRP

1. School Mental Health Response Team
2. Expansion of Current Programs
3. Electronic/Web-Based Hub
4. Research and Evaluation
5. Partnerships
6. Sustainability



What

School Mental Health Response Team

School and district leaders can access:

Phase I (May 2022 - July 2022)

- Consultation
- Training
- Community of Practice

Enrich and enhance, not replace, the work of site-based student support services personnel

How

Consultation
School Mental Health Response Team

- Consultation related to best practices around mental, physical, and behavioral health
- School Health Assessment and Performance Evaluation System (SHAPE)
- Connection to:
  - **Social Worker**
  - **Behavior Analyst**
  - **School Nurse**
  - **System Navigator**
  - **Substance Use Counselor**
  - **National Center for School Mental Health**

Enrich and enhance, not replace, the work of site-based student support services personnel

SHAPE

- School Health Assessment and Performance Evaluation System (SHAPE)
  - Free interactive tool designed to improve school and/or district mental health accountability, excellence, and sustainability
  - Created by our partners at the National Center for School Mental Health

SHAPE School Health Assessment and Performance Evaluation System

How

Training
Maryland School Mental Health Response Team

- **Trainings for district and school-based staff**
  - Mental health literacy for educators
  - Adverse childhood experiences and trauma
  - Fostering positive teacher-student relationships
  - Positive school climate
  - Cultural inclusiveness and equity
  - Re-engaging and increasing student motivation
  - Educator well-being including self-care (TW)
  - Crisis de-escalation
  - Early childhood mental health
- **Exclusive Professional Development provided by the MD-SMHRT Child and Adolescent Psychiatrist**
  - Child and adolescent brain development
  - Early Childhood Mental Health
  - Function of behavior
  - Brain based teaching and learning
  - Medicine/effects
- **Additional trainings based on district need**

Enrich and enhance, not replace, the work of site-based student support services personnel

Classroom WISE

- **W**ell-Being **I**nformation and **S**trategies for **E**ducators
  - Developed by the Mental Health Technology Transfer Center (MHTCC) Network with our partners at the National Center for School Mental Health

Community of Practice
School Mental Health Response Team

- **Establish a Community of Practice to provide access to:**
  - Monthly virtual webinars on topics related to best practices around mental, behavioral, and physical health
  - Community partner outreach
  - Office Hours
    - Designated office hours for personalized/group support from the Maryland School Mental Health Response Team
  - Specific Skill Development
    - Targeted based on need

Enrich and enhance, not replace, the work of site-based student support services personnel

When

Phase 1 (May 2022 - July 2022):

- **Outreach to district school mental health leaders to:**
  - Review program design, implementation, and goals
  - Understand strengths and needs of individual school system/local community related to mental health services and supports
  - Establish MD-SMHRT point of contact for each district and schedule weekly support calls
- **Centralized telephonic/video response system to support:**
  - System Consultation (non-crisis consultation and technical assistance)
  - Referral to local crisis services, mental health providers, and other resources
  - Connection to System Navigator, School Social Worker, School Counselor, Substance Use Counselor, Behavior Analyst, and/or School Nurse

Outcomes

Intended Outcomes

- Provide mental, behavioral, and physical health support for schools and districts.
- Provide school mental health training and professional development for school and district personnel.
- Build the capacity of school and school system comprehensive school mental health systems.
- Support LEAs in connecting students and families with local mental health resources.
- Enhance capacity for on-site school personnel to support student and family mental health needs
- Increase student and family access to high-quality coordinated mental health services (prevention, response, and wrap around)
- Increase educators' knowledge in supporting students and families experiencing distress

Questions or Comments

Thank you

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