



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>



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





Communication Resources-MDH Communication Team & Partners

MDH Communications Team and GKV Partners

GoVAX Campaign: COVID Childhood Vaccination Communications

5.5.22



Agenda

- Research / Focus Groups
- Creative
- Toolkit

Focus Group Takeaways

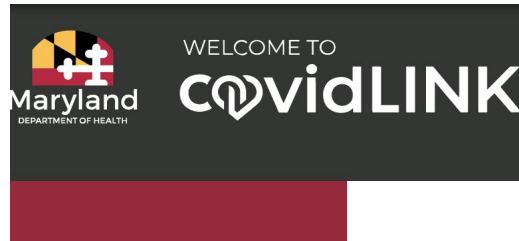
Education and outreach about vaccinating children should continue, as parents/guardians expressed concern about vaccine safety and the need to vaccinate young children.

- 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

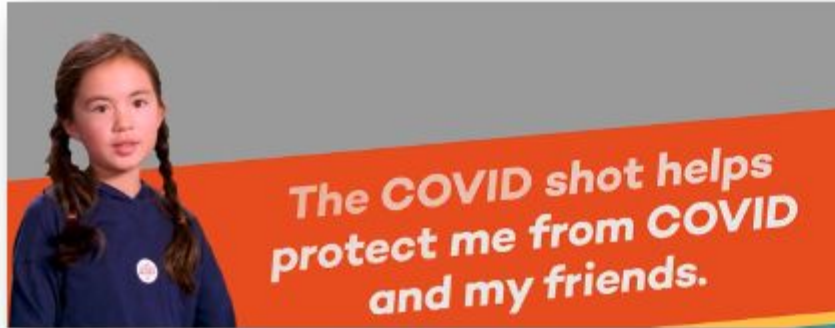
Information should be delivered on an as needed basis in a timely manner using accurate language and with complete transparency. Residents prefer not to receive a “constant barrage” and “bombardment” of information.

- 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



GoVAX

Kids in Maryland understand the importance of getting the COVID vaccine. It's a big deal, especially to them. They're excited about it and all the things they can resume doing after they're vaccinated. Getting vaccinated gives them protection and confidence. Take it from the experts! These kids have lots of reasons to make sure Marylanders 5 and older are vaccinated.



Dominique (Baltimore, MD)

"COVID is a serious thing and I don't want that serious thing in my body."

"I was totally brave. It was like that fast. She just gave me a shot and put a band aid on it."



Alayshia and Oziah (Baltimore, MD)



Tyre (Columbia, MD)

"Before you know it, it will be over and you're just going to be safe."

Faseeha (Howard County, MD)

"I feel happy because now I'm protected."



Scan here to watch what real kids have to say about getting the COVID-19 vaccine.

Across the state and in many languages, Maryland kids urge you to get vaccinated!



Malwal (Columbia, MD)

مرل، ېب صاځل COVID حاقل ي قفل ت دعب
بنا چب ي تم امرك، اد ترا ي ل رط ضم دوع
تدجو يدج



Natalia and Valeria (Columbia, MD)

"iMaryland, vacúnate!"



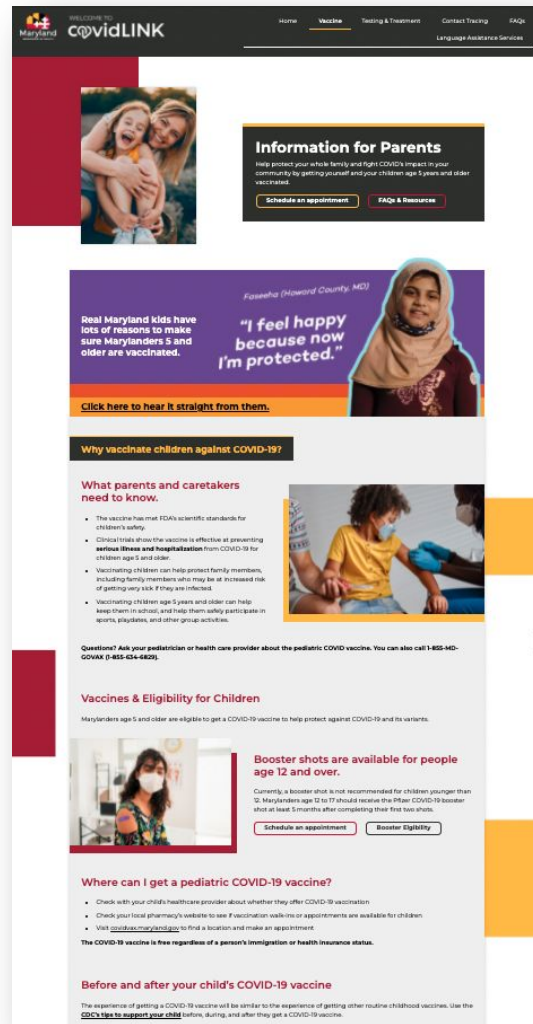
Max and Eva (Columbia, MD)

"애들아, 주사 맞아!"

Kids 5 and older are eligible for the COVID vaccine. The vaccine has met FDA's scientific standards for children's safety. Clinical trials show the vaccine is effective at preventing serious illness from COVID-19 for children ages 5 and older. There are lots of reasons for kids to get the COVID-19 vaccine. Just take it from them! To make an appointment call your doctor or visit covidvax.maryland.gov.



covidlink.maryland.gov



Parents & Guardians of Children 5+

Commercials & Social Videos



Marylanders 5 and older



**GET YOUR KIDS
VACCINATED**



Highly effective

Parents & Guardians of Children 5+

Commercials & Social Videos
featuring pediatricians

A portrait of Dr. Monique Soileau-Burke, a woman with long brown hair, wearing a white lab coat over a dark top. She is smiling and has a stethoscope around her neck. The background is slightly blurred, showing what appears to be a medical office with a blue wall and a yellow star.

Dr. Monique Soileau-Burke

Vice President, Maryland Chapter,
American Academy of Pediatrics

A portrait of Pediatrician Dr. Michael Zollicoffer, a man with short grey hair, wearing a dark suit jacket over a pink shirt. He is smiling and standing in a hallway with a yellow wall and a doorway in the background.

Pediatrician Dr. Michael Zollicoffer
Baltimore, MD

A portrait of Pediatrician Dr. Ligia Peralta, a woman with dark hair, wearing a white lab coat over a dark top. She is smiling and has a stethoscope around her neck. The background is slightly blurred, showing a medical office with a red wall and framed pictures.

Pediatrician Dr. Ligia Peralta
Silver Spring, MD

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

**Children 5+ are
eligible for the
COVID-19 vaccine.**

CLINIC:

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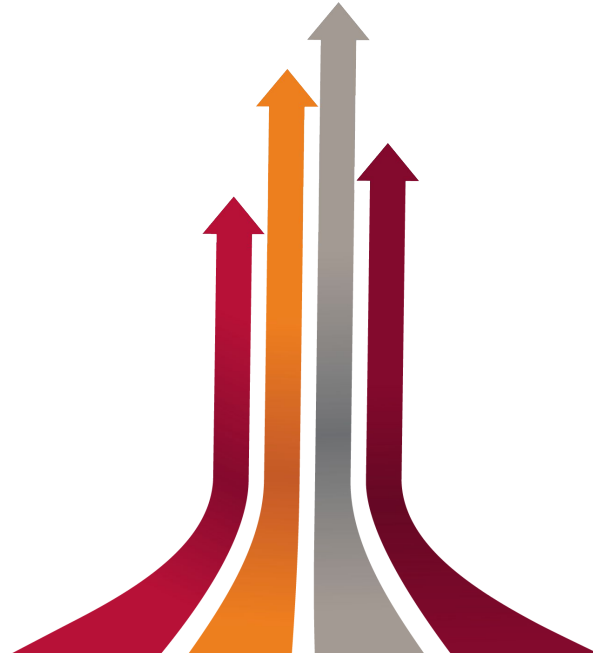
TIME:

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



Maryland School Mental Health Response Program (MD-SMHRP)

MARYLAND STATE DEPARTMENT OF EDUCATION 2022

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



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

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

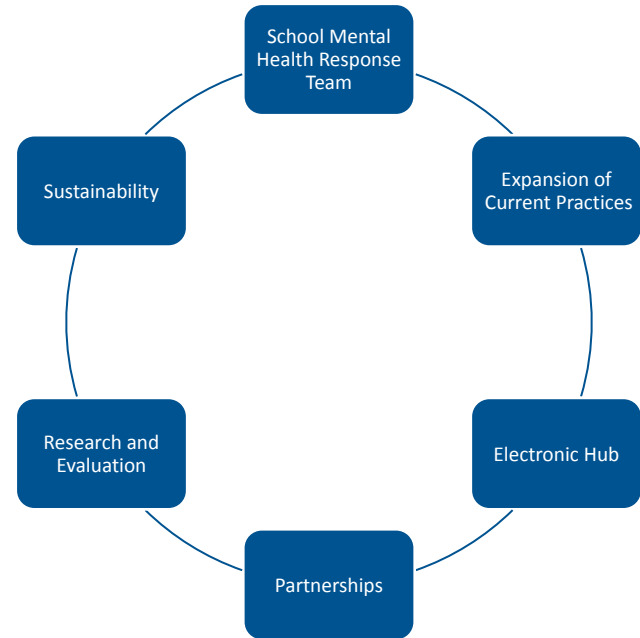
What

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



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

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



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

- Well-Being Information and Strategies for Educators
 - Developed by the Mental Health Technology Transfer Center (MHTCC) Network with our partners at the National Center for School Mental Health



MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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

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

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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