



The Colorado Health Foundation™

## Requesting Marketing and Communications Technical Assistance for Your School-Based Health Center Program

The Colorado Health Foundation has contracted with **The Bawmann Group**, an integrated marketing communications firm based in Colorado, to offer marketing/communications technical assistance to up to eight (8) eligible school-based health center programs.

Eligible applicants for technical assistance from The Bawmann Group are school-based health centers that:

- Have received an implementation grant through the Colorado Health Foundation's School-Based Health Center Initiative
- Can demonstrate a need for technical assistance

### Deadline for Applications

Requests for technical assistance will be reviewed in the order received until all available funds have been awarded, or until **June 14, 2013**, whichever comes first. Requests should be submitted to Erica Snow, senior program officer for Health Coverage, Colorado Health Foundation, at [esnow@coloradohealth.org](mailto:esnow@coloradohealth.org).

### Requirements

Requests must include:

- 1) A cover letter briefly describing the need for marketing/communications technical assistance and signed by a representative of the school district and the SBHC medical sponsor at the director level or above.
- 2) Completion of Task 1 and Task 2 of the Marketing Plan Development Tool, presented at the Colorado Association for School-Based Health Care's annual conference marketing workshop, and also available on CASBHC's web site at [www.casbhc.org](http://www.casbhc.org). Please note that steps 5 through 8 of Task 1 are optional and failure to complete these steps will not impact the award decision-making process (we realize that all SBHC programs might not have access to this data). Tasks 3 and 4 are not required as they will be completed if an award is made and after initial meetings with The Bawmann Group.
- 3) Identification, using the addendum on page two, of the type of marketing and/or communications technical assistance your school-based health center program is interested in receiving.

### Questions

Questions regarding this technical assistance opportunity can be directed to:

Erica Snow  
Senior Program Officer, Health Coverage  
Colorado Health Foundation  
303.953.3656 | [ESnow@ColoradoHealth.org](mailto:ESnow@ColoradoHealth.org)

**Addendum to Marketing Plan Development Tool**  
*Required for Technical Assistance from  
The Bawmann Group*

Please check the activities listed below that you would like The Bawmann Group to assist you with (the first three are automatically included in the technical assistance that will be provided). ***Please keep in mind that this self-assessment, while required, is preliminary. The Bawmann Group will help you fully assess your school-based health center program's marketing and/or communications needs and develop strategies to address these needs.***

- Refinement of marketing plan and development of sustainable marketing strategy
- Message development
- Resource development
- Brand development
- Video production
- Advertising (posters, brochures, flyers, direct mail, e-mail, ads for school and community newspapers, robo-calls, etc)
- Newsletters (printed and/or electronic)
- Web development
- Social media strategy
- Stakeholder outreach (may include facilitation of meetings)
- Internal communications
- Referral source survey
- Patient satisfaction survey
- Baseline community awareness survey
- Community resource analysis
- Media relations
- Other (specify)\_\_\_\_\_