

**Cyji** COORDINATED  
Youth Initiative

# Coordinated Youth Initiative Information Toolkit

Free health services funded by the  
Winter Park Health Foundation

Winter Park  
Health Foundation



Orange County  
Public Schools



HEALTHCARE  
PROVIDERS  
of Florida

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# Print & Digital Assets

You can find these assets inside your USB drive and at [wphf.org/CYItoolkit](http://wphf.org/CYItoolkit).

## For Elementary, Middle, & High School

### MEDIA KIT 1

Promoting School-Based Health Centers

#### PRINT

- Poster 24" x 36"
- Flyer 8.5" x 11"
- Yard Signs 24" x 18"

#### DIGITAL

- Horizontal Screen 1920 x 1080 px
- Vertical Screen 1080 x 1920 px
- Email Header 600 x 300 px
- Social Graphic 1080 x 1350 px

## For Middle & High School

### MEDIA KIT 2

Promoting School Nursing Initiative, CHILL Counseling Program, and School-Based Health Centers

#### PRINT

- Poster 24" x 36"
- Flyer 8.5" x 11"

#### DIGITAL

- Horizontal Screen 1920 x 1080 px
- Vertical Screen 1080 x 1920 px
- Email Header 600 x 300 px
- Social Graphic 1080 x 1350 px

## For Elementary

### MEDIA KIT 3

Promoting School Nursing Initiative and School-Based Health Centers

#### PRINT

- Poster 24" x 36"
- Flyer 8.5" x 11"

#### DIGITAL

- Horizontal Screen 1920 x 1080 px
- Vertical Screen 1080 x 1920 px
- Email Header 600 x 300 px
- Social Graphic 1080 x 1350 px

# How to Use This Toolkit

Started in 1997, CYI is a partnership between WPHF and Orange County Public Schools through which WPHF has invested more than \$24 million to fund free health services for students in more than a dozen schools across Winter Park, Maitland, and Eatonville.

The initiative encompasses three vital components: two School-Based Health Centers, the CHILL Counseling Program, and a School Nursing Initiative.

As part of CYI, the Winter Park Health Foundation also developed the concept of Healthy School Teams (HST) to promote health and wellbeing in schools.

Our focus for this campaign is primarily on the School-Based Health Centers, located at Glenridge Middle and Winter Park High, where Nurse Practitioners from Healthcare Providers of Florida offer physicals and other health services free-of-charge for students of the following schools (as well as their siblings up to 18 years old):

This guide and the accompanying digital and print assets are designed to help you inform students and families about the free health services available to them through the Coordinated Youth Initiative (CYI), funded by the Winter Park Health Foundation (WPHF).

**Elementary:** Aloma, Baldwin Park, Brookshire, Cheney, Dommerich, Hungerford, Killarney, Lakemont, Lake Sybelia

**K-8:** Audubon Park

**Middle:** Glenridge and Maitland

**High School:** Winter Park 9th Grade Center and Winter Park High

*We have also included valuable content for those interested in promoting all three CYI services.*

**We hope this toolkit will allow for easy sharing and integration into your current social media, email, flyer distribution, and building signage practices.**

# Campaign Overview

## Coordinated Youth Initiative (CYI)

### CAMPAIGN OBJECTIVES

- Encourage students and their caregivers to take advantage of these free resources.
- Highlight the importance of obtaining both medical and mental health support and promote the normalization of using these services.
- Raise awareness of the collaborative partnership among the Winter Park Health Foundation, Orange County Public Schools, and Healthcare Providers of Florida.

Take a closer look at the three primary pillars of free services under CYI on the next page.



## School-Based Health Centers

Located on the Glenridge Middle and Winter Park High campuses, these clinics are staffed by Pediatric Nurse Practitioners, who offer more advanced care for students from our 14 designated schools (and their siblings up to 18 years old) at no cost to families, regardless of insurance coverage.

Services are also available to children attending daycare, private school, or charter schools in Winter Park, Maitland, and Eatonville.

NPs can assess, diagnose, and prescribe medications for patients.


### Common services include:


- School and sports physicals
- Health testing for strep, COVID, and flu

All services are by appointment only, scheduled via phone or in person. Written parental consent is required.


## LOCATIONS AND CONTACT INFORMATION

### Glenridge Middle School Student Health Center

 2900 Upper Park Road,  
Orlando, FL 32814

 407-623-1415 ext. 5072245

### Winter Park High School Student Health Center (Main Campus)

 2100 Summerfield Road,  
Winter Park, FL 32792

 407-622-3200 ext. 6182437

## School Nursing Initiative

Licensed nurses at school provide a variety of services, handling emergencies and treating illnesses so children can return to class as quickly as possible, ready to learn and make the most of the school day. Financial support from WPHF helps schools upgrade from a School Health Aide (SHA) to a Licensed Practical Nurse (LPN) or Registered Nurse (RN).

## CHILL Counseling Program

CHILL stands for Community Help and Intervention in Life's Lessons. The school-based counseling program offers support for students in sixth through 12th grade who need help with issues such as divorce, grief and loss, low self-esteem, anger management, anxiety, and depression.

CHILL Counselors provide individual, group, and family counseling at no cost, with a focus on prevention and early intervention.

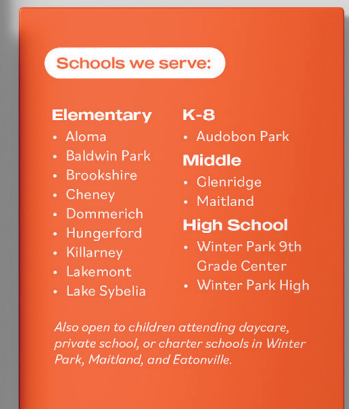
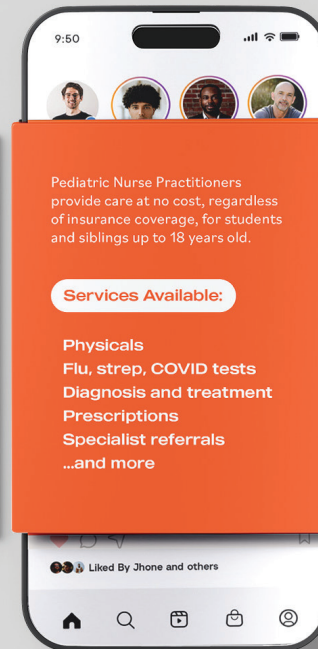
Students or families interested in this program should contact their school's front office for assistance. Teachers and administrators can also refer students for CHILL Counseling.

# Social Media

We created these graphics and suggested captions for use in your promotional activities. You are also welcome to share what we post on our Winter Park Health Foundation social media channels. Please follow us on Facebook, Instagram, and LinkedIn. Our Instagram handle is:

@winterparkhealthfoundation

Your support is invaluable to WPHF, and we thank you for your efforts to ensure all children receive the mental and physical support they need and deserve.





Pediatric Nurse Practitioners provide care at no cost, regardless of insurance coverage, for students and siblings up to 18 years old.

**Services Available:**

- Physicals
- Flu, strep, COVID tests
- Diagnosis and treatment
- Prescriptions
- Specialist referrals
- ...and more

**Schools we serve:**

<b>Elementary</b>	<b>K-8</b>
• Aloma	• Audubon Park
• Baldwin Park	<b>Middle</b>
• Brookshire	• Glenridge
• Cheney	• Maitland
• Dommerich	<b>High School</b>
• Hungerford	• Winter Park 9th
• Killarney	• Grade Center
• Lakemont	• Winter Park High
• Lake Sybella	

*Also open to children attending daycare, private school, or charter schools in Winter Park, Maitland, and Eatonville.*

**Call to schedule an appointment:**

- Glenridge Middle School Student Health Center**  
2900 Upper Park Road, Orlando  
407-623-1415 ext. 5072245
- Winter Park High School Student Health Center (Main Campus)**  
2100 Summerfield Road, Winter Park  
407-622-3200 ext. 6182437

All Healthy School Team members are encouraged to share information on the School-Based Health Centers with their social media audiences several times throughout the school year.

We strongly encourage posting throughout flu season (October – May) and after school breaks. This will ensure students and their caregivers receive timely reminders when they need these services the most.

When sharing about the School-Based Health Centers, feel free to get creative and use your own voice. Highlight what matters most to your students and families—whether that’s the convenience of having health services at school, the fact that care is free for students and their siblings, or how Nurse Practitioners can provide advanced treatment. You can also add photos, quotes, or success stories from your school community to make posts more personal and relatable.

Just remember to include the key details: locations, appointment-only visits, consent form requirement, and the contact numbers.

Additional social media graphics are included for anyone who wants to share about CYI as a whole.

**Note:** Middle and high school Healthy School Team members can promote all three components of CYI. Elementary HST members should focus solely on the Nursing Initiative and School-Based Health Centers, since CHILL is only available to middle and high school students.

**On the next page, we have provided a few caption options you can use for Facebook and Instagram. Be sure to tag the Winter Park Health Foundation and OCPS in your posts!**

**FILE NAMES:**

- 1\_CYI\_Social\_Graphic\_1
- 1\_CYI\_Social\_Graphic\_2
- 1\_CYI\_Social\_Graphic\_3
- 1\_CYI\_Social\_Graphic\_4

**FILE LOCATION:**

- 1 CYI Media Kit > Digital

## Suggested Facebook/ Instagram Captions:

### CAPTION 1:

Does your child need a check-up? The School-Based Health Centers at Glenridge Middle and Winter Park High offer free physicals, flu and strep tests, and more! Nurse Practitioners are available to see any OCPS student in Winter Park, Maitland, and Eatonville (and their siblings up to 18 years old) at no cost, thanks to funding from the Winter Park Health Foundation.

For an appointment at Glenridge, call 407-623-1415 ext. 5072245. For Winter Park HS, call 407-622-3200 ext. 6182437.

Learn more about the Coordinated Youth Initiative (CYI) by visiting [wphf.org/cyi](http://wphf.org/cyi).

### CAPTION 2:

Attention [Insert School Name] Parents and Guardians!

The Coordinated Youth Initiative (CYI), funded by the Winter Park Health Foundation, offers free health services at Glenridge Middle School and Winter Park High School. The Nurse Practitioners at these School-Based Health Centers can conduct physicals, diagnose and treat illnesses, and prescribe medication for kids up to 18 years old in Winter Park, Maitland, and Eatonville.

Locations:

Glenridge Middle School (Monday through Friday, 2900 Upper Park Road, Orlando)

Winter Park High School (Monday through Friday, 2100 Summerfield Road, Winter Park)

For more information, visit: [wphf.org/cyi](http://wphf.org/cyi).

### CAPTION 3:

Good health is essential to academic success.

Through the Coordinated Youth Initiative (CYI), students at [Insert School Name] and their siblings (up to 18 years old) can get free, comprehensive healthcare at the School-Based Health Centers located at Glenridge Middle and Winter Park High.

Licensed Nurse Practitioners provide services such as evaluations, physicals, prescriptions, and management of ongoing health needs.

Learn more by visiting the Winter Park Health Foundation's website at [wphf.org/cyi](http://wphf.org/cyi).

# Email

## Email Newsletters

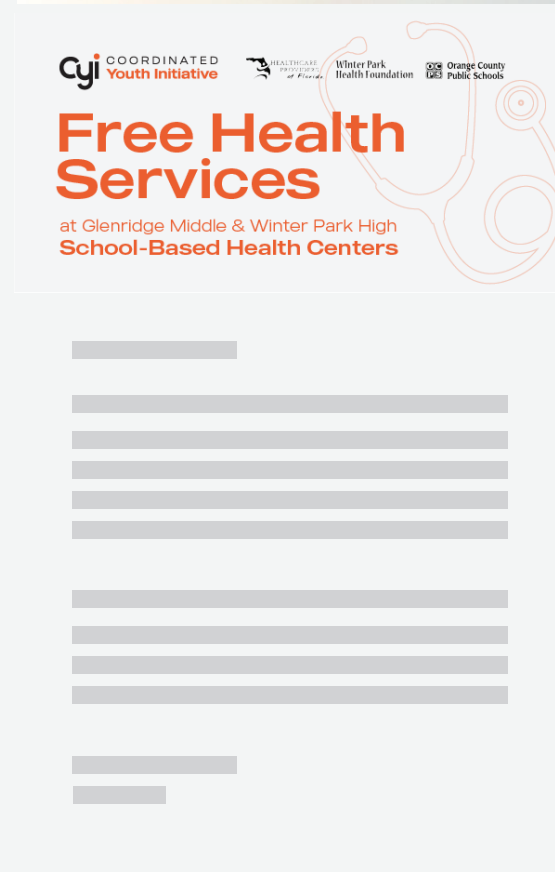
Next, we have crafted email copy that schools can use to share information about the Coordinated Youth Initiative. We encourage you to adapt the content to your audience. Adding a note from the principal, highlighting a specific need, or sharing a success story can make the message feel more relevant and meaningful to families. It is important to always include the essential details about services, locations, appointments, and consent forms so families know how to access care.

### FILE NAMES:

- 1\_CYI\_Email\_Header

### FILE LOCATION:

- 1\_CYI Media Kit > Digital



## SHORT NEWSLETTER SUGGESTED COPY:

Dear [Insert School Name] Families,

We are pleased to inform you that your child has access to free health services through the Coordinated Youth Initiative (CYI), funded by the Winter Park Health Foundation in partnership with OCPS.

CYI includes School-Based Health Centers at Glenridge Middle School and Winter Park High School, where licensed Nurse Practitioners can:

- Assess and diagnose illnesses
- Provide treatment and prescribe medications
- Offer physical exams and ongoing care
- Refer to specialists, and more

All OCPS students at schools in Winter Park, Maitland, and Eatonville and their siblings up to 18 years old can receive free healthcare services at these School-Based Health Centers, regardless of insurance coverage. Good health is vital to academic success. Appointments are required for visits.

To learn more, visit [wphf.org/cyi](http://wphf.org/cyi).

## DEDICATED EMAIL COPY:

Dear [School Name] Families,

Your child's health is crucial to their success in school. That is why the Winter Park Health Foundation has invested more than \$24 million to ensure students have access to essential medical and counseling services, all provided at no cost to families.

The Coordinated Youth Initiative (CYI), a longtime partnership between WPHF and OCPS, includes:

**CHILL Counseling Program:** Free, school-based counseling for middle and high school students to help with anxiety, grief, self-esteem, and other challenges.

**School Nursing Initiative:** Upgrading School Health Aides (SHAs) to licensed nurses who can manage everyday health needs and emergencies, so students can return to learning as quickly as possible.

**School-Based Health Centers:** Located at Glenridge Middle School and Winter Park High School, these centers offer free medical care for OCPS students in Winter Park, Maitland, and Eatonville, as well as their siblings up to 18 years old. Pediatric Nurse Practitioners are available to conduct physical exams, diagnose and treat illnesses, prescribe medications, and manage ongoing health concerns.

## Important Information about the Health Centers

Visits are by appointment only, which can be scheduled by phone or in person.

Students must have a signed parent/guardian consent form on file before receiving services.

### Locations and Contact Information:

#### *Glenridge Middle School Student Health Center*

2900 Upper Park Road, Orlando, FL 32814

Phone: 407-623-1415 ext. 5072245

#### *Winter Park High School Student Health Center (Main Campus)*

2100 Summerfield Road, Winter Park, FL 32792

Phone: 407-622-3200 ext. 6182437

By reducing barriers to healthcare, CYI helps ensure that every student has the support they need to stay healthy, focused, and ready to succeed in the classroom.

For more information, visit [wphf.org/CYI](http://wphf.org/CYI) or call [School Contact Name or Office] at [School Phone Number].



ParentSquare

# ParentSquare

ParentSquare is a vital tool that helps OCPS, school administrators, and teachers communicate with families. ParentSquare automatically syncs with the Student Information System (Skyward) to generate an account for each parent using their preferred email address and phone number. To learn more, visit [www.ocps.net/parentsquare](http://www.ocps.net/parentsquare).

We have crafted copy for ParentSquare messaging. We recommend attaching our School-Based Health Center flyer as an added resource. As always, feel free to adapt and weave in any personal touches to better connect with your student guardians.



## Suggested Copy:

### OPTION 1:

Dear Parent/Guardian,

We would like to inform you of a free health resource available to your family. Thanks to funding from the Winter Park Health Foundation, any child who attends school in Winter Park, Maitland, or Eatonville and their siblings up to age 18 can see nurse practitioners at no cost at the School-Based Health Centers located at Winter Park High School and Glenridge Middle School.

#### These services include:

- Physical exams (school, sports, etc.)
- Testing for flu and other illnesses
- Diagnosis and treatment of asthma, allergies, ear infections, etc.
- Prescriptions
- Referral to specialists
- ...and more

**All services are provided at no cost to you. Visits are by appointment only, and written parental consent is required.**

The company providing the services is Healthcare Providers of Florida, an approved vendor with Orange County Public Schools for well over 20 years.

For an appointment at Glenridge, call 407-623-1415 ext. 5072245. For Winter Park HS, call 407-622-3200 ext. 6182437.

**Visit [wphf.org/cyi](http://wphf.org/cyi) to learn more.**

### OPTION 2:

Dear Parent/Guardian,

Did you know there is an easy and free way to schedule health check-ups for your child? Thanks to the Winter Park Health Foundation, board-certified nurse practitioners are accessible at no cost at the Winter Park High School and Glenridge Middle School Student Health Centers.

#### Available services include:

- School and sports physicals
- Evaluation and treatment of common illnesses, including writing prescriptions when needed
- Testing for illnesses, such as strep and flu
- Self-carry asthma & EpiPen forms required by the district

- Referral to specialists
- ...and more

**All services are provided at no cost to you. Visits are by appointment only, and written parental consent is required.**

The company providing the services is Healthcare Providers of Florida, an approved vendor with Orange County Public Schools for well over 20 years.

For an appointment at Glenridge, call 407-623-1415 ext. 5072245. For Winter Park HS, call 407-622-3200 ext. 6182437.

These centers are also open to siblings up to 18 years old and children attending daycare, private school, or charter schools in Winter Park, Maitland, and Eatonville.

**Visit [wphf.org/cyi](http://wphf.org/cyi) to learn more.**

# TV Screens

## Horizontal & Vertical Screen Graphics

Digital slides are available to promote the School-Based Health Centers on your building TV screens. The slides are designed to be evergreen, so they can be used throughout the school year.

Every HST member should promote the School-Based Health Centers.

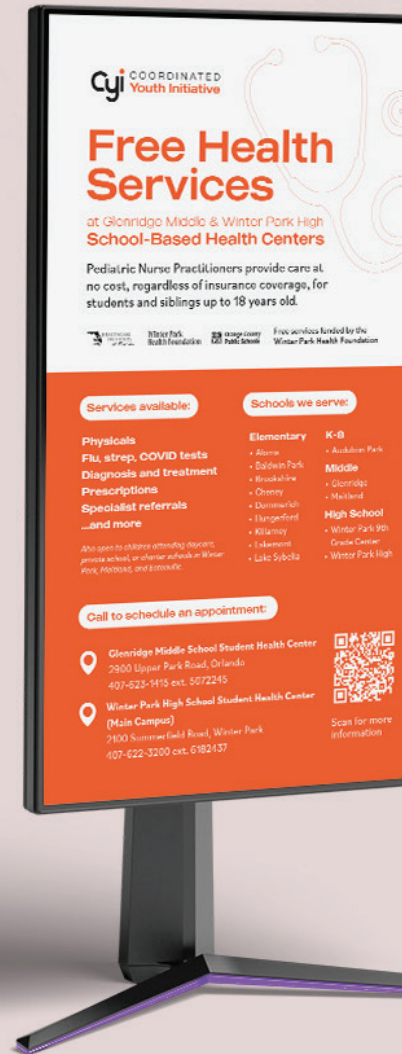
Additional TV slides are available that include the School Nursing Initiative, and for middle and high schools, the CHILL Counseling Program as well.

### FILE NAMES:

- 1\_CYI\_Horizontal\_Screen
- 1\_CYI\_Vertical\_Screen

### FILE LOCATION:

- 1\_ CYI Media Kit > Digital



# Print

## Flyers, Posters, & Yard Signs

All Healthy School Team (HST) representatives also have access to printed materials to promote CYI around their schools. We have prepared flyers, posters, and yard signs to be distributed or displayed in high-traffic areas.

Every HST member should promote the School-Based Health Centers.

Extra materials are available to educate students and families about CYI as a whole.

### FILE NAMES:

- 1\_CYL\_Poster
- 1\_CYL\_Flyer
- 1\_CYL\_Yard\_Sign

### FILE LOCATION:

- 1\_ CYI Media Kit > Print

CYI Media Toolkit Information





# Questions?

Thank you for supporting the Coordinated Youth Initiative. By spreading the word, you are ensuring more students and families know about the free health services available through this partnership.

When posting on social media, please tag **@winterparkhealthfoundation** on Instagram and **Winter Park Health Foundation** on Facebook so we can amplify your efforts.

If you have any questions, please contact the Winter Park Health Foundation Communications Team.

📞 407-644-2300

✉ [aaguilera@wphf.org](mailto:aaguilera@wphf.org)