

School-based Health Marketing Guide

The Children's Trust expects all School-based Health direct staff members to follow basic standards in relation to uniform and personal appearance.

The objectives of this guidance are to properly identify employees as School-based Health Team members, instill a positive impression of the program to participants and ensure compliance with various health/safety and hygiene standards. All staff members are expected to follow the policies related to personal hygiene standards of their employer.

The School-based Health direct staff members are required to wear the standard uniform listed in the dress code appendix below considering the following:

- On pastels & white fabric the logo must be Light Silver & Charcoal or Green & Charcoal
- On dark fabrics (including Kelly Green) the logo must be Solid Light Silver or Solid White.

The staff members are responsible for the purchase of their uniform.

Dress code Appendix

Designation	Uniform
Nurse	Scrubs, Lab coat or polo shirts bearing The Children's Trust logo on the upper-right or left chest of the shirt.
Health Technician	Scrubs or polo shirts bearing The Children's Trust logo on the upper-right or left chest of the shirt
Social worker, Health Navigator, Mental Health Professionals, Patient, Care Technician, Health Assistant, Community Health Work and Family Coach	Polo shirts bearing The Children's Trust logo on the upper-right or left chest of the shirt.

The Children's Trust logo should be included on all provider-created education or promotional materials used in association with this program. Whenever possible, the Children's Trust logo should be centered on the page. It is highly recommended to follow the Children's Trust media kit

and logos instructions posted in our web site
<https://www.thechildrenstrust.org/content/media-kit-logos>

Once the School-based Health organization chooses a vendor, the marketing documentation (front and back artwork proof before printing) must be sent to the Contract Manager to process the approval from The Children's Trust Communication Department.