



Coordinator Guide



doh.sd.gov/programs/scrubs-camp/

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BACKGROUND

Scrubs Camps are free, one-day, hands-on health career camps for high school students, which provide an opportunity to explore a variety of healthcare careers through interactive activities. Scrubs Camps came to exist through the South Dakota Healthcare Workforce Initiative in 2007 and as a collaborative effort between the South Dakota Departments of Health and Education.

The Department of Health, Office of Rural Health and the Department of Education, Office of Curriculum, Career and Technical Education implemented the Scrubs Camp Program to promote healthcare careers to high school students with the intent of creating an interest in pursuing healthcare careers, thus addressing the healthcare workforce shortage in South Dakota. The following information is designed to be utilized as a guide for coordinating a Scrubs Camp.

As you plan your camp, the following resources may be beneficial

- The Scrubs Camp website at: <https://doh.sd.gov/programs/scrubs-camp/> is an excellent resource to begin planning for your Scrubs Camp. Various customizable items such as a promotional poster, flyer, press release, PSA, sample agenda, etc. which enable you to design and implement your camp may be found on the website.
- Other Site Coordinators. Their contact information is located on the Scrubs Camps website, "Camp Locations & Schedule".

SITE COORDINATOR MEETING

The Department of Health will host a Scrubs Camp Site Coordinator Meeting. Attendance at this meeting is mandatory for all Scrubs Camp Site Coordinators. Information will be shared regarding the previous year's Camps, what was successful, what wasn't as successful, what the expectations are for the next year's Camps, etc.

DATE/VENUE SELECTION

In order to ensure your Scrubs Camp is successful, select your date and venue early on in the planning process. Be sure to check school calendars, community calendars, South Dakota High School Activities Association calendar, etc. when choosing your date. Consider the following when planning your Camp venue and date:

- Space – determine the number of students you plan to attend and whether you intend to host an exhibitor fair for your participants during your Camp in order to ensure adequate space. Remember that speakers are required to keep their presentations 2/3 hands-on activities, which may require students to be up and moving around.
- Parking – you may need to allow space for school buses if your surrounding schools are busing in students.
- Audio/Visual Needs of Speakers – identify what your presenters needs are prior to your Camp to ensure you have speakers, projectors, etc. on the day of your Camp.
- Handicap Accessibility – keep in mind any special needs your participants or speakers may have when determining your venue, meeting room, and space availability.

- Catering Needs for Lunch – keep in mind any special diets your participants or speakers may have when choosing lunch and snack options.
- Wi-Fi or Internet Capability – If you need access to the internet or Wi-Fi for any camp sessions, make these arrangements prior to the camp. Be sure to allow for slow internet speeds by letting any videos buffer prior to the camp session.
- Noise levels – Be aware of the number of students in each session and remind participants to be respectful towards the speakers and other participants. You may also want to arrange your sessions based on the potential for noisy sessions.

ARRANGING SPEAKERS/PRESENTERS

Good speakers are crucial to the success of your camp. It's never too early to start reaching out to local healthcare providers to ask if they would be willing to present at your camp. Funding sources for Scrubs Camps may dictate certain required speakers. Remember to refer to your grant specifications to identify any required speakers for the current year's camps. For additional speaker ideas, refer to the Health Science Career Cluster chart located on-line under "Resources/Scrubs Camp Coordinators" at <https://doh.sd.gov/programs/scrubs-camp/> and also in appendix 1.

Remind your speakers to keep their presentations as hands-on as possible. Grant requirements are that speakers keep the lecture portion of their presentation to 1/3 of their total allotted time, thus allowing 2/3 of the allotted time for hands-on activities relative to their profession.

It is a good idea to keep in close contact with your speakers as they plan their presentation. If your speakers are struggling in identifying activities they may use in your camp, you may refer them to the "Resources/Scrubs Camp Coordinators" section at <https://doh.sd.gov/programs/scrubs-camp/> or appendix 2 for activity ideas. Be sure to ask your presenters to provide you with a synopsis of their planned presentation. This will help you ensure that you have all necessary materials for their presentation as well as to ascertain whether or not their session may require additional permissions or parental notifications.

A Speaker Guidebook is located online under "Resources/Scrubs Camp Coordinators" at <https://doh.sd.gov/programs/scrubs-camp/> and in appendix 3. Please provide this guidebook to your potential speakers to assist them in planning their respective sessions. This book may be helpful to your speakers in answering any questions they may have as they prepare their presentations. This information will provide details about Scrubs Camps as well as what will be expected of them as a speaker at the camp.

AGENDA DEVELOPMENT

Once you have your speakers identified, you will begin work on your Camp agenda. A sample agenda appears in appendix 4. Some things to consider when drafting your agenda are:

- Allow for session tracks to keep the groups of students manageable for hands-on activities;
- Provide time for a minimum of five hands-on health sessions to include five speakers. Refer to the Health Science Career Cluster form found online under “Resources/Scrubs Camp Coordinators” at <https://doh.sd.gov/programs/scrubs-camp/> and in appendix 1.
- Schedule time for the required speakers (refer to this year’s grant requirements);
- Schedule time for the SDMyLife component;
- Schedule time for registration and welcome;
- Schedule time for snack, restroom, and lunch breaks;
- Allow time for the evaluation component.

MARKETING YOUR CAMP

Scrubs Camps are geographically distributed throughout South Dakota providing students across the state an opportunity to attend a Camp near their hometown. However, if students aren’t aware of your Camp you may not receive the participation you expect. Therefore, the key to a successful Scrubs Camp is marketing your Camp to your local schools, parents, students, businesses, etc. There are various resources on the website to utilize when marketing your Camp, including the Marketing Plan. These resources are also located under “Resources/Scrubs Camp Coordinators” at <https://doh.sd.gov/programs/scrubs-camp/> and in appendix 5. The Marketing Plan outlines various ideas for you as a Site Coordinator to use to get the word out regarding your Camp. Other resources included online and in the appendix portion of the marketing guidebook include a customizable PSA, customizable PR, Promotional poster and newspaper advertisement.

STUDENT REGISTRATION PROCESS

Approximately two months prior to your camp, or at the beginning of the school year, plan to distribute the registration forms to your local and surrounding schools. The earlier you can make administrators and school officials aware of your camp, the better for planning purposes as well as to ensure other events don’t take precedence over your camp. Students will be able to print the form, complete it, and mail it in to you. Ideas for distribution are as follows:

- Email your local teachers and students, if possible. Remember that school counselors can be a great resource as well;
- Contact your school administrators and meet with these individuals, if possible, to inform them of Scrubs Camps. Buy-in from local administrators will be invaluable in promoting your camp;
- Mail or deliver printed forms to each school in your area. Be sure to include the web address where registration forms are located.

CAMP MATERIALS/RESOURCES

Students should be provided with the following materials in their folders on the day of the camp (most of these materials are found on-line under “Resources/Scrubs Camp Coordinators” or “Camp Locator” at <https://doh.sd.gov/programs/scrubs-camp/>.)

- Camp agenda
- Chart with Health Science Career Clusters (located in appendix 1)
- SDMyLife at <https://sdmylife.com/>.
- SD Trends in Healthcare flyer at <https://doh.sd.gov/programs/scrubs-camp/>.

CAMP EVALUATION

The evaluation component of the Scrubs Camp is especially important in ensuring future funding and to continue to provide quality camps year after year. Therefore, each Site Coordinator is required to administer the provided evaluation form to all participants of Scrubs Camps. Each student must complete the evaluation form and return it before leaving camp for the day.

VENDOR/EXHIBIT FAIR

The vendor/exhibit fair is not mandatory; however, if you have the space, you are encouraged to host a fair. You may ask vendors/exhibitors to set up booths in a particular area during a specific portion of your camp or you may choose to have it be a more formal session where vendors/exhibitors may speak for a period of time on their health career fields or opportunities. Another option is to include post-secondary school information in the students’ materials folders for students to examine after the camp.

Vendors/exhibitors can be a great opportunity to expand the content of your camp. They act as mini-presenters by providing short presentations to the students as they circulate through the fair. If you choose to have a fair, encourage vendors/exhibitors to have a hands-on display or activity that would be relevant to a high school student interested in pursuing a health career. If a fair is being held, adequate booth space should be provided, including a table, chair and electricity, if applicable. Consider having the fair during the lunch time or making it part of an interactive activity. It is strongly suggested to hold the fair any time other than the last session of the day, as students may see this as an opportunity to leave the camp early.

APPENDIX 1: Health Science Career Clusters

Health Science Career Clusters

Pathways - Sample Career Specialties/Occupations

Therapeutic Services

Acupuncturist
Anesthesiologist Assistant
Art/Music/Dance Therapist(s)
Athletic Trainer
Audiologist
Certified Nursing Assistant
Chiropractor
Dental Assistant
Dental Hygienist
Dental Lab Technician
Dentist
Dietician/Nutritionist
Dietetic Technician
Dosimetrist
EMT
Exercise Physiologist
Home Health Aide
Kinesiotherapist
Licensed Practical Nurse
Massage Therapist
Medical Assistant
Mortician
Occupational Therapist
Occupational Therapy Assistant
Ophthalmic Medical Personnel
Optometrist
Orthotist/Prosthetist
Orthotic Technician
Paramedic
Pedorthist
Perfusionist
Pharmacist
Pharmacy Technician
Physical Therapist
Physical Therapy Assistant
Physician (MD/DO)
Physician Assistant
Podiatrist
Psychologist
Radiation Therapist
Recreation Therapist
Registered Nurse
Respiratory Therapist
Social Worker
Speech Language Pathologist
Surgical Technician
Veterinarian
Veterinarian Technician
Wellness Coach

Diagnostic Services

Audiologist
Cardiovascular Technologist
Clinical Lab Technician
Computer Tomography (CT) Technologist
Cytogenetic Technologist
Cytotechnologist
Diagnostic Medical Sonographer
Electrocardiographic (ECG) Technician
Electronic Diagnostic (EEG) Technologist
Exercise Physiologist
Geneticist
Histotechnician
Histotechnologist
Magnetic Resonance (MR) Technologist
Mammographer
Medical Technologist/
Clinical Laboratory Scientist
Nuclear Medicine Technologist
Nutritionist/Dietician
Occupational Therapist
Ophthalmic Medical Personnel
Optometrist
Pathologist
Pathology Assistant
Phlebotomist
Physical Therapist
Position Emission Tomography (PET) Technologist
Radiologic Technologist/
Radiographer
Radiologist
Speech Language Pathologist

Health Informatics

Admitting Clerk
Applied Researcher
Certified Compliance Technician
Clinical Account Manager
Clinical Account Technician
Clinical Coder
Clinical Data Miner
Clinical Data Specialist

Community Services Specialist
Data Quality Manager
Decision Support Analyst
Epidemiologist
Ethicist
Health Educator
Health Information Management Administrator/
Technician
Health Information Services
Healthcare Access Associate/Manager
Healthcare Administrator
Healthcare Finance Professional
Informatician
Information Privacy/ Security Officer
Managed Care Contract Analyst
Medical Assistant
Medical Biller/Patient Financial Services
Medical Information Technologist
Medical Librarian
Patient Account Manager/
Technician
PACS Specialist (Picture Archiving and Communication Specialist)
Patient Advocates
Patient Information Coordinator
Pharmacy Manager
Project Manager
Public Health Educator
Quality Management Specialist
Quality Data Analyst
Research and Decision Support Specialist
Reimbursement Specialist
Risk Management
Social Worker
Transcriptionist
Unit Coordinator
Utilization Manager
Utilization Review Manager

Biotechnology Research & Development

Biochemist
Bioinformatics Associate
Bioinformatics Scientist
Bioinformatics Specialist
Biomedical Chemist
Biomedical/Clinical Engineer
Biomedical/Clinical Technician
Biostatistician
Cell Biologist
Clinical Data Management Associate/Consultant
Clinical Data Management Specialist
Clinical Pharmacologist
Clinical Trials Monitor
Clinical Trials Research Associate
Clinical Trails Research Coordinator
Geneticist
Lab Assistant-Genetics
Lab Technician
Manufacturing Technician
Medical Editor/Writer
Microbiologist
Molecular Biologist
Packaging Technician
Patent Lawyer
Pharmaceutical/Clinical Project Mgr
Pharmaceutical Sales Representative
Pharmaceutical Scientist
Pharmacokineticist
Pharmacologist
Product Safety Associate/
Scientist
Process Development Associate/Scientist
Processing Technician
Quality Assurance Technician
Quality Control Technician
Regulatory Affairs Specialist
Research Assistant
Research Associate
Research Scientist
Toxicologist

Support Services

Biomedical/Clinical Engineer
Biomedical/Clinical Technician
Clinical Stimulator Technician
Central Services
Central Service Manager/
Tech Dietary Manager
Environmental Health and Safety
Environmental Services
Facilities Manager
Food Service
Healthcare Administration
Hospital Maintenance
Engineer Industrial Hygienist
Interpreter
Materials Management
Transport Technician



APPENDIX 2: Activity Ideas

Activity	Career*
TB Testing on hot dogs	Physician, Nurse
Making wounds out of fruit roll-ups/honey/etc.	EMT, Paramedic, Physician, Nurse
Smoothie making	Dietitian
Suturing chicken breasts/pig's feet	Physician, PA, CNP
Intubating	Paramedic, Physician
Ultrasounding pregnant woman	Ultrasound Tech
Blood typing	Med Lab Scientist
Blood typing (colored water)	Med Lab Scientist
Otoscope, stethoscope, etc. usage	Physician, PA, CNP
Therapy balls/bands/etc.	PT, OT, Rehab
Filling prescriptions	Pharmacist, Pharmacy Tech
Deciphering illegible prescriptions	Pharmacist, Pharmacy Tech
Wrapping ankles	Athletic Trainer
Making soap/chap stick/hand lotions	Pharmacist
Cauterizing meat	Bio-med, Surgeon
Gerontology exercises (vaseline on glasses, popcorn in gloves, etc.)	PT, OT
Rescue diving	EMT/Paramedic
Mock accidents	Variety
Dental fillings	Dentist
Glo Gel	Nurse, Med Lab
Back boards, cervical collars, stabilizers, etc.	EMT, Paramedic
Delta Dental	Oral Health
Pathology	Pathologist
Taking vital statistics	Nurse, Physician
Calculating medicinal doses	Pharmacist
Reading x-rays	Rad Tech, Radiologist
CPR	EMT, Paramedic, Nurse, Physician
OR tool tour	Surgical Tech, Surgeon
Casting	Physician, PA, CNP
Starting IVs	Physician, CRNA, Nurse, PA, CNP
AED Usage	EMT, Paramedic, Physician, Nurse
<i>*Career listing not all-inclusive</i>	

APPENDIX 3: Speaker Guide



Speaker Guide

doh.sd.gov/programs/scrubs-camp/

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CONGRATULATIONS

You are about to embark on an exciting and rewarding experience. Thank you for agreeing to be a presenter at “Scrubs Camp”. We hope that you thoroughly enjoy your time with the students. Below is information you may find useful as you prepare to address the Camp. If, at any time in your preparations, you have questions or concerns, please feel free to contact your Camp Site Coordinator.

WHAT IS SCRUBS CAMP?

Scrubs Camps are one-day, hands-on health career exploration opportunities for high school students. Students will learn about the wide variety of health careers that are available to them through lecture, hands-on activities and discussion. Scrubs Camps are offered in various locations across South Dakota throughout the school year.

The Scrubs Camp is a day-long event where students will hear from a variety of healthcare professionals who will discuss what they do and how they got into their professions. Students will also have a chance to experience many hands-on activities throughout the day. Scrubs Camp is aimed at high school students who have an interest in entering the healthcare field. Camp Med is the same, but meant for middle school students. These camps are generally quicker with a goal of lasting one class period.

For more information on the camps, visit <https://doh.sd.gov/programs/scrubs-camp/>, contact your local camp Site Coordinator or contact the Office of Rural Health at 605-773-6320.

WHY SCRUBS CAMPS?

South Dakota, like many rural states, is facing a critical shortage of healthcare workers, needing thousands of additional health professionals in the coming years. This shortage will increase as the baby boomer generation ages. The key to building South Dakota’s healthcare workforce is to identify, recruit, train, and retain our own residents.

Scrubs Camp and Camp Med provide an opportunity to raise students’ awareness of the wide variety of health careers available to them: from nurses to radiologic technologists; from dental hygienists to paramedics..... and everything in between.

WHAT WILL THE DAY BE LIKE?

Each camp varies slightly; however, the general format remains the same from camp to camp. Over the course of the day, students will hear from approximately 5-10 healthcare speakers, perform many hands-on healthcare career-related activities and learn more about educational opportunities in South Dakota.

WHAT DO YOU NEED FROM ME AS A SPEAKER?

Plan to devote approximately one third of your total session time to discussing your career specifically; educational requirements, schooling, rewards, challenges, typical daily activities, etc. The remaining time should be devoted to a hands-on activity that is pertinent to your occupation. For ideas and examples of hands-on activities, see appendix 1.

Be sure to communicate your activity plans with your local camp Site Coordinator. This will help ensure that all necessary materials for their presentation will be available the day of the camp. In addition, these conversations will also help to ascertain whether or not your session may require additional permissions or parental notifications.

WHAT SHOULD I TALK ABOUT?

Below are suggestions for topics to address during your presentation. Remember to keep this portion of your session to approximately one third of your total presentation.

- What is your job/formal job title?
- Where do you work?
- What made you choose your career?
- Where did you go to school/train and how much schooling was required?
- What do you do/what is a typical day like for you?
- What do you like best about your job?
- What classes should students take in high school and in postsecondary programs?
- What type of volunteer experience(s) did you engage in?
- What type of part-time job(s) did you have?
- What is your work environment: alone/group, office/open area, sitting/on feet, etc.?
- What challenges do you face in your job?

WHERE AND WHEN ARE OTHER CAMPS HELD?

There are several camps held in South Dakota throughout the school year. For a complete listing of where and when the camps are scheduled, visit <https://doh.sd.gov/programs/scrubs-camp/>.

HOW MANY STUDENTS DO I PLAN FOR?

Each camp varies in size. To best ascertain numbers in your specific camp, contact your local camp Site Coordinator.

HOW MANY TIMES WILL I DO MY PRESENTATION?

Each camp agenda varies by community. To determine if you will need to repeat your presentation, contact your local camp Site Coordinator. Most camps are designed to provide multiple tracks throughout the day.

MAY I BRING OTHERS WITH ME?

Please feel free to bring colleagues, associates, assistants, etc. if you feel they will enhance your presentation.

HOW SHOULD I DRESS?

Dress code is either your typical day-to-day uniform or business professional.

WHAT SHOULD I BRING WITH ME?

Feel free to bring props, equipment, tools, aides, etc. that will assist in your presentation. If you have a question as to the applicability of a certain item, contact your local camp Site Coordinator.

MAY I SEND ITEMS HOME WITH THE STUDENTS?

You may send items home with the students after clearing the item(s) with the local camp Site Coordinator.

APPENDIX 4: Sample Agenda

Scrubs Camp Agenda

Date @ Location

7:45 a.m. – 8:00 a.m.	Student Registration		
8:00 a.m. – 8:10 a.m.	Welcome – Sandi Durick & First Lady (Auditorium)		
	Track 1	Track 2	Track 3
8:15 a.m. – 9:00 a.m.	Shane Clarambeau, RPh Pharmacy (Rm. 111M)	Dr. Murray Thompson, Dentistry (Rm. 103M)	Becky Gruba, Massage Therapist (Rm. 109M)
9:00 a.m. – 9:45 a.m.	Becky Gruba, Massage Therapist (Rm. 109M)	Shane Clarambeau, RPh Pharmacy (Rm. 111M)	Dr. Murray Thompson, Dentistry (Rm. 103M)
9:45 a.m. – 10:00 a.m.	Break		
10:00 a.m. – 10:45 a.m.	Dr. Murray Thompson, Dentistry (Rm. 103M)	Becky Gruba, Massage Therapist (Rm. 109M)	Shane Clarambeau, RPh Pharmacy (Rm. 111M)
10:45 a.m. – 11:30 p.m.	SIM-SD (Rm. 111M)	Michael Colleran, MA, CCC Clinical Audiologist (Rm. 103M)	Dr. David Lonbakken Surgeon (Rm. 109M)
11:30 a.m. – 12:00 p.m.	Lunch		
12:00 p.m. – 12:45 p.m.	Dr. David Lonbakken, Sur- geon (Rm. 109M)	SIM-SD (Rm. 111M)	Michael Colleran, MA, CCC Clinical Audiologist (Rm. 103M)
12:45 p.m. – 1:30 p.m.	Michael Colleran, MA, CCC Clinical Audiologist (Rm. 103M)	Dr. David Lonbakken, Sur- geon (Rm. 109M)	SIM-SD (Rm. 111M)
1:30 p.m. – 2:15 p.m.	YouTube Party – Karen Cudmore, ORH (Auditorium)		
2:15 p.m. – 3:00 p.m.	SD MyLife – Bobbi Brown, School Counselor (Auditorium)		
3:00 p.m.	Wrap-up/Evaluations		

APPENDIX 5: Marketing Plan



Marketing Plan

doh.sd.gov/programs/scrubs-camp/

SITE COORDINATORS

The key to making each Scrubs Camp a success is having students participate. Getting the word out about the camps and getting kids excited to attend is accomplished through effective marketing. Consider the following marketing efforts:

✔ **Direct Contact with Schools**

Direct contact with your participants' schools is imperative in the success of your camp. The more 'real' you can make your event, the more likely schools will be to allow students to attend. Personal visits, direct mailings, direct emails, etc. will help this effort. Remember to consider contact with principals, superintendents, counselors, teachers, etc. See below, "Emails", for links to contact information.

✔ **Counselors**

Your local school counselors can be a strong advocate as you market your camp. Solicit their input and assistance in reaching students. Provide them with posters, web addresses, morning announcement verbiage, etc. The more involved you can get with them, the more marketing efforts you can implement. See below, "Emails", for links to contact information.

✔ **ALL teachers, not just science, health, etc.**

Remember to get the word out to ALL teachers, not just science and health. For example, an English teacher may have students that he/she knows is interested in pursuing health careers. Your schools' websites should provide you access to teachers' emails. See below, "Emails", for links to contact information.

✔ **Emails**

Consider sending direct emails to guidance counselors and teachers (not just science teachers) in your catchment area. The press release or PSA that is located on the Scrubs Camps website under "Resources/Scrubs Camp Coordinators" is a good start. Customize these items for your camp and send to your potential participants' counselors and teachers. Specific school administration contacts may be found at <https://doe.sd.gov/ofm/edudir.aspx>. In addition, if you Google the schools you would like to reach, you should be able to find direct email contacts for teachers within each respective school. This link, <https://www.k12.sd.us/MailingLists>, will also direct you to specific school websites. For those of you on the state email system, you may also find teacher emails in the global address book in your email.

✔ **PSAs/Press Releases**

A public service announcement and press release that can be crafted as camp-specific is located on the Scrubs Camps website under "Resources/Scrubs Camp Coordinators". Customize this PSA and Press Release with your camp-specific information such as contact, date, time, agenda, etc. Deliver the press release to local newspapers. Be sure to include your

catchment area as well as your own community publications. The PSA should be distributed to any local or nearby radio stations.

In addition, you may wish to provide the press release or PSA to the following:

- TV stations
- Local Cable Access Channels
- Radio and their websites
- South Dakota Public Radio
- School Newsletters
- School Announcements

✔ **Cable Television**

Many communities have a channel in their local cable line-up that will gladly post public service announcements. It may be called a Public Education & Government (PEG) channel, a Public Access channel, a Cable Access channel or a Classified Ad channel. If you are not aware of your local channel, check with your cable provider. Your provider will help you determine if your service area has a channel and what their posting requirements may be. In addition, many of these channels also have a corresponding website that may be willing to post your camp's information.

✔ **Save-the-Date Cards**

Customize the save-the-date card and send at the end of the current school year as well as immediately after school starts in the fall. Consider sending to principals, counselors, teachers, etc. If you have the ability to send directly to students, feel free to do so. The save-the-date card is located on the Scrubs website under "Resources/Scrubs Camp Coordinators". This card is designed to be printed on letter-sized paper.

✔ **Hang Posters**

Posters in various sizes will be available on line on the Scrubs website under "Resources/Scrubs Camp Coordinators" as well as mailed to each site coordinator. Place posters where students gather.

- Theaters
- Libraries
- Lunch rooms
- Gyms
- Locker rooms
- School restrooms
- Community bulletin boards
- School offices

✔ **Social Marketing**

If your facility currently has Facebook or Twitter marketing campaigns, you may wish to incorporate your customized press release and other camp details.

If you do not currently have these capabilities, you may want to explore developing them. Each facility will have its own protocol to follow, but DOH can serve as a consultant if you choose to move forward in this area.

You may also want to consider involving others' social marketing campaigns. For example, local schools, Sanford Research, local healthcare facilities, etc. They can promote your camp through their own individual social marketing efforts.

✔ **Chambers of Commerce**

Visit with your local Chamber of Commerce (as well as those in your catchment area). Many times they will have regular publications that you could use to promote your camp. They may also be willing to post your information on their website.

✔ **Sporting Events**

Consider an ad in your local high school team's program or an ad on their electronic scoreboard, if one is available.

✔ **HS Computer Student/AV Team**

Never underestimate the capabilities of your high school computer students or AV team! Solicit their help/input in promoting your camp. Often times, the instructor will incorporate your request into their lesson plans and allow students to do this type of work as a class assignment.

✔ **School Announcements**

Provide the customized press release or, better yet, a shortened version, to the school and request that it be read during the morning announcements. The PSA could also be used for this application.

✔ **School Websites**

Ask schools to put a link to your camp on their website.

✔ **School Emails**

Ask schools to directly email students with camp information.

✔ **School Reach**

Ask if a notification of your camp can go out on "School Reach", a telephone notification system for parents. Each school may have differing protocol regarding the usage of this tool, but it never hurts to ask!

✔ **SMyLife**

Kara Schweitzer with the Department of Education has the capability of 'blasting' your camp information to students through SMyLife. You can reach Kara via email at kara.schweitzer@state.sd.us or contact us through our website at <https://sdmylife.com/contact-us>.

✔ **Parent/Teacher Conferences**

Work with the schools to provide your camp information via handouts at the fall parent/teacher conferences. You may want to consider the 8 ½ x 11 poster as your handout or the save-the-date card.

✔ **Community Calendars**

Most of the major television networks offer community calendars that will display your camp's information. They may also place the event on their associated website.

✔ **Science Center Newsletters**

Check with local science centers to determine if they provide a publication that you may advertise in. Use the press release or the newspaper ad to promote your specific camp.

PROGRAM OFFICE

The Department of Health will coordinate marketing efforts from a global standpoint. Camps in general will be promoted through these efforts listed below. Specific camp marketing will be the responsibility of each local site coordinator.

✔ **Websites**

Information and links will be placed on the Department of Health (DOH.sd.gov) website.

✔ **PSAs/Press Releases (overall)**

A public service announcement will be provided and available online. DOH will use these tools to promote the camps in general. Please refer to the PSAs/Press Releases section of this document to determine how to most effectively utilize PSAs/Press Releases to promote your specific camp.

✔ **Conferences/Meetings**

DOH and DOE will continually promote Scrubs Camps in general at any opportunity that may present itself. Keep in mind that this effort addresses camps in general. Feel free to attend local opportunities to promote your camp specifically.

✔ Newsletters

Information and links will be incorporated into various state newsletters to include those prepared and distributed by the following:

- Department of Health (DOH)
- Department of Education (DOE)
- South Dakota Association of Healthcare Organizations (SDAHO)
- Area Health Education Center (AHEC)

✔ Emails

DOH and DOE will send statewide emails to appropriate contacts.

✔ Listservs

DOH and DOE will send general Scrubs information on any appropriate listserv currently maintained by either agency.

✔ Associations

DOH and DOE will promote Scrubs Camps in general to appropriate associations. Two examples are:

- SDEA
- Associated School Boards

For more information, contact the Department of Health at 605-773-6320.



PSA

Area high school students will have an opportunity to explore a variety of health career options during Scrubs Camp sponsored by *(insert hosting facility)* on *(insert date)* at *(insert location)*. Scrubs Camps are one-day learning experiences conducted throughout the state. Students will hear from healthcare professionals about their career and the healthcare industry. They will also be able to participate in exciting hands-on activities and receive personalized career guidance.

Scrubs Camps are designed for high school students from grades 9 through 12 with an interest in the healthcare field. There is no charge to attend. Parents are also welcome to attend the camp with their child. Pre-registration for the camp is necessary and can be done through the camp coordinator. To find a camp coordinator near you, visit <https://doh.sd.gov/programs/scrubs-camp/>.

For more information contact *(insert local contact name and phone number)*.



NEWS RELEASE

For Immediate Release: [enter date]

Contact: [name, email address]

[host name] to host Scrubs Camp on [date]

[Community], SD – Scrubs Camp will be held on [date] at [location] from [time]. These camps were designed to encourage students in South Dakota to consider pursuing a career in healthcare. Area high school students will have an opportunity to explore a variety of health career options during Scrubs Camp.

Scrubs Camps are one-day learning experiences conducted throughout the state. Students will hear from healthcare professionals about the healthcare industry, what they do, and how they got into their chosen career field. They will also participate in exciting hands-on activities and receive personalized career guidance plans.

“One of the most pressing issues facing the healthcare industry today is the critical need for healthcare providers,” said [enter name of camp coordinator]. “This is especially true for South Dakota. In the coming years, thousands of additional healthcare workers will be needed in South Dakota.”

Scrubs Camps are for high school students from grades 9 through 12 with an interest in the healthcare field. There is no charge to attend. Parents are also welcome to attend the camp with their children. Pre-registration for the camp is necessary and can be done through the camp coordinator. To find a camp coordinator near you, visit <https://doh.sd.gov/programs/scrubs-camp/>.

The Scrubs Camps are made possible by the South Dakota Department of Health, Office of Rural Health. For more information visit <https://doh.sd.gov/programs/scrubs-camp/> or contact the Department of Health at 605-773-6320.

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11x17 POSTER



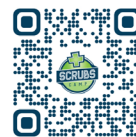
FREE Hands-On **HEALTH CAREER EXPLORATION** for High School Students

WHERE:

WHEN:

FOR MORE INFORMATION, CONTACT:

*Learn more about Scrubs Camp by scanning the QR Code
or going to doh.sd.gov/programs/scrubs-camp/*





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SAVE THE DATE POST CARDS



HEALTH CAREER EXPLORATION FOR HIGH SCHOOL STUDENTS

SAVE the DATE

CAMP DATE _____

TIME _____

LOCATION _____

CONTACT _____

doh.sd.gov/programs/scrubs-camp/