

Oral Health Literacy Campaign Plan

Workplan Objective/Activity Description

Due August 31, 2025 (new deadline)

Activity 5.1, Oral Health Literacy

Collaborate with primary care providers or school administrators to implement an evidence-based, oral health literacy campaign for parents and caregivers, such as the American Academy of Pediatrics Brush, Book, Bed (BBB) Campaign. Identify a BBB champion who will coordinate the program and inspire partners: e.g., the county's oral health program manager.

B) Literacy campaign plan

Deliverable Instructions

Oral health literacy extends beyond the ability to read – it encompasses a person's capacity to access, evaluate, understand and effectively use oral health information and services to make informed decisions about their oral health. Resources to support oral health literacy can be distributed in various ways, such as providing materials directly to patients, working with dental providers, sharing content on social media platforms, or displaying educational resources prominently in waiting areas. A health literacy campaign can focus on programs such as:

- [Brush, Book, Bed](#)
- [Brush in a Box](#)
- [Oral Health Literacy](#)
- [Sugar Sweetened Beverages/Rethink Your Drink](#)

What a literacy campaign can accomplish:

- **Amplify Message Reach:** Effectively spread your message, especially when presented in creative and unique ways that make it memorable. This approach enhances recognition of your Local Oral Health Program (LOHP).
- **Boost Participation and Community Support:** Raise awareness of your organization's services and activities to attract both the focus population and broader community supporters who can benefit from or contribute to your program

- **Enhance Oral Health Knowledge:** Improve understanding of oral health terminology and resources, empowering families to better advocate for their own oral health and their loved ones.

Action Steps for Planning Your Campaign:

- **Define Your Message:** Clearly articulate the core idea or information you want to communicate.
- **Identify Your Audience:** Determine who you need to reach and engage to achieve your campaign goals.
- **Set a Budget:** Establish the financial resources required to execute the campaign effectively
- **Identify Champions:** Pinpoint key individuals who will lead, coordinate, and inspire your team and partners
- **Plan Outreach Methods:** Decide how to best connect with your key audience using appropriate channels and strategies.
- **Establish a Timeline:** Specify the start and end dates for your campaign to maintain focus and structure.
- **Evaluate Resource Needs:** Assess if there are additional materials, tools, or support necessary to execute your plans.

Toolkits

1. [Brush, Book, Bed \(BBB\)](#)
2. [Brush in a Box](#)
3. [Oral Health Literacy](#)
4. [Project Tiny Teeth](#)
 - . [Tiny Teeth Implementation Guide](#)
5. [A Health Mouth for Every Body Oral Health Literacy Campaign](#)
6. Social Media Toolkits
 - . [KOHA](#)
 - . [Social Media | Smile California](#)

Resources

1. [Lunch and Learn: Oral Health Literacy in Practice](#)
2. [12 steps to developing a health communication campaign](#)
3. [AAPD | Parent Resources](#)
4. [Brush, Book, Bed: How to Structure Your Child's Nighttime Routine - HealthyChildren.org](#)
5. [Guide to Improving Children's Oral Health](#)
6. [Implementation - Health Literate Care Model | health.gov](#)
7. [Improving Oral Health Literacy | ECLKC \(hhs.gov\)](#)
8. [Oral Health Literacy Programs - Oral Health Literacy - NCBI Bookshelf \(nih.gov\)](#)
9. [Stella's Shiny Smile San Joaquin Kid's Corner](#)
10. [Brush — McMillen Health](#)
11. [Rethink Your Drink](#)