

Share & Learn: Planning for National Children's Dental Health Month

December 14, 2023

Speakers

Elizabeth Navarro, *Smile, California*

Matt Jacob, Communications Consultant

Facilitator

Aubri Kottek, COHTAC at UCSF

Housekeeping

- Meeting is being recorded and will be posted on the COHTAC website and YouTube channel – follow up materials and a link to the recording will be emailed
- Questions are welcomed in the chat box and will be answered at the end of the presentations – please stay muted until called on
- Comments, resource sharing, and other discussion are also welcomed in the chat box
- As always, we appreciate your feedback – please take a minute at the end to complete our evaluation survey

Learning Objectives & Agenda

Objectives

- Identify materials and resources to support planning for National Children's Dental Health Month (NCDHM) in your community.
- Learn how to package materials and approach media and partners.
- Brainstorm ways in which to implement learnings in your local oral health program's plans for NCDHM.

Agenda

- Existing resources on COHTAC's website - [Aubri Kottek](#)
- *Smile, California* resources - [Elizabeth Navarro](#)
- Leveraging National Children's Dental Health Month - [Matt Jacob](#)
- Q & A
- Small group discussion: breakout rooms
- Wrap up



Resources on COHTAC's website



Love in Every Healthy Smile



Medi-Cal Dental


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MEDI-CAL HAS DENTAL COVERED

National Children's Dental Health Month



Establishing **good oral health habits** at an early age, especially **scheduling regular dental check-ups**, can lead to a lifetime of good oral health.

Did You Know?

- In California, **1 in 5** kids have untreated tooth decay.*
- Although preventable, **tooth decay is the most common chronic childhood disease.****
- In California, approximately **440,000** children missed at least one day of school due to a dental problem in 2018.***



*2018-20 3rd Grade Basic Screening Survey, California Office of Oral Health

**Centers for Disease Control and Prevention

***2018 California Health Interview Survey. UCLA Center for Health Policy Research

Tooth Decay is Preventable!



Establishing **good dental care** habits at home at a young age is important. However, it is **critical to educate** families that home care alone is not a substitute for **regular dental check-ups.**

The Role of *Smile, California*

Campaign objectives include:



Informing beneficiaries of the Medi-Cal dental services available



Increasing Medi-Cal Dental provider participation



Enhancing dental care access in underserved communities



Boosting annual dental visits

Medi-Cal Offers Comprehensive Preventive and Restorative Dental Benefits to Children and Adults



Under the age of 21



Over the age of 21

*Sometimes more

SERVICES	BABIES	KIDS	TEENS	ADULTS
Exam*	✓	✓	✓	✓
X-rays	✓	✓	✓	✓
Teeth cleaning	✓	✓	✓	✓
Fluoride varnish	✓	✓	✓	✓
Fillings	✓	✓	✓	✓
Tooth removal	✓	✓	✓	✓
Emergency services	✓	✓	✓	✓
Sedation	✓	✓	✓	✓
Molar sealants**		✓	✓	
Root canals		✓	✓	✓
Orthodontics (braces)***			✓	
Crowns			✓	✓
Partial and full dentures			✓	✓
Denture relines			✓	✓
Scaling and root planing			✓	✓

*Free or low-cost check-ups every six months for members under the age of 21, every 12 months for members over the age of 21.

**Molar sealants are covered for teens up to age 21.

***For those who qualify.



Smile, California
**Resources
and Materials to
Support You!**

SmileCalifornia.org and SonrieCalifornia.org ADA Compliant

About

Provides an overview of Medi-Cal Dental



Covered Services

Learn about your Medi-Cal Dental covered services by age group



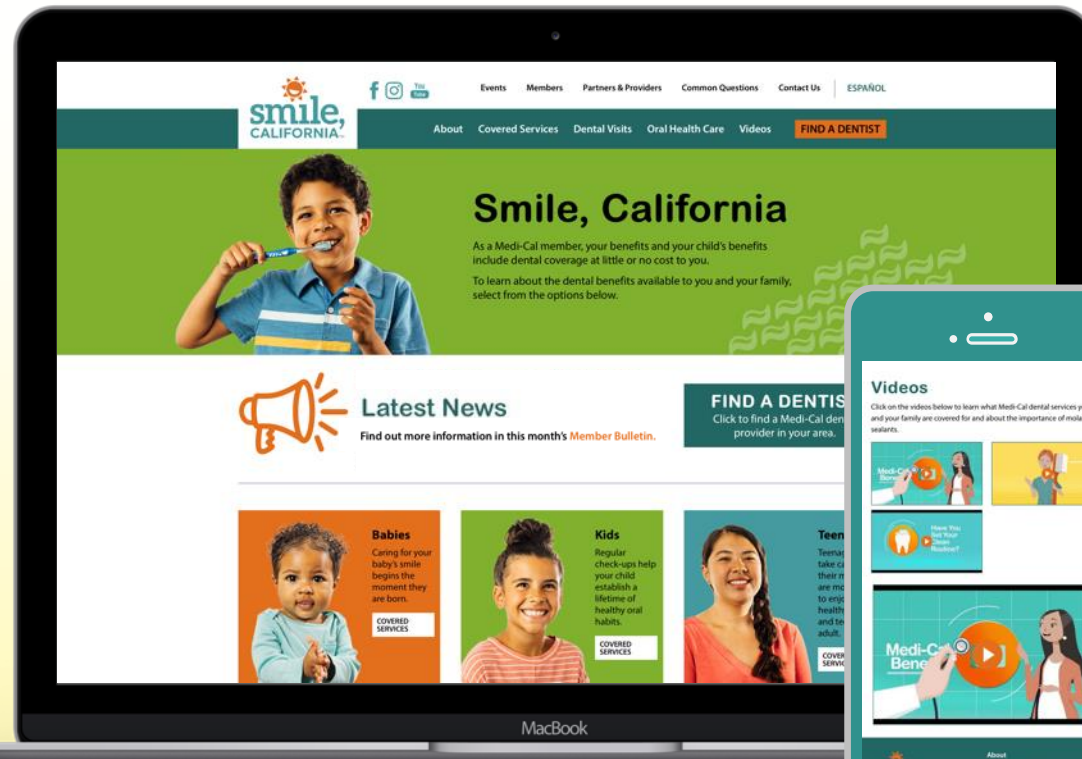
Visiting the Dentist

Helps you get ready for your Medi-Cal Dental appointment



Videos

Short informative Medi-Cal Dental videos



Care for Your Smile

Tips to help you take care of your gums and teeth



Find A Dentist

Tool to help you find a Medi-Cal Dental provider near you



Members

Resources for Medi-Cal member about benefits and the importance of routine dental check-ups

Materials for Medi-Cal Members

Smile, California has an array of downloadable resources for Medi-Cal members, available in several languages.

养成清洁口腔的习惯
Set Your Clean Routine

Seal Today to Prevent Decay.

First tooth, first birthday, FIRST VISIT.

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MEMBER YOUR DENTAL CARE

Medi-Cal Covers Dental During Pregnancy

Because it is safe and important to see the dentist while pregnant!

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MEMBER YOUR DENTAL CARE

Smile Care Plan

Use this plan to get set for your next dental visit.

Reasons to schedule an appointment with your nearest Medi-Cal dentist today!

- Because you can't Medi-Cal has dental covered. Dental check-ups are free or low-cost for Medi-Cal members eligible for dental benefits.
- It's your baby's first birthday! Make an appointment for your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first.
- Your child's permanent molars have arrived! Ask their dentist to apply molar sealants. It's quick, painless and can protect your child's back teeth for several years.
- As of January 1, 2018, the Department of Health Care Services restored adult dental benefits for members 21 and older with full-scope dental.

CHOOSE YOUR DENTAL HOME

Dentist Name: _____
Office Address: _____
Phone Number: _____

Dentist Name: _____
Office Address: _____
Phone Number: _____

Dentist Name: _____
Office Address: _____
Phone Number: _____

GET READY TO GO

- Find a Dentist - You can find a dentist at SmileCalifornia.org or by calling the Telephone Service Center at 1-800-322-6364.
- Confirm the Appointment - Dental offices appreciate when you can confirm your appointment with them. You can usually give them 24-hour notice.
- Bring Your Medi-Cal Card - Bring Your Medi-Cal Card/ Benefits Identification Card (BIC) with you to the appointment.

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TOOTHY TIPS FOR PARENTS

Did you know that healthy baby teeth make way for healthy permanent teeth? Help your children keep their smiles strong and healthy for a lifetime by building good oral health habits now.

- Brush twice a day.** As soon as your child's first tooth appears, help them brush twice a day, in the morning and at bedtime. You should continue brushing your child's teeth until you are sure they can brush on their own. Once your child can brush on their own, you should continue to supervise, reminding them to use good brushing techniques.
- Floss daily.** Help your child floss between their teeth as soon as they have two teeth that touch.
- See the dentist twice a year.** Children under the age of 21 should see the dentist for a cleaning and check-up every six months. If your child doesn't have a dentist, visit SmileCalifornia.org and click on the Find A Dentist button to find a dentist near you.
- Choose healthy foods and drinks.** A balanced diet is an important part of keeping your teeth and gums healthy. Help your child make healthier food choices. Be sure to limit sugary snacks and drinks, like juice and candy.

Remember, children learn by watching their parents. Be a good oral health role model by taking good care of your own teeth and gums!

Medi-Cal Covers Dental Care for Seniors

A Healthy Smile Never Gets Old

Healthy teeth and gums are an important part of our overall health. As we age, however, changes in our body increase our risk for developing dental conditions like cavities and gum disease. Practicing these good oral health habits can help keep you and your smile healthy.

- Brush your teeth twice a day and floss daily.**
- If you have dentures, clean them daily with cleaners made for dentures. Remember to brush your gums with a soft toothbrush.**
- Eat a healthy, well-balanced diet.**
- See the dentist for a check-up once a year.**

As a Medi-Cal member, your benefits include dental coverage at little or no cost to you. Adult dental benefits were restored for members with full-scope dental coverage in 2018. You are covered for these common services:

- Dental exams (every 12 months)
- Teeth cleaning (every 12 months)
- Scaling and root planning
- Fluoride varnish (every 12 months)
- X-rays
- Fillings
- Crowns
- Root canals
- Partial and full dentures
- Denture relines
- Tooth removal
- Emergency services

Smile, you have dental care.

As a Medi-Cal member, your benefits and your child's benefits include dental coverage.

Good Oral Health Through the Years

Babies
Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are critical to your child's health and development. Kids can get cavities as early as age two, so visit the dentist as soon as possible.

Kids
Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist about sealants to help protect your child's back teeth from cavities. Sealants are clear, protective coatings that are quick and painless.

Pregnancy
Good oral health care helps prevent problems during pregnancy. As a Medi-Cal member, you are covered during pregnancy and 60 days past the birth of your baby. Regular brushing and flossing, eating a balanced diet and visiting your dentist regularly will help reduce dental problems that may accompany pregnancy.

Parents, California Education Code Section 49042.8, requires that your child have an oral health assessment/ dental check-up by May 31 in either kindergarten or first grade, whichever is his or her first year in public school. Assessments that

Children's Dental Health Education Package

KINDERGARTEN - 1ST GRADE

SmileCalifornia.org

Good for my teeth Bad for my teeth

Color things that are GOOD for your teeth. Put an X on what is BAD for your teeth!

Medi-Cal Has Dental Covered

As a Medi-Cal member, your benefits and your child's benefits include dental coverage at little or no cost to you. Adult dental benefits were restored for members with full-scope dental coverage in 2018. You are covered for these common services:

	BABIES	KIDS	TEENS	PREGNANCY	ADULTS	SENIORS
Dental exams	✓	✓	✓	✓	✓	✓
Teeth cleaning	✓	✓	✓	✓	✓	✓
Scaling and root planning					✓	✓
Fluoride varnish	✓	✓	✓	✓	✓	✓
X-rays					✓	✓
Fillings					✓	✓
Crowns					✓	✓
Root canals					✓	✓
Partial and full dentures					✓	✓
Denture relines					✓	✓
Tooth removal					✓	✓
Emergency services					✓	✓

BABIES
Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are critical to your child's health and development. They help form the base for your baby's permanent teeth.

KIDS
Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist about sealants to help protect your child's back teeth from cavities.

TEENS
Eating sugary foods and drinks, as teens often do, puts them at a higher risk for gum disease and tooth decay. Teenagers who continue to get regular check-ups ensure good oral health well into adulthood.

PREGNANCY
Good oral health care helps prevent problems during pregnancy. As a Medi-Cal member, you are covered during pregnancy and 60 days past the birth of your baby.

ADULTS
As of January 1, 2018, the Department of Health Care Services (DHCS) restored adult dental benefits for members ages 21 and older with full-scope dental coverage. For a complete list of covered services, visit SmileCalifornia.org.

SENIORS
As an older adult, you are prone to gum disease and other oral health conditions, but by brushing twice a day, flossing daily and most importantly, seeing your dentist regularly, you can lower your risk.

Downloadable Videos



Medi-Cal Has Dental Covered



Medi-Cal Has You Covered During Pregnancy



Seal Today to Prevent Decay



Healthy Dental Tips Social Media

All Materials and Videos are Available for You to Co-Brand

Healthy Smiles from Pregnancy Through the Toddler Years

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MEDI-CAL HAS DENTAL COVERED

Medi-Cal Dental Provides Free or Low-Cost Dental Services for Children and Adults.

To learn about Medi-Cal's covered dental benefits and to find a dentist visit SmileCalifornia.org or scan the QR code below. You can also call the Telephone Service Center at 1-800-322-6384.

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HCS | Medi-Cal Dental

2023-05-10-LO

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YOUR LOGO
HERE

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Healthy smiles can last a lifetime.

Schedule an appointment today.

Medi-Cal Dental

2023-08-10-CH

Good Oral Health is Important for You and Your Baby's Overall Health.

Swipe to see the oral health journey for your children.

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Visit SmileCalifornia.org to view and download the brochure and to find a Medi-Cal dentist.

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Don't forget to schedule your child's required dental assessment!

MAY 31

What is the Kindergarten Oral Health Assessment (KOHA)?

To make sure your child is ready for school, California law requires children to have a dental assessment by **May 31** in either kindergarten or first grade, whichever is their first year in public school.

Why is it important?

Poor oral health can affect a child's attendance, grades and overall performance in school. The KOHA helps ensure children are healthy and ready for a successful school year.

What is a Dental Home?

A dental home is a dental office where you and your child feel safe and comfortable going to.

STEPS TO COMPLETE THE KOHA:

- Look out for a registration form and information from your child's school. They will give you a:
 - Letter about the KOHA requirement
 - Form that the dentist will complete during your child's assessment
- Take your child to the dentist by **May 31st**. You can visit SmileCalifornia.org/Find-A-Dentist to find a dental home for your family.
- Ask the dentist to fill out the KOHA form at your child's visit.
- Give your child's school the completed form. At this point, you're done with the requirement but not with your child's dental care! As a Medi-Cal member, your child is covered two dental check-ups and cleanings a year.

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Visit SmileCalifornia.org to find your child's dental home today.

2023-07-10-LO

SUPER SEALANTS FOR HEALTHY SMILES

Sealants are protective coatings put on back teeth to help prevent cavities and keep them healthy.

Sealants prevent 80% of cavities

Unprotected tooth without sealant	Sealant is placed	Protected tooth with sealant
Food and bacteria can become stuck in teeth	Placing sealants is painless and takes only a few minutes	Tooth is protected from cavities

Medi-Cal Dental covers sealants for children and youths up to age 21. Visit SmileCalifornia.org/Sealants to learn more.

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Medi-Cal Cubre el Cuidado Dental para Personas Mayores

Una Sonrisa Saludable Nunca Envejece

Los dientes y encías saludables son una parte importante de nuestra salud general. Sin embargo, a medida que envejecemos, los cambios en nuestro cuerpo aumentan nuestro riesgo de desarrollar condiciones dentales como caries y enfermedad de las encías. Practicando estos buenos hábitos de salud bucal puede ayudarle a conservar su salud y la de su sonrisa.

- Cepílese los dientes dos veces al día y use hilo dental diariamente.
- Si tiene dentaduras postizas, límpielas diariamente con limpiadores hechos para dentaduras postizas. Recuerde cepillarse las encías con un cepillo de dientes suave.
- Consuma una dieta saludable y balanceada.
- Visite al dentista para obtener un chequeo una vez al año.

Como miembro de Medi-Cal, sus beneficios incluyen cobertura dental a bajo costo o sin costo para usted. Incluso si tiene Medicare o Medicare Advantage, Medi-Cal puede cubrir beneficios dentales no cubiertos por Medicare. Usted tiene cobertura para estos servicios comunes:

- Exámenes dentales (cada 12 meses)
- Limpieza dental (cada 12 meses)
- Escalamiento y cepillado de la raíz
- Barriz de fluoruro (cada 12 meses)
- Rebase de dentadura postiza
- Dentaduras postizas parciales y completas
- Radiografías
- Empastes
- Coronas
- Tratamientos de conducto radicular
- Extracción de dientes
- Servicios de emergencia

Las coronas en molares o premolares (dientes posteriores) pueden estar cubiertas en algunos casos.

Visite SonrieCalifornia.org y haga clic en el botón "Encuentre un Dentista" para buscar un dentista cerca de usted.

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SonrieCalifornia.org

2023-07-10-LO

In the Community

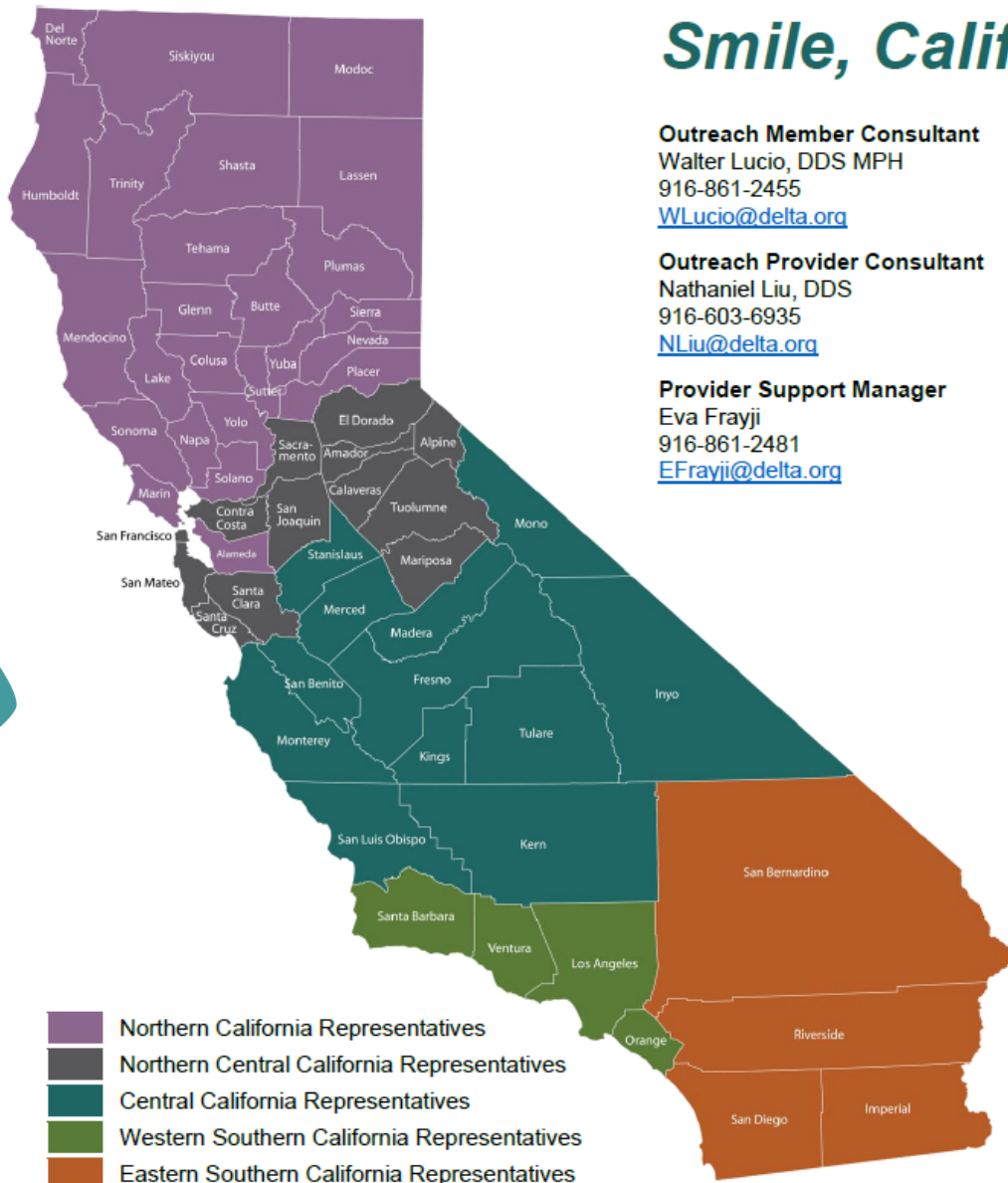


**Outreach
Representatives
Ready to Assist**





Smile, California Outreach Team



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This Regional Representative Contact List is for local outreach stakeholders to assist you with the local events, questions about Smile, California and provider recruitment opportunities. This is not for public distribution. Please refer all members to the Member Customer Service Line at (800) 322-6384 and providers to the Provider Customer Service line at (800) 423-0507 for general inquiries and customer service support.

Learn more about Medi-Cal covered dental services and how to find a dentist at SmileCalifornia.org.



Smile, California
NCDHM 2024
Webinar



Stay Connected with Us



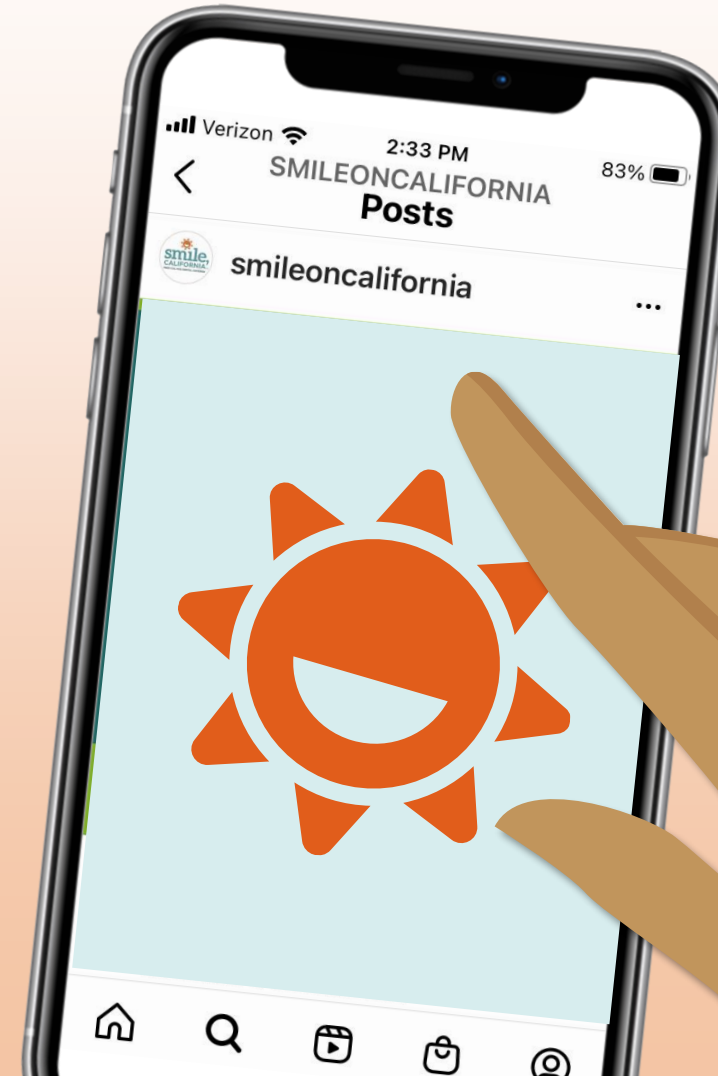
@SmileOnCalifornia



@SmileCalifornia



E-mail us
hello@SmileCalifornia.org





Questions?



Thank You!



Medi-Cal Dental


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Leveraging National Children's Dental Month

Using outreach thru social media and traditional media to raise awareness



My objectives

1. Identify the 8 key ingredients for planning and carrying out a successful **social media** event in February
2. Help you get jump-started on one of these ingredients, which is choosing a **hashtag** for your event
3. Offer tips for reaching out to **traditional media** in your communities



**Social media
events help build
partnerships**

A tool for building partnerships

Social media can strengthen existing connections among oral health advocates and:

- School administrators, teachers and nurses
- Community leaders
- Health equity advocates
- Lay health workers
- Many others



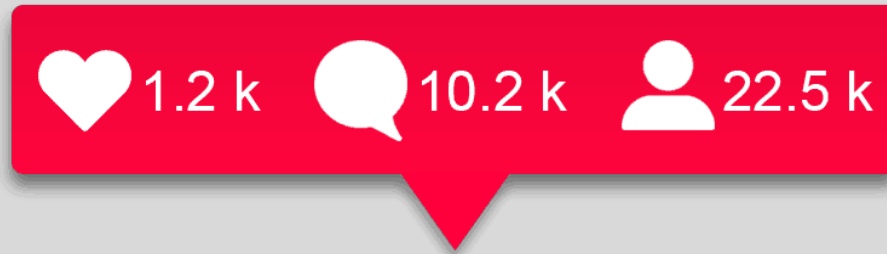
And it can help identify **new** partners and allies.

Leveraging calendar events

Calendar events such as **Children's Dental Health Month** are a good opportunity to raise awareness, reconnect with partners and share fresh information.

And there's a bonus:

Participating in calendar events often increases your followers.



Thinking beyond calendar events

LinkedIn is an overlooked tool to build relationships:

Because the platform is centered more on individuals, your interactions are likely to directly reach senior leaders in other organizations.



Preparing for social media in February

Eight ingredients for success

1. **Choose a topic or theme** → *Children's Dental Health Month*
2. Pick a date for your event
3. Choose a hashtag
4. Decide what your “ask” is
5. Create a toolkit with sample messages
6. Recruit participants
7. Promote it with graphics
8. Gather metrics

Eight ingredients for success

1. Choose a topic or theme

2. **Pick a date for your event** →

Pick a day or week when you want everyone to participate. Why? In a deadline-driven world, providing a date makes it harder to overlook.

3. Choose a hashtag

4. Decide what your “ask” is

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Eight ingredients for success

1. Choose a topic or theme

2. Pick a date for your event → *Choosing a day or week also promotes engagement in a collective manner. This can build camaraderie.*

3. Choose a hashtag

4. Decide what your “ask” is

5. Create a toolkit with sample messages

6. Recruit participants

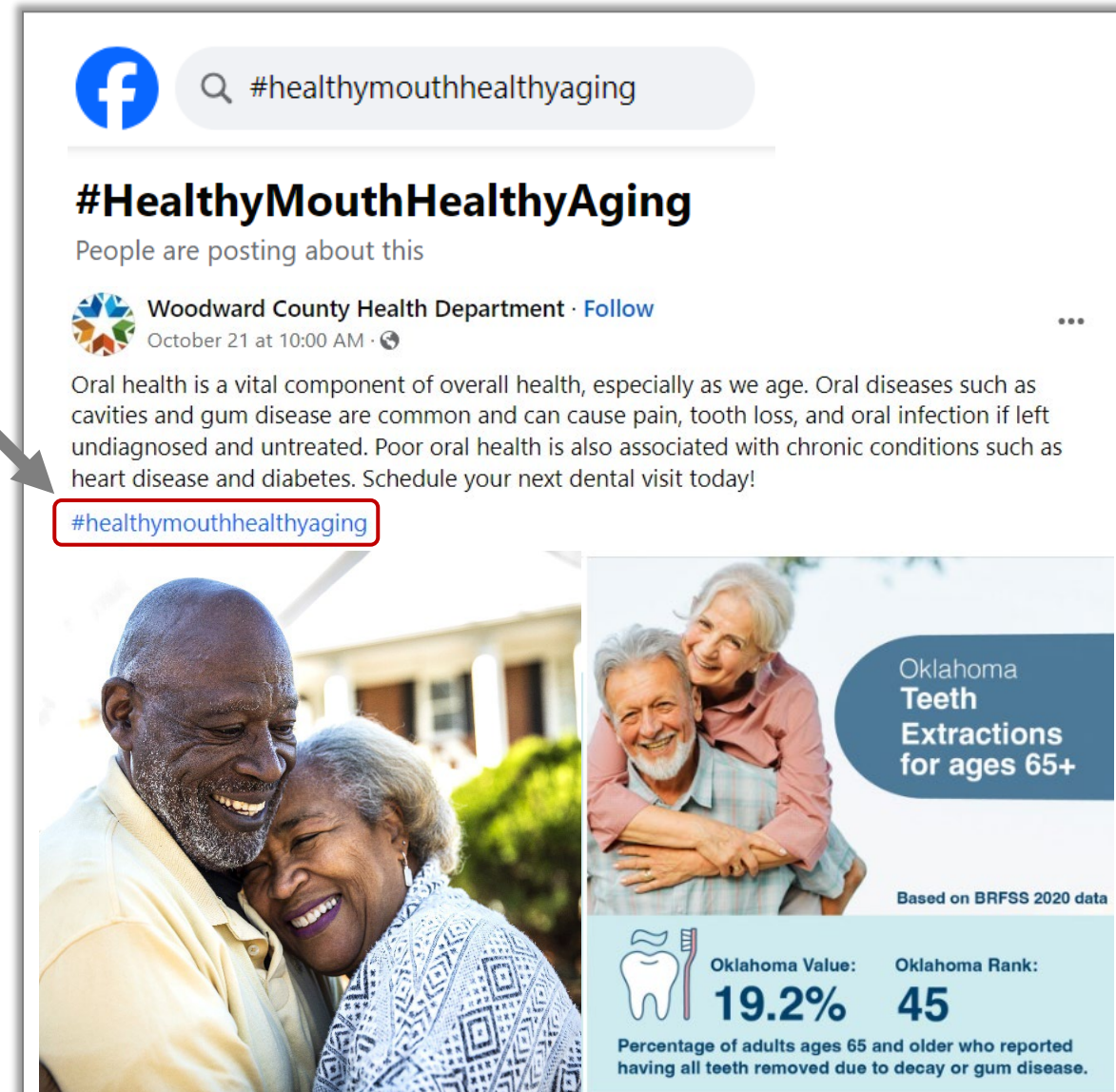
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The image shows a Facebook post from the Woodward County Health Department. The post is about oral health and includes a graphic with statistics on teeth extractions in Oklahoma. A red box highlights the hashtag #healthymouthhealthyaging in the post, with an arrow pointing from step 3 of the list to it.


#HealthyMouthHealthyAging
People are posting about this

Woodward County Health Department · Follow
October 21 at 10:00 AM · 🌐

Oral health is a vital component of overall health, especially as we age. Oral diseases such as cavities and gum disease are common and can cause pain, tooth loss, and oral infection if left undiagnosed and untreated. Poor oral health is also associated with chronic conditions such as heart disease and diabetes. Schedule your next dental visit today!

[#healthymouthhealthyaging](#)

Oklahoma Teeth Extractions for ages 65+
Based on BRFSS 2020 data

	Oklahoma Value: 19.2%	Oklahoma Rank: 45
---	---------------------------------	-----------------------------

Percentage of adults ages 65 and older who reported having all teeth removed due to decay or gum disease.


Eight ingredients for success

1. Choose a topic or theme
2. Pick a date for your event
3. **Choose a hashtag**
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This unique identifier will enable everyone to monitor the messages in real time. It will also allow you to collect metrics showing the impact you made.

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Hashtag examples:

- #healthyteethCA
- #SmileCalifornia
- #NCDHM

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Choose a California-specific hashtag that:

- *Reflects your theme or priorities*
- *Isn't long or complicated*

Eight ingredients for success

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Choose a California-specific hashtag that:

- *Reflects your theme or priorities*
- *Isn't long or complicated*

*Before finalizing your decision, **search for this hashtag** on social media platforms to ensure that no one else already uses it.*

Eight ingredients for success

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Make it clear and concise:

“On the week of Feb. XX, please post at least 1 message on your social media accounts about the importance of children’s dental health. Be sure to include #GoldenStateWarriors within your messages.”

Eight ingredients for success

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- 5. Create a toolkit with sample messages**
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Ask communicators within your network to draft sample messages that can be used by participants who lack capacity. These messages should be usable on Facebook, X and LinkedIn.

Eight ingredients for success

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Brainstorm. Think beyond your existing partners.

*Invite them **no more than 3 weeks** before the event. These email invites (leader to leader) must be clear and concise.*

Eight ingredients for success

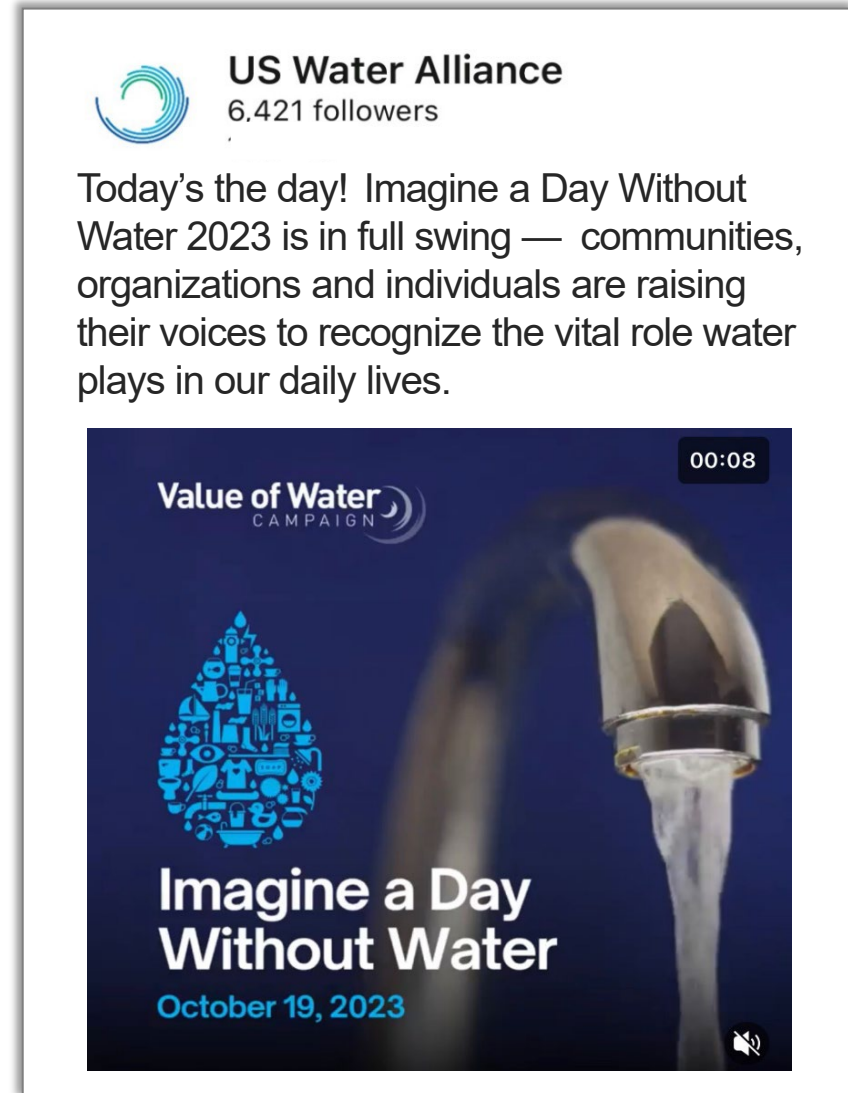
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7. **Promote it with graphics** →
8. Gather metrics



Ask someone with graphic design skills to create a few promotional graphics like this.

Eight ingredients for success

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2. Pick a date for your event
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NASN, Inc.

@schoolnurses

Today is World Hand Hygiene Day! Good [#HandHygiene](#) practices help ensure health and safety in schools and communities. [#Schoolnurses](#) can teach and reinforce hand hygiene. Helpful resources at <http://ow.ly/iGNI50O9W0M>



Eight ingredients for success

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2. Pick a date for your event
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6. Recruit participants
7. Promote it with graphics
8. Gather metrics



Eight ingredients for success

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2. Pick a date for your event
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Ask someone to collect metrics after the event:

How many messages were sent, how many unique participants, and what was the total number of impressions?

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Several software applications make it easy to collect metrics after a social media event.

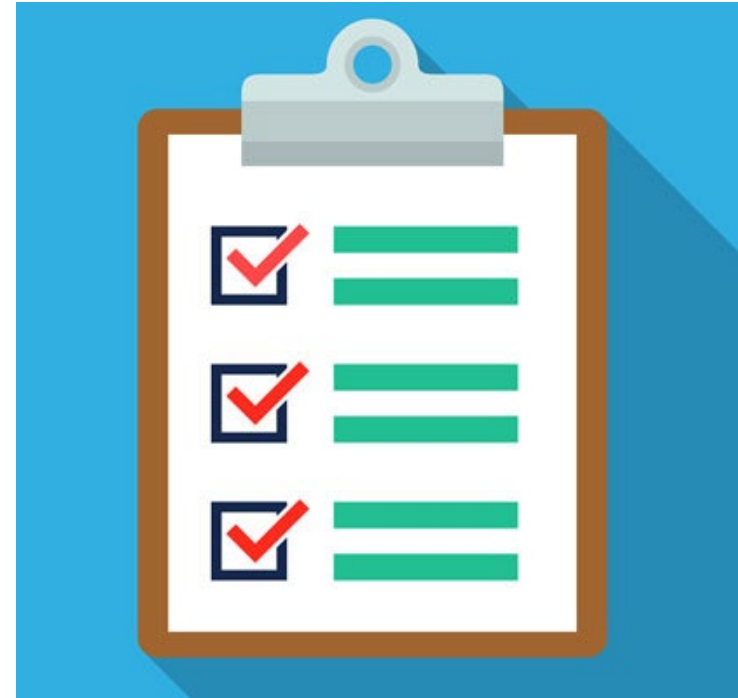
Share these metrics with your participants.

Creating a kit of sample messages

COHTAC will host the toolkit for February

COHTAC will create a web page where the **toolkit** for February is easily accessible. This toolkit will include:

- **Clear instructions** — when the February event is happening and what participants are asked to do
- 10–15 **sample messages** that any participant can use or adapt
- A few **graphics** that anyone could download and attach to their post



Tell them something they don't know

Many people (even some of your partners) may not know how prevalent tooth decay is among children.



Prasida Khanal, BDS, MPH · 2nd
Minnesota State Oral Health Director...

1w · 🌐

Did you know that more than 50% of Minnesota 3rd graders had cavities and 17% of them had untreated tooth decay? [...see more](#)

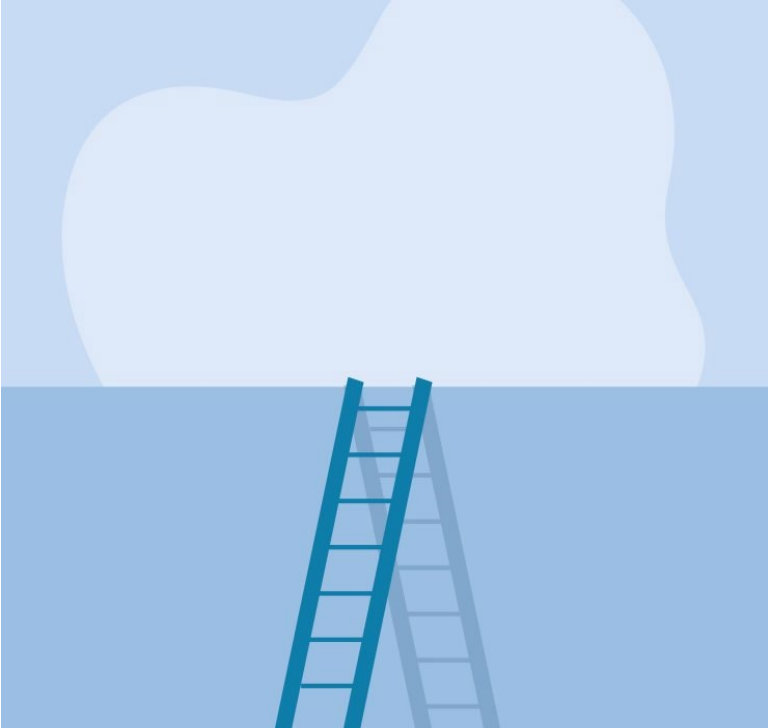


Tell them something they don't know

Many people (even some of your partners) may not know how prevalent tooth decay is among children.

- Tooth decay is the **most common** chronic disease of childhood.
- Children missed **34 million hours** of school in a single year due to serious or unplanned dental care.
- Students with recent dental pain are **4 times more likely** to earn lower grades.

Let them know it's a solvable problem



- Your sample messages shouldn't focus solely on negative impacts.
- People tend to tune out problems that appear hopeless.
- Talk about the positive impact that KOHA and other preventive strategies are having.

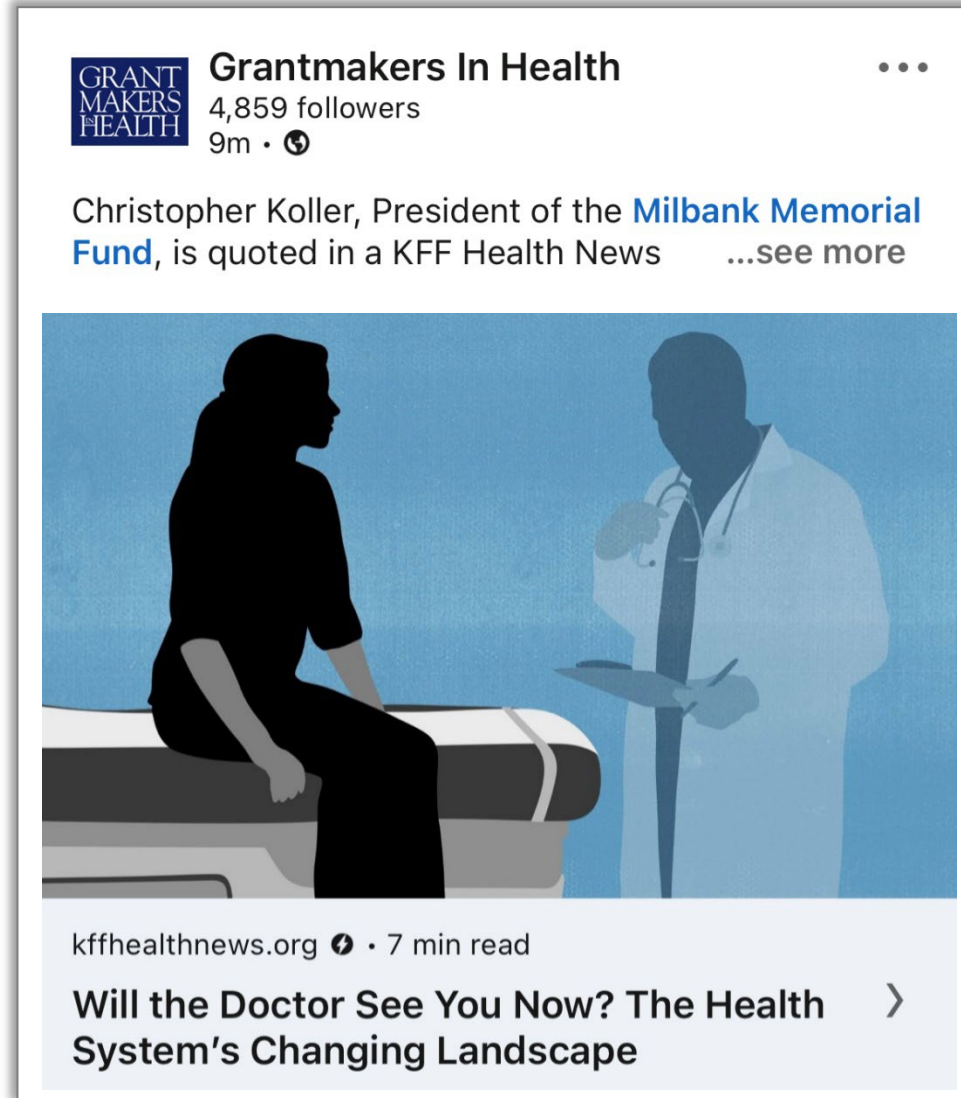
Be concise



This was one of ASTDD's best-performing tweets in 2022.

Be concise


Even on **LinkedIn**, it's important to make the first 15 words count.



The image is a screenshot of a LinkedIn post. At the top left is the profile picture for 'GRANTMAKERS IN HEALTH'. To its right is the name 'Grantmakers In Health' and '4,859 followers'. Below that is '9m · 🌐'. The main text of the post reads: 'Christopher Koller, President of the [Milbank Memorial Fund](#), is quoted in a KFF Health News ...see more'. Below the text is a blue-tinted illustration of a doctor in a white coat with a stethoscope, holding a clipboard, standing next to a patient who is sitting on an examination table. At the bottom of the post, it says 'kffhealthnews.org 🔒 · 7 min read' and the article title 'Will the Doctor See You Now? The Health System's Changing Landscape' with a right-pointing chevron icon.

GRANTMAKERS IN HEALTH Grantmakers In Health
4,859 followers
9m · 🌐

Christopher Koller, President of the [Milbank Memorial Fund](#), is quoted in a KFF Health News ...see more



kffhealthnews.org 🔒 · 7 min read

Will the Doctor See You Now? The Health System's Changing Landscape >

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Grantmakers In Health



4,859 followers

9m • 🌐

Christopher Koller, President of the [Milbank Memorial Fund](#), is quoted in a KFF Health News article on the changing primary health care landscape in the U.S. Overall demand for primary care is increasing, but there is a decrease in people reporting they have a primary care provider.

"Is it poor access or problems with the supply of providers? Does it reflect a societal disconnection, a go-it-alone phenomenon?" asked Koller. He continued to discuss how data shows that communities with primary care have better health.



kffhealthnews.org 🔒 • 7 min read

Will the Doctor See You Now? The Health System's Changing Landscape >

Be concise

Starting with the **what** is usually more interesting than the **who**.

GRANTMAKERS HEALTH **Grantmakers In Health** 4,859 followers
9m • 🌐

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Thank or amplify others



Mona Van Kanegan, DDS, MS, MPH • 1st
Oral Health Director, Illinois Department of Public Health
1w • 🌐

Thank you [Natalia Chalmers DDS MHS PhD](#) and CMS team for highlighting equity issues in oral health.



Natalia Chalmers DDS MHS PhD (She/Her) • 1st
Chief Dental Officer, Office of the Administrator, Centers for Medicare & Medic...
1w • 🌐

📌 Exciting presentations at the Oral Health Disparities Through the Lifespan: Challenges and Opportunities session at the [Centers for Medicare & Medicaid Services](#) inaugural HEALTH EQUITY Conference <https://lnkd.in/ev9Q> ...see more



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Natalia Chalmers DDS MHS PhD (She/He)
Chief Dental Officer, Office of the Administrator, C
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📌 Exciting presentations at the Oral Health Dispa
Challenges and Opportunities session at the [Cent](#)
[Services](#) inaugural HEALTH EQUITY Conference [ht](#)



ASTDD
@astddorg

Very good news for oral health in Maryland!

📌 **CareQuest Institute for Oral Health** @CareQuestInst · Nov 21

Starting January 1, 2023, 800,000 Maryland #Medicaid adult beneficiaries will gain access to comprehensive #dental coverage. What's the story behind this legislative victory? A blog post explores the journey and provides lessons for #oralhealth advocates. ow.ly/rMcS50LG1gH

Some final thoughts on social media

Think broadly about calendar events

Event	Date/Month
Children's Dental Health Month	February 2024
World Oral Health Day	March 20, 2024
National Dental Hygiene Month	October 2024
National Brush Day	November 1, 2024

Think broadly about calendar events

Event	Date /Month
National Nutrition Month	March 2024
Oral Cancer Awareness Month	April 2024
“Every Kid Healthy” Week	April 22–26, 2024
Drinking Water Week	May 5–11, 2024
Women’s Health Week	May 12–17, 2024
Healthy Aging Month	September 2024
Health Literacy Month	October 2024
American Diabetes Month	November 2024
National Rural Health Day	Nov. (3rd Thursday)

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Events like these are opportunities to build connections with new or existing partners.

**Outreach to
traditional media
before February**

It starts with a “pitch email”

- A pitch email is sent to members of the media to **persuade** them to cover your story.
- A pitch email is **tailored** to each journalist or blogger.
- A pitch must identify **news** — and Children’s Dental Health Month alone is not going to excite most media outlets.



Focus on the best media targets

Focus on **quality over quantity** by contacting the media outlets that are most likely to cover your story.

- NPR-affiliated stations (especially their public affairs shows)

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▶ A public affairs program offers the time to go deeper into the issue.

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▶ The **first option** is to pitch a reporter to write a story about your efforts to improve dental health.

▶ They will want names of at least 2-3 other people they can interview.

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▶ A **second option** is to write and submit a guest opinion column.

▶ Make it clear at the start why this issue matters. Cite KOHA as a tool for making progress.

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▶ What morning TV wants is “news you can use” — giving parents dental tips and/or reminding them about the importance of KOHA.

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▶ These are critical subgroups that should be reached.

Key ingredients for your pitch

- **What's new?**
- **Is there a local angle?**
- **Why does it matter?**
- **What can you offer?**

Tuolumne County parents should know about a new campaign by Smile California that will soon bring preventive dental services to many children in our county. This is encouraging news because our county has 15 dental health professional shortage areas — limiting access to care.

The *Sealants for a Healthy Smile* campaign will operate a mobile dental van next month that applies dental sealants to children's teeth. Sealants are "painted" onto the chewing surfaces of molars, which are the most cavity-prone teeth. Sealants are proven to prevent tooth decay.

Why It Matters: Tooth decay is the most common chronic disease of childhood. In 2021, more than 270,000 California children and teens missed at least one day of school due to dental problems. The mobile dental van will also stop in other small towns and rural communities across the state.

An Expert Guest for Your Show: If invited on *Good Morning Tuolumne*, Dr Janet Wells, a pediatric dentist, can talk about when the van will be in our county, the eligibility rules, and how parents sign up for their child to receive preventive services. She can also offer some tips, such as the proper amount of toothpaste that parents should apply to a child's brush — depending on their age.

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The media prefers human stories

The Fresno Bee

How bad teeth and a lack of dental care can lead to discrimination and poverty

Fresno woman says bad teeth harms her ability to gain work, interact with people



(Source: M. Tobias, "How bad teeth and a lack of dental care can lead to discrimination and poverty," *The Fresno Bee*, October 16, 2019.)

Avoid abbreviations and clinical terms

- Most reporters will not know what **KOHA** means. This and any other abbreviations will need to be spelled out if they are used.
- Avoid clinical or technical terms in media outreach materials or when talking with journalists (e.g., caries, longitudinal, etc.).



Update your local media list

- Prepare now by developing a list of media targets (4 or 5 at most) before the end of this year.



- Journalists come and go regularly so be sure to double-check whether your media list is up-to-date.


Matt Jacob

LinkedIn: <https://www.linkedin.com/in/mattjacobpublichealth/>

ORCID profile: <https://tinyurl.com/8ztzb6hs>

**Questions?
Comments?**





Activity: Who are your best targets for social media or earned media outreach?



In your breakout rooms:

1. Quick introductions (30 seconds each!)
Name, LOHP/org, one key takeaway
2. Share plans for National Children's Dental Health Month via Mentimeter
Who are you planning on reaching out to via **social media**?
Who are you planning on reaching out to via **traditional media**?

Click through on Mentimeter to enter your plans and share with the larger group

Upcoming Events



COHTAC Share & Learn: New School Dental Program Resources



Smile, California NCDHM 2024 Webinar



Office of Oral Health Project Director's Meeting (PDM) #2



Office of Oral Health Project Director's Meeting (PDM) #3

COHTAC Closed

December 23 – January 1



May the new year be filled with new possibilities,
peace, and joy.



Thank You