



Share & Learn Speaker Bios

Planning for National Children's Dental Health Month

December 14, 2023

Matt Jacob

Communications Consultant, Jacob Strategies LLC

Matt Jacob is a communications consultant who advises oral health organizations, children's advocates and foundations. He currently consults with a variety of stakeholders, including the American Academy of Pediatrics and the American Fluoridation Society. In 1993, Matt created the slogan that was used to promote the Clinton Administration's national health care proposal. The New York Times called it "one of the best political slogans in years." In 2013, HealthLiteracyMonth.org named Matt one of its Health Literacy Heroes. He has authored several articles about health communication or policy that have been published in peer-reviewed journals. Matt has delivered presentations about health communication to numerous audiences, including the American Public Health Association, National Academy of Medicine and World Congress on Public Health. He is a member of the National Association of Science Writers. Matt lives in Arlington, Virginia.

Smile, California

On behalf of Smile, California, Elizabeth Navarro will be presenting with the support of Maria Manzur, Salvador Cruz, and Lauren Lampright.

- **Smile, California** is the Medi-Cal Dental Program's campaign to help more than 15.7 million members increase utilization of their dental benefit and increase provider participation in the program. Campaign activities are designed to increase overall program awareness by educating members, encouraging trusted community level partners to play an active role in member education and increasing access to Medi-Cal dental providers by encouraging provider participation in the program.
- **Elizabeth Navarro** serves as a Member Outreach Representative for *Smile, California*. In this role, representatives are vital in aiding Medi-Cal members throughout all 58 counties, helping them understand and access dental care. They provide oral health resources, conduct presentations and tabling sessions to educate and engage communities, and actively participate in outreach events. Serving as a direct point of contact for members, Local Oral Health Programs, and stakeholders in their designated areas, these representatives play a significant role in raising oral health awareness as part of the *Smile, California* campaign.
- **Maria Mazur and Salvador Cruz** are Senior Account Managers and **Lauren Lampright** is an Account Manager at Runyon Saltzman, an integrated marketing and communications agency offering a wide range of services under one roof: strategy, creative, production, advertising and more. Runyon Saltzman is the marketing and communications contractor for the Medi-Cal Dental Program's *Smile, California* campaign.