

**UNOFFICIAL REPORT OF MAJOR ACTIONS
COUNCIL ON COMMUNICATIONS
March 11-13, 2021**

The Council on Communications (CC) met virtually on March 11-13, 2021. Following is a summary of major actions taken by the Council.

1. Dr. Sam Mansour highlighted the Council's purpose-driven priorities, which were developed as a result of discussions that took place during the November 2019 Strategic Planning meeting and 2019-2020 Council meetings. These priorities serve as a guidepost to help keep the Council focused on efforts that ladder up to the ADA's mission and overall strategic plan.
 2. Dr. Kathleen O'Loughlin presented the State of the ADA: 2025 Strategic Plan update.
 3. The Council shared trending topics and emerging issues from each of their districts to help set the stage for thinking strategically and considering how these trends may relate to Council efforts in 2021.
 4. The Council heard reports from each of its workgroups regarding their efforts in support of the Strategic Plan: Common Ground 2025.
- **Membership Goal** (The ADA will have sufficient members to be the premier voice for oral health.)

Digital Transformation Workgroup, Dr. Angela Noguera, chair

The Workgroup provides feedback on milestones in the development of the new ADA.org user experience. The first phase of the technical site development has been completed and is ready for content migration. The new ADA.org site is scheduled to launch in Q4 2021 (November).

Integrated Marketing Workgroup, Dr. Amber Lawson, chair

The Workgroup provides strategic guidance for the ADA's integrated marketing campaigns and is currently focusing on finding ways to gain attention in lagging segments and convert them to members.

Upon discussion, the Council adopted the following resolution:

Resolved, that the Council on Communications Reporting Tool be adopted as the primary mechanism for the Council's internal communications as well as for the Council's reports on its activities to other ADA councils and other stakeholders as appropriate.

- **Public Goal** (The ADA will support the advancement of the health of the public AND the success of the profession.)

Strategic Communications & Research Workgroup, Dr. Stephen Pitmon, chair

The Workgroup identifies, recommends and maintains strategic communications plans for the ADA. The Workgroup presented the 2020 Communications Trend Report and its findings to the Council. This Report was initially published in October 2020. The Report was created to surface and examine reputation management issues that may pose risks to the Association.

Volunteer Engagement Program (VEP)/Spokesperson Workgroup, Dr. Thomas Lambert, chair

The Workgroup brings together ADA supporters engaged in closed, dentist-only social media groups to create a community of information-sharing and best practices. Additionally, the Workgroup collaborates with staff to vet candidates for the ADA Spokesperson program.

Prior to the Council meeting, the Workgroup was provided with information concerning five new spokesperson candidates and approved moving the candidates forward to the audition phase. The Workgroup is also looking to re-launch the VEP Basecamp community, which is comprised of dentist leaders who participate in social media platforms.

Communications Workgroup, Dr. Stephanie Weaver, chair

The Workgroup provides strategic guidance on the ADA's reputation, including the Oral Health is Health (OHIH) campaign, which targets DC-based national opinion leaders such as legislators and staff, media and health influencers.

In addition, the Chair has tasked the Communications Workgroup with developing a response to Resolution 103-2020, referred to the Council via consent by the 2020 House of Delegates. The Workgroup conducted a survey of all councils and developed a report with draft recommendations.

Upon discussion, the Council adopted the following resolutions:

Resolved, that the recommendations submitted by the Communications workgroup in response to Resolution 103-2020 be approved, and be it further

Resolved, that the workgroup's recommendations be shared with the appropriate ADA staff and agencies to further explore the feasibility of implementing these recommendations; and be it further

Resolved, that such ADA staff and agencies be asked to report back to the Council by June 18, 2021 so that the information may be included in the Council's response to Resolution 103-2020 to the 2021 House of Delegates.

State Public Affairs (SPA) Oversight Workgroup, Dr. Rhett Raum, Council on Communications representative

After fourteen years of operation, SPA continues to support Action for Dental Health; Native American initiatives (includes the development of the first 10-year oral health program for the Navajo nation); Third Party Payer issues with "FIIST" Fight Insurance Interference Strategic Task Force; and workforce scope of practice issues.

5. Dr. Marko Vujcic, ADA Chief Economist, Health Policy Institute, and Dr. Chelsea Fosse, Senior Health Policy Analyst, Health Policy Institute, provided an overview of the data and trends that have helped to guide the ADA's strategic planning and initiatives and a connection to the Council's 2020 Communications Trend Report.
6. Guest chairs from other ADA councils presented and discussed their respective councils' main priorities for 2021 and whether their councils are seeking strategic input from the Council on Communications. The following councils were represented:
 - Council on Advocacy for Access and Prevention
 - Council on Dental Benefits Programs
 - Council on Dental Exams and Licensure
 - Council on Dental Practice
 - Council on Government Affairs
 - Council on Membership
 - Council on Scientific Affairs

7. Leslee Williams, Sr. Director, Communications, and Steve Horne, Senior Manager, Marketing Research, facilitated a discussion regarding ADA core values and topics impacting society as a whole. From a membership and reputation management perspective, do current and future members and prospective members want the ADA to take stands and speak out publicly on issues not directly connected to dentistry or health? Do opinions vary based on career stage? The Council's dialogue will help shape research that will be conducted and shared with the Board of Trustees at a later date.
8. Dr. Jessica Meeske, chair, Council on Advocacy for Access and Prevention (CAAP), provided an update on the recent efforts of CAAP regarding health equity and oral health.

CC members:

Dr. Sam Mansour, chair, PA
Dr. Rebecca De La Rosa, vice chair, IN
Dr. Carol A. Baker, SC
Dr. Wade M. Banner, CA
Dr. Ann Hammi Blue, AZ
Dr. Lynse J. Briney, IL
Dr. Michael J. Frankman, SD
Dr. Prabha Krishnan, NY
Dr. Thomas J. Lambert, MI
Dr. Amber P. Lawson, GA
Dr. Mark A. Limosani, FL
Dr. Angela P. Noguera, DC
Dr. Stephen M. Pitmon, VT
Dr. Rhett E. Raum, TN
Dr. Laura J. Schott, TX
Dr. Jill Shelton Wagers, ID
Dr. Stephanie B. Weaver, LA
Dr. Kevin Kai, New Dentist Committee, CA

Liaisons:

Dr. Susan Becker Doroshov, Eighth District Trustee, Board Liaison
Callista Schulenburg, American Student Dental Association, FL

Next Council on Communications meeting:

August 13-14, 2021