

**UNOFFICIAL REPORT OF MAJOR ACTIONS
COUNCIL ON COMMUNICATIONS
July 15-16, 2023**

The Council on Communications (the “Council”) met on July 15-16, 2023 in Chicago, Illinois. The following is a summary of major actions taken by the Council.

1. Council Chair Dr. Prabha Krishnan highlighted the Council’s statement of purpose, as well as duties of responsibility pursuant to the ADA *Bylaws*, to reiterate the Council’s charge. Dr. Krishnan also highlighted accomplishments of the Council during its 2022-23 year, which include, in addition to those otherwise reported on below:
 - “Culture of Change” initiatives shared during the June 2023 Power of Three call;
 - Strategic direction provided for the Social Media Reputation Defense Toolkit (pursuant to Resolution 304H-2022), which already has 22,000 pageviews; and
 - Comprehensive review of eleven (11) current ADA policies to ensure their ongoing relevance pursuant to Resolution 170H-2012, which yielded recommendations by the Council that six (6) policies be modified or rescinded by the 2023 House.
2. ADA Executive Director Dr. Raymond A. Cohlma presented “Continuing the ADA’s New Day: Defining Our Future”, which outlined how, as the profession of dentistry is experiencing a major generational transition, ADA resources are being focused on bringing innovative member value offerings to the table to sustain as well as attract members so that ADA may remain the unified, inclusive, future-focused voice of the dental profession.
3. The Council participated in two (2) separate workgroup sessions. The first reflected on recent Council activities and achievements through a retrospective of the 2022-23 Council year, and the second identified future strategic priorities for the Council that align with ADA organizational goals.
4. ADA News Editor-in-Chief Kelly Ganski facilitated a one (1)-hour interactive brainstorming session during which Council members shared insights about the ADA News publication from the dentist perspective. This session served as a forum for the Council to advise on the ADA’s allocation of communications resources consistent with the Council’s duties.
5. To provide the dentist perspective to member value communications strategies, the Council engaged in strategic discussion about member benefits and value at all levels of the tripartite.
6. The Council reviewed the recently developed member value collateral and discussed opportunities for improvement. The Strategic Communications workgroup of the Council will engage in further discussion and share its recommendations for updates. The Council adopted the following resolution:

CC-8-2023. Resolved, that the Council on Communications recommends that the ADA Board of Trustees (“BOT”) ensure that a document explaining ADA member benefits be distributed expeditiously to as many U.S. dentists as possible, and be it further

Resolved, that the BOT consider communicating such document via email, the ADA App, www.ada.org, and any social media channels.
7. The Council previewed the draft 2023 Communications Trend Report, which helps to surface trends and issues affecting the profession and public health, and is a significant asset for short- and long-term communications planning at every level of the tripartite to inform the delivery of member value. This annual publication, now in its fourth year, will be issued later in the year.

8. Ms. Joan Podrazik, director, Professional Communications, and Ms. Nicole Anderson, manager, Social Media and Influencer Strategy, presented on the newly developed ADA Influencer Strategy, which serves to educate all dentists about the value of the ADA through authentic interactions in closed dentist-only social media groups. The ADA Ambassador program will be a collaborative effort between staff and member dentists to focus on sharing proactive information, correcting misinformation, and identifying new ways the ADA can support all dentists in closed social media groups.
9. Ms. Shafa Nathani, American Student Dental Association (ASDA) president and representative to the Council, shared feedback regarding the types of communication tomorrow's dentists are seeking from their professional organizations, which helps the Council to better understand communication channels, themes, and strategies in a way that resonates with those just launching their career.
10. The Council nominated Dr. Laura Schott as chair and elected Dr. T. Stotts Isbell as vice chair for the 2023-24 term.
11. Dr. Schott previewed Council workgroups for the 2023-24 year, which will include a focus on improving communications with respect to ADA member benefits.

Council on Communications members:

Dr. Prabha Krishnan, chair, NY
Dr. Laura J. Schott, vice chair, TX
Dr. Carol A. Baker, SC
Dr. Amber D. Cziok, MN
Dr. Ann Hammi Blue, AZ
Dr. Lynse J. Briney, IL
Dr. T. Stotts Isbell, AR
Dr. Lindsey D. Jackson, NH
Dr. Amir Kazim, CA
Dr. Rachel L. Lewin, PA
Dr. Mark A. Limosani, FL
Dr. Angela P. Noguera, DC
Dr. James J. Phillips, Jr., AL
Dr. Rhett E. Raum, TN
Dr. Riley A. Schaff, MI
Dr. Jill Shelton Wagers, ID
Dr. Andrew W. Zucker, OH
Dr. Tanya Sue Maestas, New Dentist Committee, TX

Liaisons:

Dr. Terry Fiddler, Twelfth District Trustee, Board Liaison
Ms. Shafa Nathani, American Student Dental Association, MA

Next Council on Communications meeting:

March 1-2, 2024