Social Communication Strategies in a Changing Environment

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A Very Brief History

In 2011, the **Campaign for Dental Health** was formed with about 30 founding partners. [www.ilikemyteeth.org](http://www.ilikemyteeth.org) was born with the tagline “Life is better with teeth.”

The Campaign and its online presence were created to:

- Provide a national entity to promote and defend community water fluoridation
- Engage advocates and activate them to build a broader community of allies
- Add to the pro-fluoridation presence on the internet
- Broaden the sphere of influence of pro-fluoridation messaging
Campaign for Dental Health
Mission Statement

“… It is our mission to provide the public and policy makers with the evidence-based information and tools they need to promote and protect this important public health measure.”
CDH on Social Media Today

The Campaign for Dental Health maintains and updates:

- Ilikemyteeth.org website
- Twitter feed
- Facebook page
- YouTube channel
CDH Website

Our homepage features a prominent search function so that visitors can find information to answer their questions.
CDH Website

Our homepage showcases shareable graphics and features several different ways to engage with us.
What’s The Debate?

This page allows visitors to explore the debate and find science-based information to answer common questions and misconceptions about community water fluoridation.
Learn and Share

The new Learn and Share page features downloadable fact sheets, infographics, images, and videos to help visitors learn about fluoride and share what they learn with others.
Act Now

The Act Now page provides useful tools for both individuals and organizations to use in advocating for CWF in local communities.

ACT NOW

The Campaign for Dental Health (CDH) needs your help and partnership to ensure that people of all ages have access to the most effective, affordable and equitable way to protect teeth from decay — community water fluoridation (CWF).

Community Toolkit

Whether you have a great deal of knowledge about CWF or none at all, this Community Toolkit is for you! Many of the tools were created as part of water fluoridation campaigns implemented over the past three years in both urban and rural communities, funded by the Delta Dental foundation and developed by Health Resources in Action.

Fluoridation Toolkit: A Resource for Health Advocates

The U.S. celebrates fluoridation’s 70th anniversary this year. This toolkit provides resources that local advocates can use to educate their communities. The 70th Anniversary of Community Water Fluoridation (CWF): How to Use the Toolkit guide offers instructions and tips to help you take advantage of the following resources:

- Blog Posts about Fluoridation
- Memo for Newspaper Editors
- Letters to the Editor (LTSF)
- 10 Tips for Talking to Reporters
- Remarks to a City Council or Local Board (Parent Version)
- Remarks to a City Council or Local Board (Health Professional Version)
- Resolution Observing Community Water Fluoridation’s Anniversary (For communities in which fluoridation occurs because of a state law)
- Resolution Observing Community Water Fluoridation’s Anniversary (For communities that fluoridate based on a local policy)
- Social Media Messages

For additional information or suggestions about how you can act now, contact us.

Organizations

Individuals
From the Front Line – Blog

The blog allows us to develop and house material that responds to current topics.
Health Professionals

We have developed a number of resources for health professionals to use when talking to patients, families and caregivers about the role of fluoride in oral health promotion.
Scientists

Links to organizations that provide studies and research about the safety and effectiveness of CWF are featured here.
Allies

More than 100 local, state, and national organizations are partners in the CDH.
CDH on YouTube
https://www.youtube.com/channel/UCwCmk1shfK-4iJm9jFpxfRA

YouTube is the fastest growing source for organic searches, second only to Google.
CDH on Twitter
www.twitter.com/ILikeMyTeeth

- Tweet 2-3 messages per day
- Take advantage of services like HootSuite to pre-schedule messages
- Develop messages that are pertinent to followers & likely to be retweeted
- Talk about timely content & new resources
- Engage in relevant Twitter chats to engage users in discussing CWF
- Use hashtags (ex. #fluoridation, #fluoride, #factsfavorfluoridation, #doubtthedoubt, #preventdecay, #ilikemyteeth)
- Include photos and videos when possible
- Retweet & Favorite relevant messages posted by those that you follow (search by hashtags)
- Be authentic, conversational, and relevant
CDH on Facebook
www.facebook.com/CampaignforDentalHealth

- Post 1-2 messages per day
- Take advantage of services like HootSuite to pre-schedule messages
- Know your followers and what they like
- Talk about timely content and new resources
- Use hashtags (ex. #fluoridation, #fluoride, #factsfavorfluoridation, #doubtthedoubt, #preventdecay, #ilikemyteeth)
- Include photos and videos when possible
- Share and Like relevant messages posted by those that you follow
- Be authentic, conversational, and relevant
New Infographics

Before water fluoridation was widespread, 1 in 5 Americans had lost all their teeth by middle age.

Before water fluoridation was widespread, the main reason military recruits were rejected was a lack of teeth.
Our Social Media Goals

To reach as large an audience as possible and to be recognized among the top websites or sources in our field, we

• create content that is honest, educational, and actionable
• build credibility with evidence-based information and strong - and numerous - allies
• deliver content in a balanced manner on social media and cross promote that content on all our channels, and
• engage a wide audience base and try to help them reach their goals
Why aren’t we an influencer?

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What do successful sites do?
What do successful sites do?
So, back to becoming an influencer:

▪ Build strong, authentic messages that reinforce the values of a wide audience
▪ Select strong, recognizable messengers
▪ Make careful use of facts/data that don’t prime the audience for “danger”
▪ Turn up the graphics and use memorable visuals that root our messages in common values
▪ Be easy to access, provocative, and ubiquitous
Questions?

CONTACT US AT FLUORIDE@AAP.ORG