Innovative Social Communication Strategies

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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 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
The Campaign for Dental Health (CDH) works to ensure that people of all ages have access to the most effective, affordable and equitable way to protect teeth from decay — water fluoridation. The CDH is a broad network of oral health advocates, health professionals, child and family organizations, and scientists who are working together to preserve our nation’s gains in oral health. 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. We believe, quite simply, that life is better with teeth.
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.
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.

WHERE TO FIND RESEARCH

With over 3,000 studies or research papers published on the subject, few topics have been as thoroughly researched as water fluoridation. Use the links below to review several of these studies from reputable health and research organizations.

- Centers for Disease Control & Prevention
- National Research Council Report, “Fluoride in Drinking Water”
- Fluoride Science
- National Cancer Institute
- Australian Government National Health & Medical Research Council
- Health Effects of Water Fluoridation: A Review of the Scientific Evidence
**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/lIlikeMyTeeth

- 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.

Life is better WITH TEETH
LIKE MY TEETH.org
Questions?

CONTACT US AT FLUORIDE@AAP.ORG