Social Media
Getting Beyond the Barriers

Three SOHP – Three Strategies
Three States
Three Common Elements

• Desire to Use Social Media
• Value Social Media
• Social Media is a Priority

“No one is ever too busy in this world. It is all about the priorities we choose. You always have time for the things that are important to you.”

How important is social media?
Why Is Social Media Important for Oral Health?

• Reach and interact with the people we serve
  – Increase oral health awareness
  – Improve oral health literacy
  – Teach prevention skills
  – Develop healthy behaviors
  – Increase access to oral health care
  – Listen to concerns
  – Understand needs

• Create and build case for oral health
  – Advocates
  – Networks
  – Movement
Delaware

- Should we get involved?
- How do we start?
- What resources are required?
- Do we have the time?
- Do we have the expertise?
- What are the state restrictions?
- Will it be effective?
- How can we evaluate?
Social Media
A Good Fit for Delaware

Healthy smile
Healthy You!

Issue-Focused Advocacy
Raise the profile of oral health issues in Delaware

Public Awareness
Decrease the prevalence of dental disease in Delaware

Professional Integration
Increase medical-dental collaboration with a greater value on oral health

Delaware residents will enjoy good oral health as a result of issue-focused advocacy, public awareness of the benefits of oral health, increased medical-dental collaboration and the adoption of community interventions and healthy behaviors.
Social Media Goals

• Increase oral health awareness
• Improve oral health literacy
• Improve oral health behaviors
• Increase access to care
• Create a statewide dental network
• Support the Dental Movement
Called a Friend

State Oral Health Program

- **Goals:** Same
- **Resources:** None
- **Time:** Limited
- **Expertise:** None
- **State restrictions:** No control
- **Evaluation:** No methods in place

State HD Communications Office

- **Goals:** Same
- **Resources:** Committed
- **Time:** Budgeted
- **Expertise:** Available & supportive
- **State restrictions:** Control
- **Evaluation:** Methods in place
Create Social Media Plan

- Affirmed goals
- Outline content
- Select media
- Determine Strategy
- Implement Strategy
- Evaluate
What’s the Payoff?

• Built a network of followers
• Likes and Shares (2,000 +)
• Tweets and Retweets (4,000 +)
• Pinterest (500 +)
• Website traffic increased

Delaware found a way to create and build social media component that engages, connects, and interacts with the people they serve.
Lessons Learned

• Reinforced value of relationships
• Partners can accomplish shared goals
• Collaboration sparks creation
  – Together they built a program where there was none
• SOHP can successfully use social media
Setting the Stage
Kentucky’s Social Media Experiment

- SOHP – very small oral health workforce
- State oral health coalition on life support
Kentucky’s Barriers

• Health department (Communication dept.)
  – Strict controls
  – Cumbersome procedures and protocols
    • All messages must be vetted by many levels of administration
    • Process not conducive to social media
  – Limited public health messaging

• Coalition on life support
Kentucky’s Remedies

• Resuscitate the Coalition
• Kentucky Youth Advocates (KYA) + SOHP partner
  – DentaQuest 2014 grant to resurrect and develop coalition
  – Create Kentucky Oral Health Coalition
  – Strategic Plan
  – Prioritized oral health literacy
    • Opportunity to engage social media
Kentucky’s Results

- KOHC messaging with Facebook, Twitter, Pinterest, website, blog
- Messages are quick and targeted
  - Positive response, especially on Twitter
- Diverse following
- Build relationships with traditional and non-traditional partners
A coalition of concerned citizens, advocates, and professionals working together to fulfill our mission to improve the oral health of all people in KY.

Kentucky · kyoralhealthcoalition.org

Followed by Kentucky Smoke-free, MDAC, KYGovEarlyChildhood and 45 others.

KY Oral Health C. @KYOralHealth · Sep 23
@healthyky Let's make it happen!
Synergy: The interaction of KOHC and KDA to improve the overall oral health of Kentuckians

The Kentucky Oral Health Coalition was recently featured in the July/August 2014 issue of Kentucky Dental Association’s (KDA) magazine, KDA Today. The article, written by KOHC’s own Lacey McNary, focused on the increasing awareness of Kentucky’s oral health needs and the growing...
Kentucky’s Lessons Learned

• Relationships!
• Priceless relationship between SOHP, KYA and KOHC
  – Unites members
  – Builds and connects followers
  – Increase ownership
  – Stimulates conversation
  – The coalition can speak when the SOHP can not
The Stars were Aligned

- We didn’t want the world to pass us by
  - Reach a new demographic
  - Increase ability to get the word out
- It’s all about timing
- Strong relationship with gatekeeper
  - We just did it!
- New leadership is tuned in and active
- Research associates provide social media work force
- If we asked today?
Healthy Teeth, Healthy Kids

• Comprehensive social marketing campaign
• Social media key component
• Involve Health Dept. Communication Director
• Strategic partnership with Maryland Dental Action Coalition (MDAC)
• Brand HTHK as MDAC initiative
  – Increased freedom
  – No Health Department approval needed
  – HTHK social media ↔ SOHP social media
Partnerships Create Flexibility
Flexibility Boosts Engagement

SOHP
- Official
- Educational
- Message-driven
- Informative

HTHK
- Informal, responsive
- Engaging, interactive
- Campaign/stakeholder-driven
- Influential, promotional
Maryland’s Social Media Platforms

– Facebook
– Twitter
– Instagram
– Pinterest
Create and Build Awareness

Healthy Teeth, Healthy Kids
Posted by Alison Patricia (?!) - September 18 - Edited 

Keep an eye out for #DientesSanosNinosSanos transit advertising in #Maryland! http://espanol.healthyteethhealthykids.org/
Enhance Connectivity
Target Key Audiences

Healthy Teeth, Healthy Kids
Posted by Alison Patricia [?] · September 25

Be sure to give your baby milk or tap water! Do not give him/her drinks with added sugar, like soda or juice.

http://healthyteethhealthykids.org/caring-for-your-childs-mouth-from-birth-through-age-6/
Create & Participate in Social Media Blasts

HealthyTeethMD @HealthyTeethMD · Aug 13
A dentist sums up the research: "don’t smoke if you want to save your teeth – and your life"
bit.ly/VegP5y #CDCtips

HealthyTeethMD @HealthyTeethMD · Aug 13
For each person dying from smoking-related cause, 30 more suffer at least one serious illness from smoking.cdc.gov/tips #CDCtips

HealthyTeethMD @HealthyTeethMD · Aug 13
Study: 3 of 4 smokers with gum disease got it from smoking
1.usa.gov/1xvCNx #CDCtips
#smoking

HealthyTeethMD @HealthyTeethMD · Aug 13
#Tobacco use is the #1 preventable cause of death/disease in the US. Let’s educate our patients - Quit now. #CDCtips 1.usa.gov/1vY3OPp

MDMH Office of Oral Health
Posted by Alison Patricia [?] · March 15
Your baby’s teeth begin to develop between the third and sixth months of pregnancy! Good nutrition throughout your pregnancy will give your baby a jump start on a healthy mouth. #NationalNutritionMonth
http://healthyteethhealthykids.org/how-to-care-for-your-mouth-while-you-are-pregnant/
What Works?

• Post and tweet daily
• Connect with traditional and non traditional organizations
• Pay attention to pop culture
• Short & sweet, with flair (pictures, hashtags, etc.)
• Engagement is the key to effective social media
• Track goals and progress using Facebook ‘Insights’ tool
• Assign responsibility for social media
Lessons Learned

• Make social media a priority!
• Recognize value and build a case for the benefits of social media
• Build relationship inside and outside your SOHP that support your social media goals
• Consider creating an independent program
• Don’t let barriers stand in your way
• Find a way to make social media happen