The Mighty Mouth Campaign

Using Social Marketing to Change the Oral Health Frame

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The Mighty Mouth Campaign in Washington

Goal: Change knowledge, attitudes and behavior
Research Informed Strategy

<table>
<thead>
<tr>
<th>Summer 2013</th>
<th>Fall 2013</th>
<th>January 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Groups</td>
<td>Baseline Survey</td>
<td>Campaign Launch</td>
</tr>
</tbody>
</table>
| -14 Small Groups  
-Statewide  
-Adults | -1,200 Adults  
-Phone survey  
-Statewide | |
Initial Target: Adults 25+

**Campaign Strategy:**

- Position oral health as essential to overall health
- Add immediate rewards (better breath, more fit)
- Frame it as easy, important and cost-effective
- Be fun and informative, not “preachy”
Campaign Strategy

• Use a variety of messengers and influencers
• Place oral health messages in different contexts and settings
• Present new, surprising information in creative ways

“You’re more fit if your mouth is fit”
One Typical Approach: The Chicken Little Framework

MESSAGE: Everything is going to hell

This rarely works. Because:

1. Risk is a crowded category: Too many threats exist to act on all of them
2. People are not seeking new things to worry about
No shortage of stuff to worry about

Risk Communication
A VERY COMPETITIVE CATEGORY

- Air Pollution
- Automobile crashes
- Cancer
- Cholesterol
- Child abduction
- Crime
- Damaging junior’s self-esteem
- Depression
- Drowning
- Drugs
- Earthquakes
- Extreme heat
- Fires
- Floods
- Food poisoning
- Guns
- Heart disease
- HIV/AIDS
- Hurricanes
- Ice caps are melting
- Identity theft (Target!)
- Influenza pandemic
- Iraq
- Iran
- Kid flunking out of school
- Landslide or debris flow
- Medical errors
- Not enough water
- Nuclear threat
- Obesity
- Radiation threat
- Resistant bacteria
- Saying the wrong thing
- Serial killers
- STDs
- Swine flu
- Terrorism
- Thunderstorms
- Tics / Lyme disease
- Tobacco
- Too much sun
- Tornadoes
- Tsunamis
- TV violence
- Volcanoes
- Water pollution
- Wildfires
- Will child get a job
- Winter storms and extreme cold
What NOT to do

ORAL HEALTH IS IMPORTANT!

People who think oral health is important

ZealousAboutTeeth.org
Our approach: Infect things people really care about

...What do people care about most?

- What my dentist thinks
- What my doctor thinks
- What I look like
- What my friends think

Dental frame
Medical frame
Fitness & beauty frame
Norms frame
Our approach: Infect things people really care about

What my doctor thinks

What I look like

What my friends think
Also: Give people more reason to act

Offer rewards, lower barriers and leverage norms.
Not the same as selling stuff

<table>
<thead>
<tr>
<th>Social Marketing</th>
<th>Commercial Marketing</th>
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<tbody>
<tr>
<td>• Focused on many behaviors other than buying</td>
<td>• Focused on purchasing behavior</td>
</tr>
<tr>
<td>• Products as a means to an end</td>
<td>• Products as the ends in themselves</td>
</tr>
<tr>
<td>• Little control over target environment and price</td>
<td>• A lot of control over product and price</td>
</tr>
<tr>
<td>• Many possible objectives and need to overcome barriers to action e.g. time,</td>
<td>• Ultimately one clear objective: Selling the product</td>
</tr>
<tr>
<td>fear etc.,</td>
<td></td>
</tr>
<tr>
<td>• Creating a market</td>
<td>• Winning market share</td>
</tr>
<tr>
<td>• Audiences who don’t recognize they have a need or may not be interested in</td>
<td>• Audience most likely to buy product</td>
</tr>
<tr>
<td>change</td>
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May 5, 2016
Why focus on behavior?

People’s actions influence attitudes that influence future actions.

Relevant message
The power of oral health made real:
Example: Why people in their 50s need to floss and get regular checkups

Real change
You don’t just brush, you floss. And you get checkups on a regular basis.

Views change
As a “doer”, you internalize the importance of oral health
The Mighty Mouth: Strategy and Tactics

Add new credibility and immediate rewards for behaviors by highlighting oral health’s impact on overall health, beauty, personal finance and fitness.

Have the message come from people we trust for information on health, fitness and beauty – not just oral health advocates.
Paid Media

- Statewide TV ads

- Targeted Digital ads statewide

- Pre-retirees 50+ in Spokane
  - Targeted radio ads (Medicare, flossing)
  - Digital Advertising (pre-roll video ads, Facebook ads)

- Mothers of young children statewide
Earned Media

- On-air programming
- Contributed articles
- TV, radio, print stories
Digital Media

Target key audiences
(pre-retirees, mothers of young children)

- Targeted messages and channels
- Enhanced metrics
- Ability to test and adjust messages
Social Media

- Relatable, authentic voice (not preachy)
- Amplified reach through partners & influencers
- Promoted content
Ingredients for successful partnerships

• Finding the win-win
• Making it easy
• Flexibility
• Tangible opportunities
Partnerships

- **Beauty/Fitness**
  - YMCA
  - Walgreens

- **Seniors**
  - AARP
  - Touchmark
  - Merrill Gardens
  - Areas Agencies on Aging

- **Education**
  - WSU
  - EWU
  - Spokane Public Schools

- **Health**
  - Swedish
  - American Diabetes Association
  - Seattle Children’s
  - Providence
  - Yakima Memorial
  - Lourdes Health Network
  - Rockwood Clinics
  - Whatcom Alliance for Health Advancement
  - Coordinated Care
  - Children’s Alliance

- **Areas**

- **Agencies on Aging**

- **Health**

- **Swedish**

- **American Diabetes Association**

- **Seattle Children’s**

- **Providence**

- **Yakima Memorial**

- **Lourdes Health Network**

- **Rockwood Clinics**

- **Whatcom Alliance for Health Advancement**

- **Coordinated Care**

- **Children’s Alliance**
Strategy #1 – Find your partners’ passion

• Look for partners who stand to benefit
• Identify existing mission or goal tie-ins
• Find win-win opportunities
Strategy #2 – Make it easy

- Think like a communication manager
- Make the first ask easy
- Provide easy to adopt communication tools
Hello,

Thank you for partnering with The Mighty Mouth campaign to raise awareness that oral health is a critical part of overall health. If you haven’t already, please:

- Check out our newest TV spots, Discover the Beauty in Flossing and A lot has changed since Medicare became law. Feel free to share them!
- Check out our website, www.TheMightyMouth.org. We have updated information and even some fun quizzes you can take!
- Like our Facebook page and share our posts.
- Follow us on Twitter and share our tweets.

If you have questions, please contact Jessica at jessicap@desautelhege.com or (509) 444-2350.

Thank you again for helping us Unleash the Power of Oral Health!

Nancy Hammond
Communications Manager
Washington Dental Service Foundation

Jessica Wade
Account Executive
Desautel Hege Communications
Tools – floss, table tents and flyers
Tools – posters and infographics

Want an easy way to stay healthy?

Start with your mouth.

Caring for your mouth is an easy way to keep your whole body healthy. It’s as simple as flossing and brushing, regular oral health checkups, and reducing the time food spends on your teeth.

The Mighty Mouth’s Guide to Smart Snacking & Sipping: How to Avoid Acid Attacks That Harm Your Teeth

Since 1976 the great American pastime of snacking has doubled.

This means that foods and drinks are touching your teeth more often. Sweet and sticky foods and drinks feed germs in your mouth. After eating, the germs make acid that attacks your teeth for 20 minutes.

But I like to snack, so which foods are bad and which are good? (Check chart)

The Good:
Choose tooth-healthy snacks such as fresh fruits, vegetables, cheese, yogurt, nuts, whole grains, and lean meats. These foods don’t stick to your teeth and are also good for your waistline.

The Bad and the Sticky:
Avoid foods that are high in sugar and carbs such as bagels, juice, and gummy snacks. These foods stick to your tooth and food cavity-causing germs. It is the frequency of snacking combined with the type of snack that causes cavities.

Additional Tips:
- Eat sweets at mealtimes to neutralize “time on teeth.”
- Eat or drink your food all at once instead of snacking or sipping frequently throughout the day.
- Drink water (preferably unsweetened water) after you snack to rinse the food off your teeth.
Tools – social media

Regular oral health checkups are just as important as annual physicals, they not only keep your mouth healthy, but are important for keeping your whole body in tip-top shape.

Ask a friend or colleague for a referral, or find out where to go in Washington: http://www.themightymouth.org/how-to-do-an-oral-health-checkup/
Tools – website bugs, blog content and articles

The Mighty Mouth

Save your smile by reducing snacks and giving your teeth a break

Here’s one more reason to keep your hand out of the chip bag—and this one may surprise you.

Frequent snacking doesn’t just affect your waistline. It can also cause problems for teeth, harming both your smile and your overall health.

Snacking or drinking sweet or acidic beverages (even diet soda) frequently throughout the day can lead to painful cavities. Here is another twist: It is not just sugary foods that cause cavities. Even snacks that we think of as healthy, such as broccoli, juice, granola bars and raisins, contribute to decay if they are consumed too often.

Most of us don’t realize that teeth need time to rest and rebuid between exposures to food and drink—just as your muscles need time to recover after exercising. Drinking (other than water) and snacking “grazing” frequently during the day can lead to food and drink on your teeth for extended periods, feeding the germs that cause cavity cavities.

Over your lifetime, you can save about $2,000 for every cavity prevented. Most adults have 32 teeth, so preventing tooth decay can add up to real savings.

A recent survey showed that nearly half of adults in Washington appear to be snacking heavily enough to put their teeth at risk by constantly coating them with food, sugar or acidic drinks such as soda, juice, sports drinks or wine.

Here are tips to reduce the amount of time food or drink is on your teeth:

- If you have a snack, eat it all at once instead of nibbling over time.
- Limit sugary and acidic drinks and starchy foods between meals.
- Drink water, especially fluoridated, between meals to rinse off your teeth.
- Brush teeth twice a day, and floss daily. Plaque claims about 49 percent of your tooth surfaces.

So, instead of just going to a gym or beauty salon to improve your appearance, resolve to pay attention to your teeth, too. Protecting your smile helps you look and feel your best.
Tools – standing displays
Strategy #3 – Think outside the box

- Be flexible with asks
- Brainstorm with partners about other opportunities
- Always focus on the win-win
Strategy #4 – Involve partners in a public way

- Create a platform to bring partners together
- Use timeliness to motivate
- Recognize partners
Teeth Week
Teeth Week
Teeth Week
Strategy #5 – Partner with media

- Find a media partner
- Look for added value
- Find timely hooks
Examples: Fitness – YMCA
Examples: Healthcare – Providence
Examples: Kids’ organization – Mobius
Examples: Beauty – Walgreens
Lessons Learned #1: Find your focus

- Don’t try to be everything to everyone
- Narrow to a specific market
- Take a targeted approach to audiences
- Help partners get specific, too
Lessons Learned #2: Positive persistence

- Build trust, build relationships
- Send friendly reminders
- Stay top of mind
What partners are doing

• Social media
• Newsletter content/articles
• Floss giveaways and flyers
• Posters/Banners
• Aisle poppers/Bag stuffers
• Earned media
Measuring Results
What is Our Vision?
What Does Success Look Like?

SHORT AND INTERMEDIATE OUTCOMES

LONG-TERM

Reduce Oral Disease
How Are We Tracking Progress?

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>Focus Groups</td>
<td>Partner Insights</td>
<td>Ad Testing</td>
<td>Ad Testing</td>
<td>Flossing Focus Grps</td>
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<thead>
<tr>
<th>OUTCOMES</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tr>
<td>Baseline Survey</td>
<td>Follow-up Survey</td>
<td>Baby Teeth Survey</td>
<td>Tracking Survey</td>
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- Media: Reach / Frequency
- Partner Engagement
- Social Media Engagement
- Web Hits

THE MIGHTYMOUTH®
Key Results—Process Measures

- 50+ partners
  - 13 hospitals/medical clinics
  - 5 retail (at 38 locations)
  - 6 senior-focused
  - 3 kids-focused
  - 4 public health
  - 7 community health and foundations
  - 9 fitness (at 22 locations)
  - 3 education-focused

- Earned Media: 95 placements
  - 20 segments on top TV stations
- Floss distributed: 100,000
- Website: 115,000+ sessions
- Facebook: 4,400 likes
- Paid Media:
  - 11,000 TV spots aired
CAMPAIGN AWARENESS

The Mighty Mouth reached most of the state’s adults

- Six in 10 recalled at least one of the campaign’s ads, slogans, or name (aided recall)

(Aided recall)

- Recall of at least one element of the campaign reached 72% in Spokane. More campaign activities and greater TV exposure occurred in Spokane during the last media wave.
Media Channels for Oral Health Messages

Television was the main channel for receiving oral health information

- **Television**: 43%
- **Poster, brochure, or flyer**: 28%
- **Newspaper, magazine, or other print publication**: 27%
- **Radio**: 18%
- **Online**: 18%
Television Ad Recall

Tooth Fairy ads were the most memorable

- These humorous ads, stressing that taking care of your teeth saves money, were remembered by 41% of adults across Washington.

(Aided Recall)
## Value of Good Oral Health Increased

<table>
<thead>
<tr>
<th>Statement</th>
<th>Difference in “strongly agree” at follow-up compared to baseline</th>
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</thead>
<tbody>
<tr>
<td>My oral health is very important to me.</td>
<td>4.9%</td>
</tr>
<tr>
<td>Taking care of my teeth and gums is as important as taking care of my general health.</td>
<td>3.5%</td>
</tr>
<tr>
<td>Good oral health is important to a person’s overall health.</td>
<td>4.2%</td>
</tr>
<tr>
<td>My dentist thinks my oral health is important to my general health. (norms)</td>
<td>No statistical change</td>
</tr>
<tr>
<td>My medical doctor thinks my oral health is important to my general health. (norms)</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
Behavior Change: Brushing Increased

- Brushing teeth at least twice a day
  - 4% increase in the mean number of times that people brushed teeth “yesterday” (1.91 vs. 1.99)*
- Behaviors with no statistical change from baseline to follow-up:
  - Flossing “yesterday” (61.5% vs 65%)
  - Routine dental check-up within the past year (77.4% vs 77.9%)

*Statistically significant increase from baseline; other increases from baseline not significant (on this slide)
Results of a Focused Investment

A bigger investment in one market – Spokane – produced some outsized results compared with the rest of the state.

- Higher campaign awareness:
  - 72% (Spokane) vs 62% (statewide)
- More adults who have a dentist:
  - Increased in Spokane from 81% (baseline) to 89% (follow-up), while statewide the rate stayed steady (86-87%)
  - More understanding of whether Medicare covers oral health
    - 49% (Spokane) vs 41% (statewide)

Why?

- Teeth Week
- More paid media, partnerships and earned media
What Have We Learned?

• **Value of segmenting audiences:**
  – Women with young children
  – Older adults

• **Focus on targeted behaviors**
  – Flossing
  – Oral health check-ups

• **Medical providers**
  – Open to partnering, promoting oral health, talking with patients

• **Partner organizations**
  – Focus on those with big reach
  – Specific, time-focused requests

• **Growing value of digital media**
Questions?

For more information, visit: TheMightyMouth.org

Contact:
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