

American Academy of Pediatrics Campaign for Dental Health



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Manager

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



WHY A CAMPAIGN?

With the tagline “Life is better with teeth” the Campaign for Dental Health and its website, Ilikemyteeth.org, were formed in 2011 to:

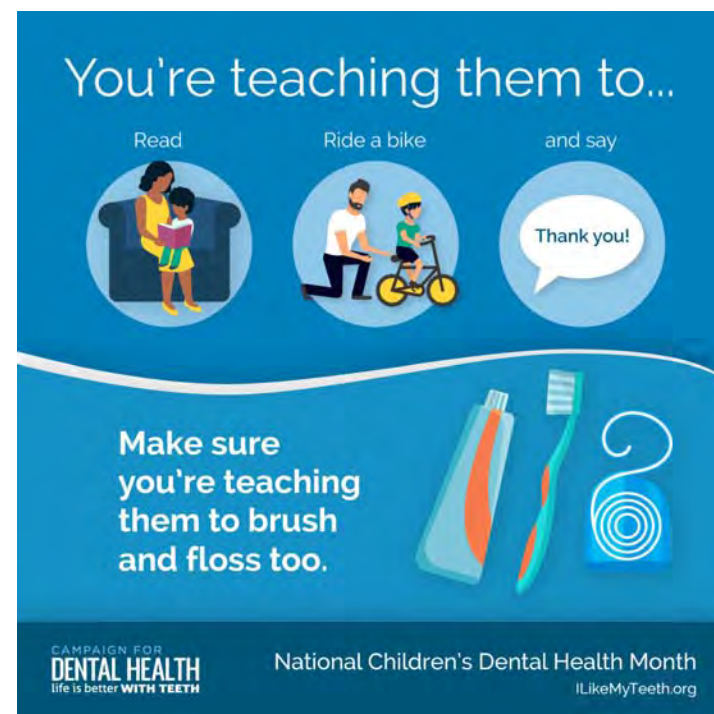
- Promote and defend community water fluoridation
- Support and connect local advocates
- Add to and elevate the presence of pro-fluoridation resources on the internet
- Broaden the sphere of influence of pro-fluoridation messaging
- Raise visibility of the importance of oral health to children’s overall health



PILLARS OF THE CAMPAIGN

- ❑ Website & social media
- ❑ Resource development & dissemination
- ❑ Network of organizations & volunteers

CAMPAIGN FOR
DENTAL HEALTH
life is better **WITH TEETH**



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WEBSITE & SOCIAL MEDIA

- Campaign for Dental Health Online
 - Ilikemyteeth.org website in English & Spanish
 - Search function, tools & blog posts
 - Facebook – over 2,800 likes
 - Twitter – over 2,500 followers
 - YouTube videos



CAMPAIGN FOR
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ADDITIONAL INFORMATION

Contact us at:

www.ilikemyteeth.org

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