


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




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.

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Unleash the Power of Oral Health.
TheMightyMouth.org

FLOSSING:
It's the new yoga.



THE MIGHTY MOUTH™
Unleash the Power of Oral Health

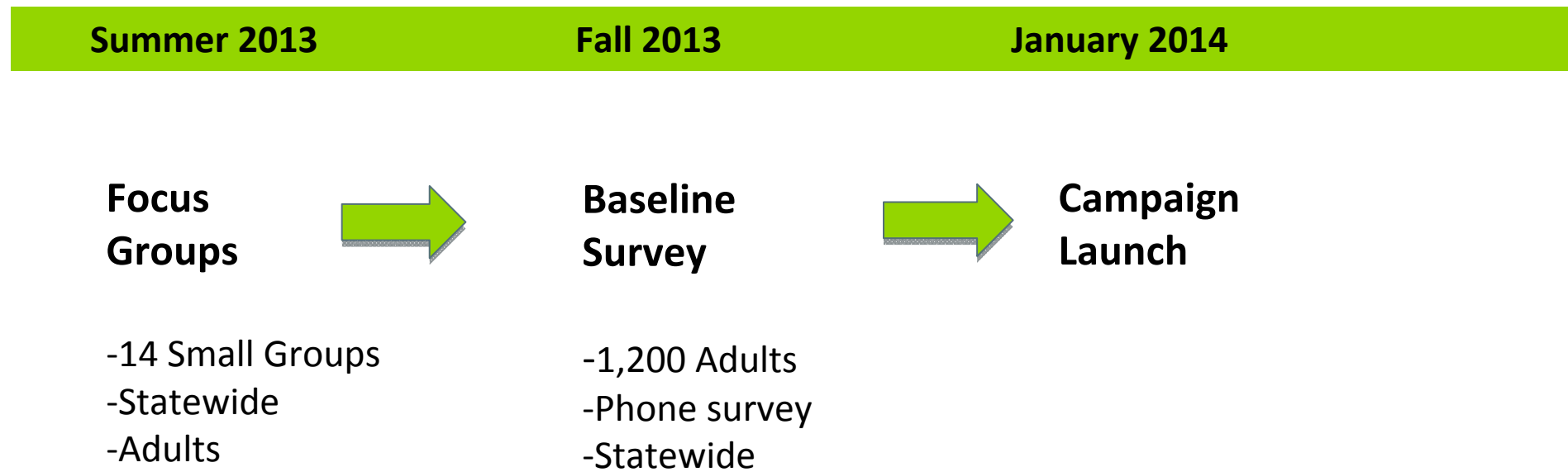
Flossing and brushing gets your whole body healthier. It makes your breath fresh, helps prevent infections and keeps you looking younger. You're more fit when your mouth is fit.

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Research Informed Strategy



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”

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Paid Media



Partners



Earned Media



Resources



Teeth Week Spokane



Social Media



One Typical Approach: The Chicken Little Framework



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



Our approach: Infect things people really care about

...What do people care about most?

What my
dentist thinks

Dental frame

What my
doctor thinks

Medical frame

What I look
like

Fitness & beauty frame

What my
friends think

Norms frame

Our approach: Infect things people really care about

Medical Frame



What my doctor thinks

Fitness & Beauty Frame



What I look like



Norms Frame



What my friends think

Also: Give people more reason to act

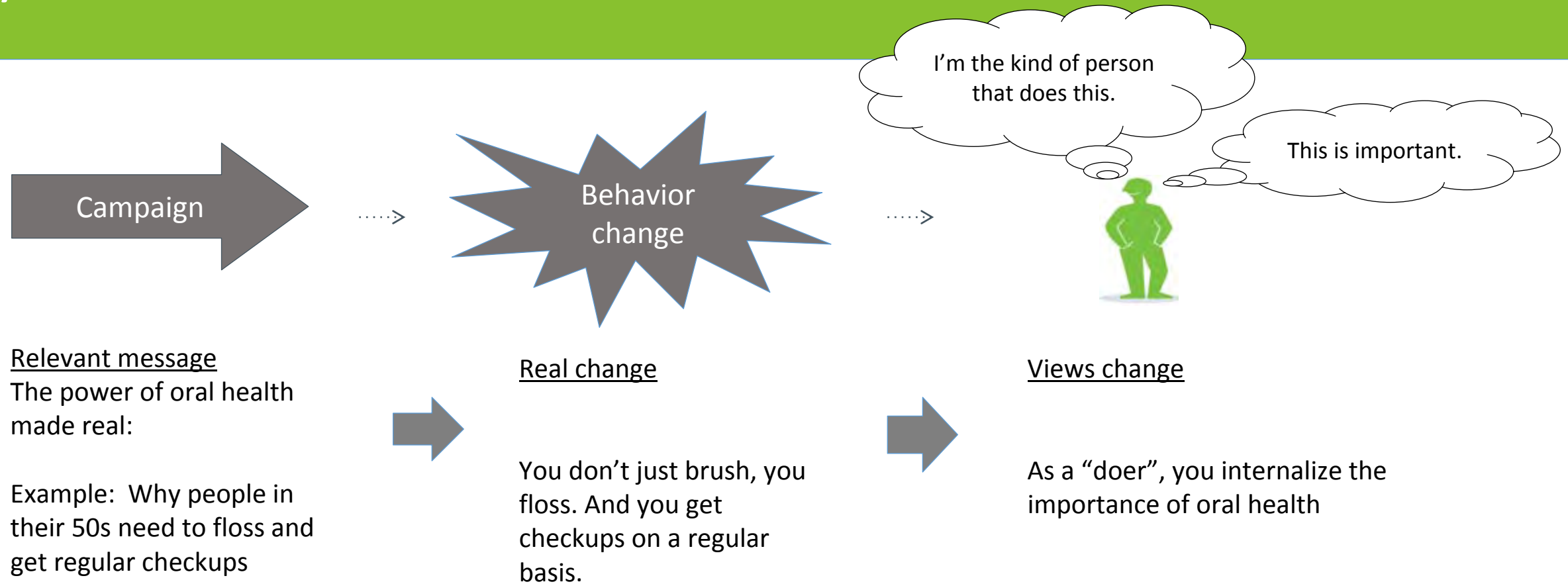
Offer rewards, lower barriers and leverage norms.



Not the same as selling stuff

Social Marketing	Commercial Marketing
<ul style="list-style-type: none">• Focused on many behaviors other than buying	<ul style="list-style-type: none">• Focused on purchasing behavior
<ul style="list-style-type: none">• Products as a means to an end	<ul style="list-style-type: none">• Products as the ends in themselves
<ul style="list-style-type: none">• Little control over target environment and price	<ul style="list-style-type: none">• A lot of control over product and price
<ul style="list-style-type: none">• Many possible objectives and need to overcome barriers to action e.g. time, fear etc.,	<ul style="list-style-type: none">• Ultimately one clear objective: Selling the product
<ul style="list-style-type: none">• Creating a market	<ul style="list-style-type: none">• Winning market share
<ul style="list-style-type: none">• Audiences who don't recognize they have a need or may not be interested in change	<ul style="list-style-type: none">• Audience most likely to buy product

Why focus on behavior?



People's **actions influence attitudes** that influence future actions.

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.

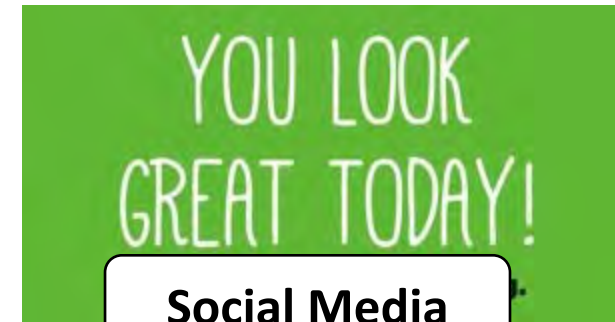
Have the message come from people we trust for information on health, fitness and beauty – not just oral health advocates.



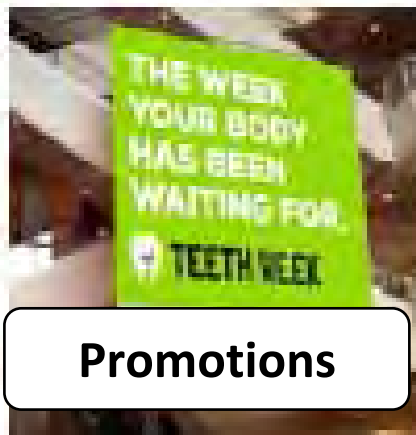
Earned Media



Partnerships



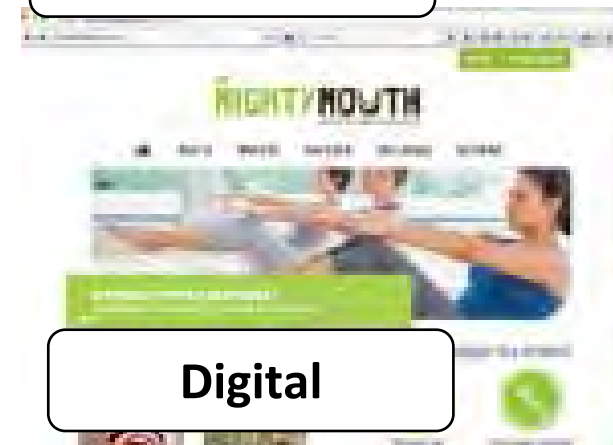
Social Media



Promotions



Paid Media



Digital

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



THE MIGHTY MOUTH™



May 5, 2016

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17

Earned Media

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



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Digital Media

Target key audiences

(pre-retirees, mothers of young children)

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



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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



Spokane Public Schools
excellence for everyone



ROCKWOOD



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

Tools – email reminders

Washington Dental Service Foundation

Community Advocates for Oral Health



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 jessicaw@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



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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.

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THE MIGHTY MOUTH'S GUIDE TO SMART SNACKING & SIPPING

HOW TO AVOID **ACID ATTACKS** THAT HARM YOUR TEETH



Since **1978** 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 it out

THE GOOD	THE BAD and the sticky
Choose tooth-healthy snacks such as fresh fruit, vegetables, cheese, yogurt, nuts, whole grains and lean meats. These foods don't stick to your teeth and are also good for your waistline.	Avoid foods that are high in sugar and carbs such as bagels, juice, and gummy snacks. These foods stick to your teeth and feed 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 reduce "time on teeth".
-  Eat or drink your treat all at once instead of nibbling or sipping frequently throughout the day.
-  Drink water (especially fluoridated water) after you snack to rinse the food off your teeth.

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Tools – social media

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The Mighty Mouth
Health/Medical/Pharmaceuticals

Timeline About Services Photos More

Search for posts on this Page

4,444 likes +5 this week
Lisa Cargill and 23 other friends

1,707 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Boost Your Page for \$5
Reach even more people in United States
Promote Page

ABOUT

- Washington's easiest path to better health may be right under our nose.
- Add street address City, State, Zip Save
- Add phone number

Rockwood Health
@RockwoodHealth

#OralHealth is critical part of overall #health for everyone –
themightymouth.org #TeethWeek
[@MightyMouthWA](https://twitter.com/MightyMouthWA)
pic.twitter.com/Jk33DRanV

11:35 AM - 20 Oct 15

YMCA of the Inland Northwest shared a link via The Mighty Mouth.
February 20

How are your child's teeth?

Little ones healthy. But what they really value when it comes to precious eating utensils or food could be a mystery.

Dallas Cooney and 1 other follow

SpoCoLibraryDistrict @SpCoLibraryDist · 4h
It's #TeethWeek in #Spokane! @MightyMouthWA will be at library storytimes this week sharing info about oral health.

neatny mouth
TEETH WEEK
OCTOBER 9-25, 2015
THE MIGHTY MOUTH
UNLEASH THE POWER OF ORAL HEALTH

Tamasha E and 4 others follow

City of Spokane @SpokaneCity · Oct 18
#TeethWeek is coming to #Spokane! this week, look for a fun giveaway and important oral health tips from @MightyMouthWA

Providence Spokane via The Mighty Mouth
July 24 · 🌐

Part Snacking

THEMIGHTYMOUTH.ORG

Comment · Share

Providence Spokane retweeted you
Apr 11

Apr 11: Look better. Feel better. Smell better. How? Four simple steps right here from @MightyMouthWA: bit.ly/1mXDcOI #oralhealth



Tools – website bugs, blog content and articles

The screenshot shows the homepage of the YMCA of the Inland Northwest. The header includes the logo and the tagline "FOR YOUTH DEVELOPMENT - FOR HEALTHY LIVING - FOR SOCIAL RESPONSIBILITY". A navigation menu lists: HOME, ABOUT, PROGRAMS, SCHEDULES, LOCATIONS, MEMBERSHIP, DONATE, CONTACT. The main content area features several articles:

- Facility Notice:** The Valley Y will close one hour early, Sunday, November 22 at 7pm for an all-staff training.
- Congratulations to all Valleyfest 5K and 10K participants**
It was another great event and we want to congratulate everyone who participated or volunteered to make it a success. Check out the [5K and 10K Results](#).
- Susan G Komen Grant Award**
The YMCA is the proud recipient of the Susan G Komen grant for nearly \$30,000. Funds provide support for the annual surviveSTRONG and uniceSTRONG community conference, the expansion the YMCA's cancer survivor support services for those graduating from the LIVESTRONG at the YMCA program, and allow the YMCA to send an additional 28 breast cancer survivors through our LIVESTRONG at the YMCA program.
- The Y's Strategic Plan**
Our President & CEO, Steve Tammaro, was recently on KHQ's [Invest Northwest](#) television program talking about the Y's new strategic plan, adopted in 2015. Based on the direction of the Board of Directors, over the next few years the YMCA of the Inland Northwest will focus on deepening member and donor relationships, creating more community awareness about our cause, engaging new markets, and building a stronger culture of philanthropy.
- EWU Children's Center Now Taking Applications for 2015-2016 enrollments in the Early Childhood Education and Assistance Program (ECEAP).**
This is a FREE preschool program for children who turn 3 or 4 years old before August 31, 2015. The half day program is Monday - Thursday. Children attend either in the morning or afternoon for 3 hours. Breakfast and lunch are served in the morning, and lunch and a snack are served in the afternoon session. Please call 509 859 2024 for more information or for an [application](#).
- Proud Partner of the Mighty Mouth**
LEARN HOW YOU CAN UNLEASH THE POWER OF ORAL HEALTH

At the bottom, there is a "PROUD PARTNER OF THE MIGHTY MOUTH" logo and a "Subscribe" button with the text "Help us support our environment and keep costs low by receiving YMCA info via our email list. Powered by SafeSubscribe™". A footer contains buttons for REGISTER NOW, ANNOUNCEMENTS, ANNUAL CAMPAIGN, and EMPLOYMENT, along with social media icons and a Y-BLOG link.

The screenshot shows a blog article titled "The Mighty Mouth" from the Providence Newsletters > Heart Beat Magazine > Featured Stories > section. The article includes social sharing buttons for Facebook (Recommend) and Twitter (Share), with a note that 7 people recommend it. The main text reads:

Save your smile by reducing snacks and giving your teeth a break
Here is 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 bagels, 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 rebuild between exposure to food and drink—just as your muscles need time to recover after exercising. Drinking (other than water) and snacking or "grazing" frequently during the day keep food and drink on your teeth for extended periods, feeding the germs that cause costly 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 has 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. Flossing cleans about 40 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.

The article features a photo of a smiling woman holding a red apple.

The screenshot shows a blog article titled "Smile! It's Teeth Week In Spokane (October 17-25)" from the Empire Health Foundation, dated October 19, 2015. The article features the logo for the Washington Dental Service Foundation and the Mighty Mouth campaign. The text reads:

Improve Health Outcomes
Smile! It's Teeth Week In Spokane (October 17-25)
Empire Health Foundation · October 19, 2015

Washington Dental Service Foundation
Community Advocates for Oral Health

Learn more about Teeth Week, a week of events and activities to raise awareness about oral health, from our partner the Washington Dental Service Foundation!

Did you know that over half of the children in Spokane County have cavities by the third grade? That is one of the many reasons The Mighty Mouth campaign is hosting Teeth Week in Spokane! Featuring activities and events during the week of October 17-25, Teeth Week seeks to raise awareness about the importance of oral health as it relates to one's overall health.

Too many people don't realize cavities and gum disease are preventable. Or that disease and infections in the mouth are linked to other serious health problems including diabetes, heart disease and stroke. The Mighty Mouth campaign is a statewide public awareness effort to

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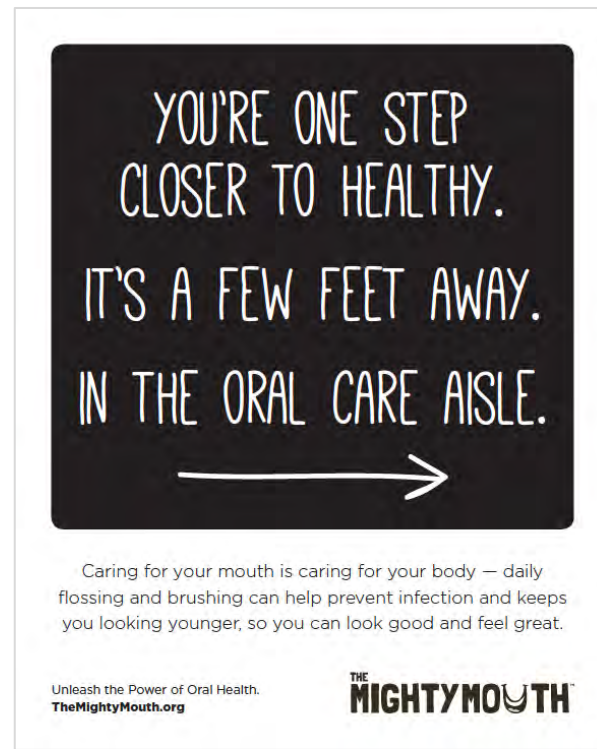
Tools – standing displays



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Strategy #3 – Think outside the box

- Be flexible with asks
- Brainstorm with partners about other opportunities
- Always focus on the win-win

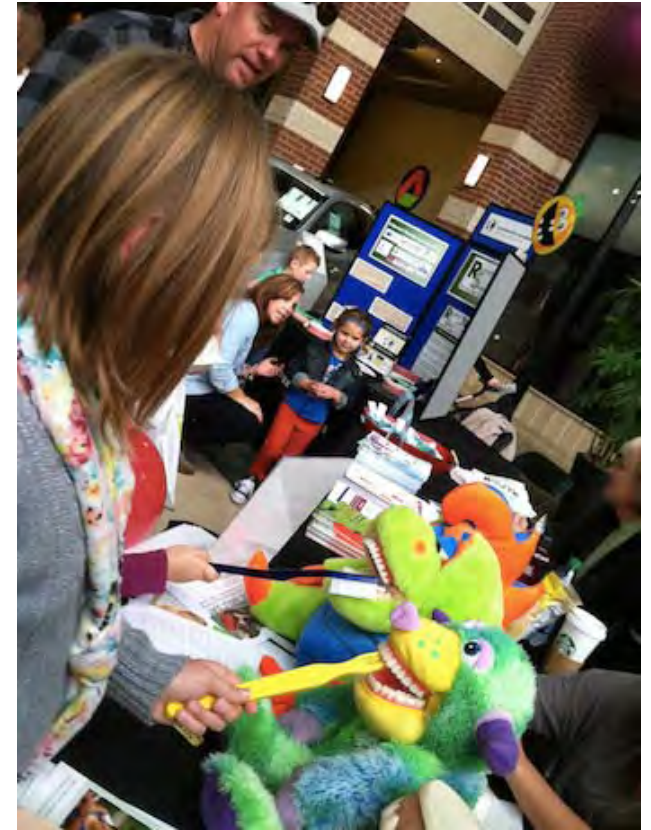


Strategy #4 – Involve partners in a public way

- Create a platform to bring partners together
- Use timeliness to motivate
- Recognize partners



Teeth Week



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Teeth Week



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Teeth Week



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Strategy #5 – Partner with media

- Find a media partner
- Look for added value
- Find timely hooks



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Examples: Fitness – YMCA



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Examples: Healthcare – Providence



There is one more reason to keep your hand out of the till—just this one may surprise you. Proven marketing doesn't just affect your wallet; it can also cause problems for your smile and your overall health. Smoking or drinking sweet or acidic beverages (even this soda), frequently throughout the day can lead to painful cavities. Here is another one: It is not just sugary foods that cause cavities. There are also drinks we think of as healthy, such as lemons, limes, cranberries and raisins, which are so acidic they can erode your enamel.

Most of us don't realize that each time we sip or slurp, we're sending bacteria to our teeth and drinking water can't wash it away. Just the next time you're at the store, pick up a pack of The Mighty Mouth. It's a simple, effective way to keep your smile bright and your teeth healthy.

Drinking (other than water) frequently during the day keeps food and drink on your teeth for extended periods of time, leading to periods that cause painful and costly cavities. Over your lifetime, you can save about \$1,000 for every cavity prevented. Most adults have at least one cavity, so preventing each decay can add up to real savings.

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

There are tips to reduce the amount of time food has on your teeth:

- If you have a snack, use it all in one instead of nibbling over time.
- Limit sugary and acidic drinks and healthy foods between meals.
- Drink water, especially fluoride, between meals to rinse off your teeth.
- Brush twice a day, and floss daily. Whiting down about 30 percent of your tooth surface.

So, instead of just getting a glass or bottle when you're thirsty, get a pack of The Mighty Mouth to improve your appearance, control your appearance to your teeth, too. Preventing your smile helps you look and feel your best.

The Mighty Mouth
Save your smile by reducing snacks and giving your teeth a break!

GET MORE TIPS
To learn more about healthy snacking and other steps to prevent cavities, check out TheMightyMouth.org from The Washington State Service Foundation.

Summer 2014 Heart Beat 9

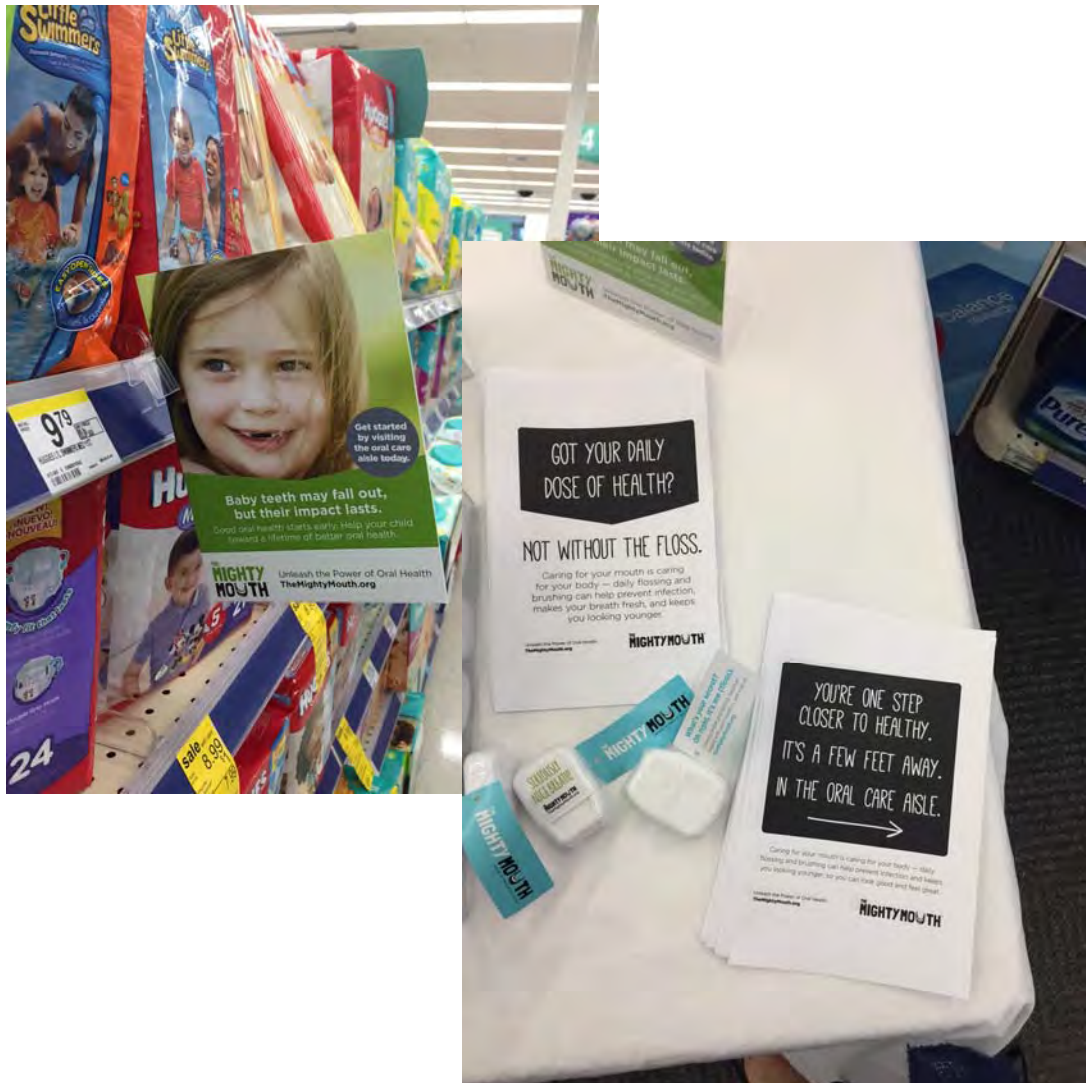
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Examples: Kids' organization – Mobius



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Examples: Beauty – Walgreens



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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



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What is Our Vision?



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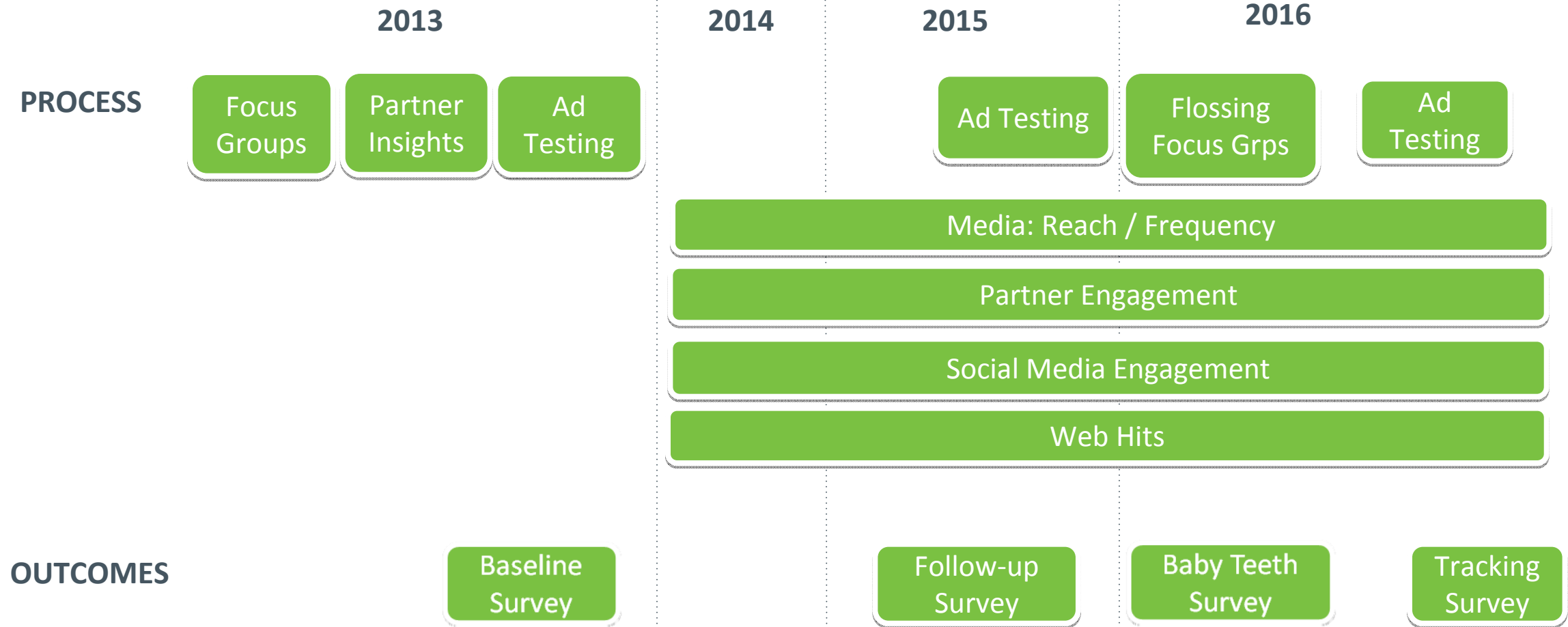
What Does Success Look Like?

SHORT AND INTERMEDIATE OUTCOMES

LONG-TERM



How Are We Tracking Progress?



Key Results—Process Measures

- 50+ partners



- **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

Outcome Results

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)



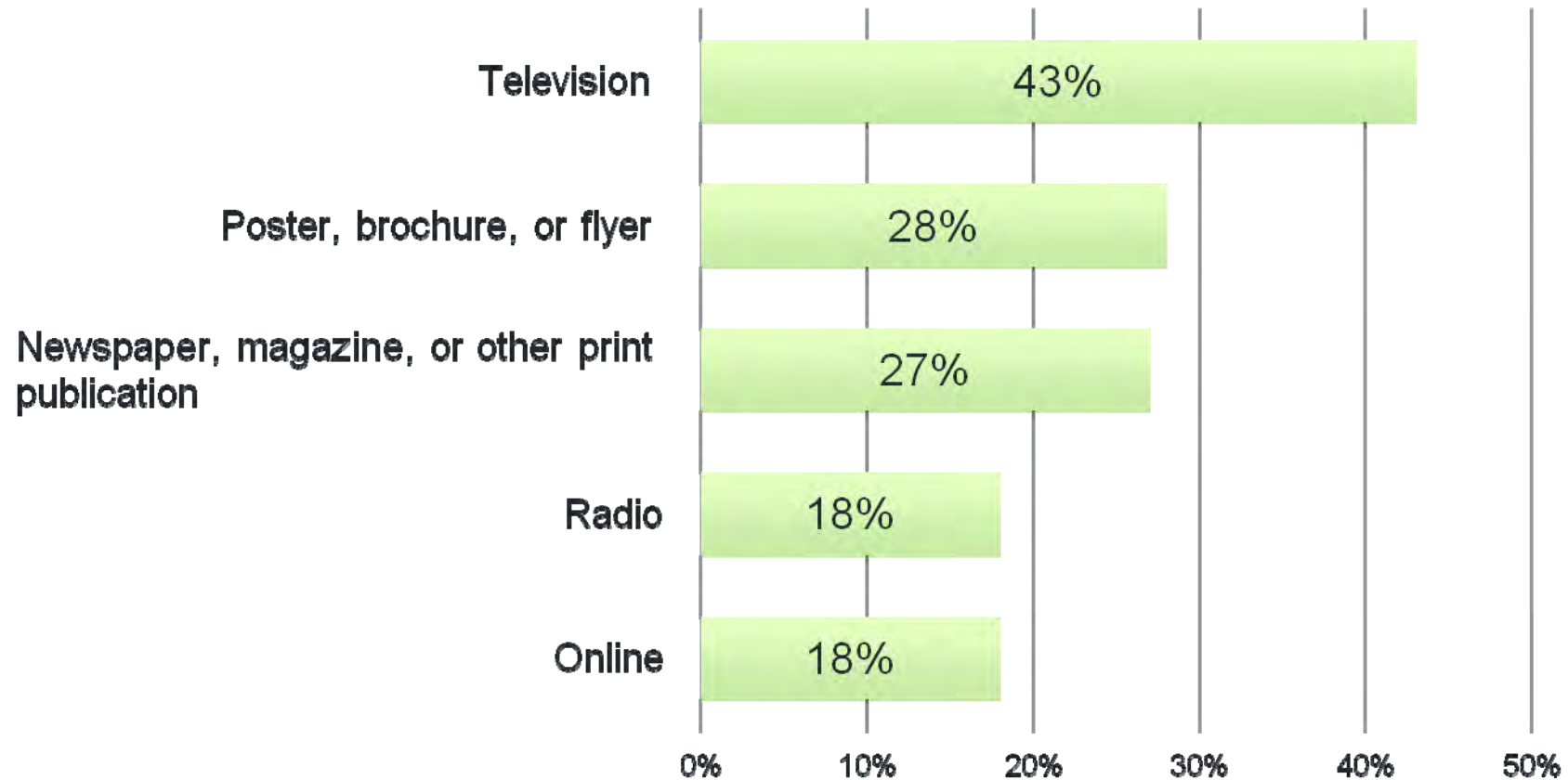
- Recall of at least one element of the campaign reached 72% in Spokane. More campaign activities and greater TV exposure occurred in Spokane during the last media wave.

(Aided recall)

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Media Channels for Oral Health Messages

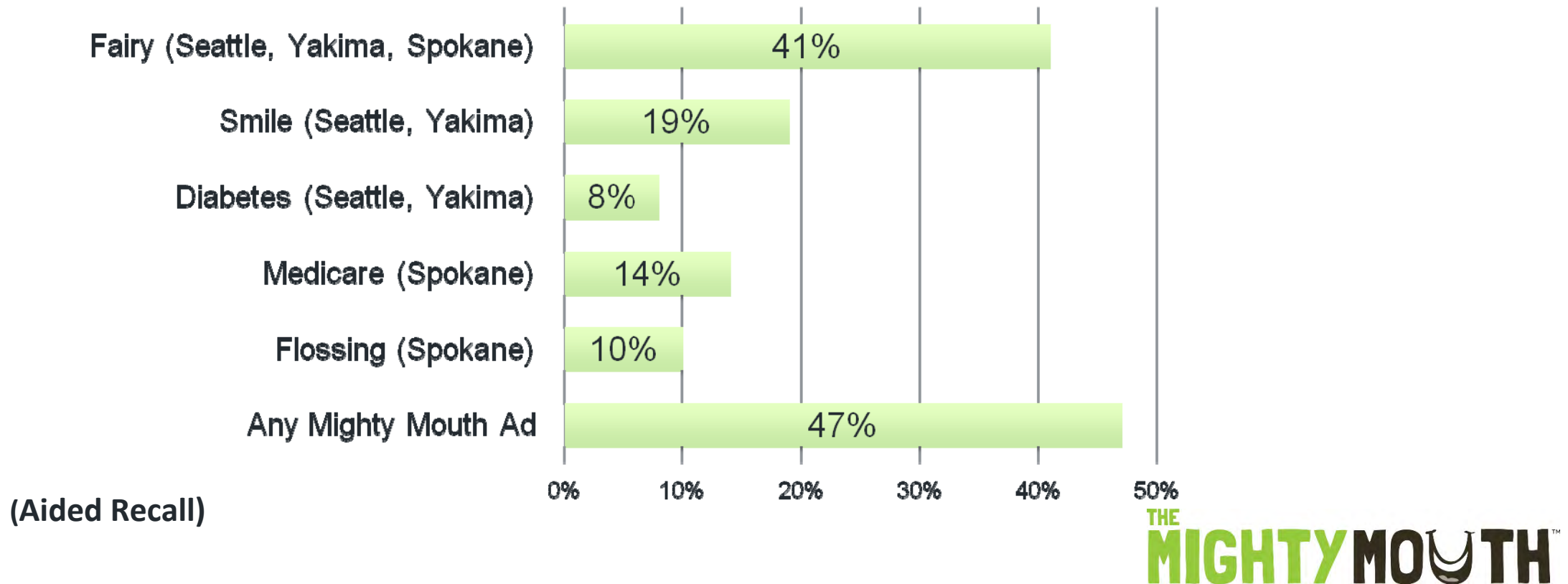
Television was the main channel for receiving oral health information





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



Value of Good Oral Health Increased

Difference in “strongly agree” at follow-up compared to baseline	
My oral health is very important to me.	 4.9%
Taking care of my teeth and gums is as important as taking care of my general health.	 3.5%
Good oral health is important to a person’s overall health.	 4.2%
My dentist thinks my oral health is important to my general health. (norms)	No statistical change
My medical doctor thinks my oral health is important to my general health. (norms)	 6.2%

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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Communications Manager
Washington Dental Service Foundation
Nhammond@deltadentalwa.com