1. List any new members or subcommittee members:

   Stacy Chazin joined in January 2019
   Grace Linn joined in December 2019
   We will be looking for one new member in 2020

2. Describe the purpose of your committee:

   The purpose of the ASTDD Communications Committee is to oversee the various communication activities of the organization.
   - The committee oversees the ASTDD bimonthly publication called *ASTDD Roundup. Oral Health Matters* is no longer being published.
   - The webmaster works with the committee to promote, manage and update the ASTDD website and listservs.
   - Chris Wood works with all ASTDD committees to schedule webcasts and produce the Weekly Digest.
   - The Communications Committee creates, distributes, and displays promotional materials and brochures for member and partner use and provides technical assistance/guidance to engage state oral health programs in promoting oral health using social media and to promote ASTDD, its resources and messaging through partnerships.
   - The Committee will be overseeing the ASTDD booth at NOHC.
   - The Committee hosts a quarterly webinar called the Spotlight.

3. List your recent committee accomplishments:

   - Published the last issue of *Oral Health Matters* in the winter.
   - Published 3 issues of the *ASTDD Roundup* highlighting the committee and consultant accomplishments.
   - 2018 ASTDD Annual report published, posted and distributed at NOHC.
   - Many website enhancements including; updated list of documents to track for use; working with committees to update their webpages.
   - Health Communication page information updated periodically.
   - Weekly Digest published every week; all issues have been archived and are searchable; promoted key documents and webpages more; members report this is an important source of information for them.
• NOHC:
  o Roundtable on “All you wanted to know about ASTDD” (Kimberlie) and Roundtable on Communication Challenges that incorporated the Communication Plan templates. (John and Kimberlie).
  o Exhibit at NOHC: Materials were updated and new promotional pieces created; printing fewer copies of materials to lower shipping costs and recycling since many one-page overviews of resources are updated every year; Many ASTDD members volunteered at the booth.
  o Matt Jacobs and John Welby presented at NOHC the message matrix, great attendance and John and Matt will also present on the Matrix at the 2020 NOHC.
  o Matt and John also provided feedback and presentation tips to DPH residents at the new AAPHD Five-Minute Masterpiece session; Bev Isman and Frances Kim facilitated the session.

• CDC: The initial call for the Data Best Practice Approach Report collaborative project that is part of the CDC 2020 workplan was held December 19th. The workgroup will consist of at least two people from the Best Practice, Communications and Data committees. The report will be about data, what to do with data and how to disseminate data. A Public Health Resident will be the main writer. The communications committee members that will be a part of the workgroup are John Welby, Kimberlie, Matt and Nicole.

• ASTDD continued to actively use social media platforms this last year. With more than 500 followers on Facebook, posts included promoting the Association’s materials and those produced by our partner organizations as well as state oral health program updates and local, state and national news stories that focused on oral health. Social media also played a large role in offering updates on the National Oral Health Conference before and during the annual meeting. There is regular participation in Social Media Storms and we participated in Twitter Chats with other national organization in February as well as coordinated NOHC social media activity with AAPHD. We used the responses from the various surveys to respond to new CDC NOFO and to write the Year 01 progress report.

• The social media work group held a webinar November 20 with the Virginia and Missouri oral health coalitions highlighting social media and how it is used in their programs and when collaborating with SOHP.

• The communications committee held the first of its ASTDD Spotlight series November 13. The topic was “Dental Hygienist Liaisons: highlighting successful collaboration with the state oral health programs.” The presenters were Mariela Leyba RDH from NM, Carla Bassett RDH from MS, Leigh Vitukinas RDH from CT and Gina Sharps RDH from WV did the introductions.

• Bev reviewed and edited most ASTDD documents prior to their release.
4. Describe your current committee activity:

- Plan sessions for NOHC: Communication Challenges roundtable (Kimberlie, John). Matt and John are doing a workshop on the Messaging Matrix and also providing feedback during the Five-Minute Masterpiece session.
- Continue discussion of best ways to highlight state data dissemination and lessons learned with the Best Practice, Data and Communications Committees.
- Continue with the bimonthly “ASTDD Roundup.”
- The Communications Committee will be in charge of the ASTDD booth at NOHC.
- Continue “Spotlight” webinars.
- 2019 Annual report.
- Social media webinar.

5. Describe the future activities planned by your committee:

- ASTDD will continue to offer to help CDC grantees submit stories to the CDC Success Story portal and to the National Association of Chronic Disease Director’s portal.
- Continue to provide TA to states.
- Conduct workshop and roundtable at NOHC.
- Decide on materials for NOHC exhibit and solicit volunteers to staff it.
- Need to encourage consultants and committees to promote more discussions on various listservs; the focus on Communities of Practice vs. just listserv discussions should facilitate this.
- Plan 3-4 webinars.

6. Describe any subcommittees your committee uses, their roles and activities:

- **Social Media Workgroup:** Lynn Bethel (chair), Matt Jacob, Dean Perkins, John Welby, Kimberlie Payne
- **Website Workgroup:** Dean Perkins (Webmaster), Bev Isman, Chris Wood, Kimberlie Payne

The Website Workgroup meets sporadically. The Social Media Workgroup meets quarterly.

7. List any unmet needs of your committee (e.g., members, funding, etc.):

We are currently looking for a new committee member.