

# Insights Into Social Media to Promote Oral Health

**Wednesday, October 8, 2014**

**Social Media Working Group**

**Communications Committee**



# General Reminders

- This webinar will be recorded and archived on the ASTDD website;
- Questions will be addressed after the speakers are finished. Please type your question into the “chatbox” that will appear at the end of the webinar and then click on the bubble to the right of where you type your question to send it to the moderator;
- Please respond to the polling questions at the conclusion of the webinar.

This presentation was supported by Cooperative Agreement 5U58DP001695 from CDC, Division of Oral Health. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



# Objectives

- Recall the most common users of social media
- Discuss the importance of using social media to promote oral health
- Compose oral health messages for use on social media platforms
- Identify areas where social media may be integrated into the state oral health program communication plan

# ASTDD Social Media Survey 2014

96% response rate

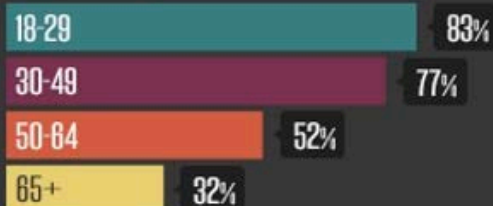
- More than 80% of respondents use social media for personal use
- 53% of SOHP have never used their HD's Facebook page; 38% had never asked
- 62% of SOHP have never used their HD's Twitter account; 53% had never asked
- 73% of SOHP have never asked to use the state OHC's Facebook page, and 85% have never asked to tweet using their Twitter account

# WHICH DEMOGRAPHICS USE SOCIAL MEDIA?

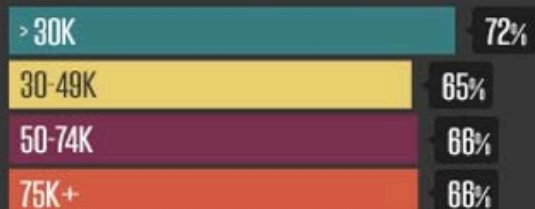
## BY SEX



## BY AGE



## BY HOUSEHOLD INCOME



## BY POPULATION DENSITY



## BY EDUCATION LEVEL



## BY RACE



Pew Research  
Center, 2013

<http://mashable.com/2013/04/12/social-media-demographic-breakdown/>

# Why Use Social Media to Promote Oral Health?

**1.28 Billion**



**255 Million**

- Increases visibility
- Advocates
- Teaches

- Influencers
- Media/News
- Policy Makers

- Cost Effective
- Quick & Easy
- Easily Accessible
- Little Time or Experience
- Reach Multiple & Diverse Audiences
- Expand Partnerships and Stakeholders



# Presenters

## DELAWARE

- Gregory McClure, DMD, MPH
- Leslie Poland

## MARYLAND

- John Welby, MS
- Stacy Costello, MPH
- Alison Donley

## KENTUCKY

- Julie Watts McKee, DMD
- Lacey McNary, MSW





# Delaware: To Tweet or Not to Tweet

- What is Social Media?
- How do We Start?
- Resources - Small Program
- Expertise
- State Restrictions
- Time
- Effectiveness and Value
- Evaluation

# Delaware Social Media Goals

## Improve Oral Health Literacy to

- Improve Oral Health Behaviors
- Increase Demand for Dental Services

## Support the *Dental Movement*

- Statewide Dental Network



# Oral Health Literacy Plan

- First Smile Delaware
  - Grass Roots
- Healthy Smile Healthy You



## ➤ Social Media



“Social media tools can create a dynamic dialogue with the public and enhance strategic partnerships, thus helping to further increase awareness and engagement.”

# Call A Friend !!!!!

## Office of Health Risk and Communication

- **Expertise- Leslie Poland**
- **Established Process**
- **Supportive**
  
- **Future Plans**
  - **Expansion to Other Platforms**
  - **Promotion Among Oral Health Partners- Network**

# Delaware Division of Public Health Communication Goals

The goal of the DPH communications plan is to present a coherent, comprehensive and motivating message to Delawareans.

The goal grows out of the DPH vision of *Healthy People in Healthy Communities*. This vision acknowledges and celebrates DPH's unique and evolving role as a leader in population health.

# What's Your Social Media Plan?

- **Who's** going to do it?
- **What's** going to be done?
- **Where** are we going to do it?
- **When** are we going to do it?
- **Why** are we doing it?
- **How** are we going to do it?

# What's the Payoff?

Likes – Reach – Visits – Comments – Retweets – Replies

**WEBSITE HITS**

**Delaware Health and Social Services**  
*Division of Public Health*

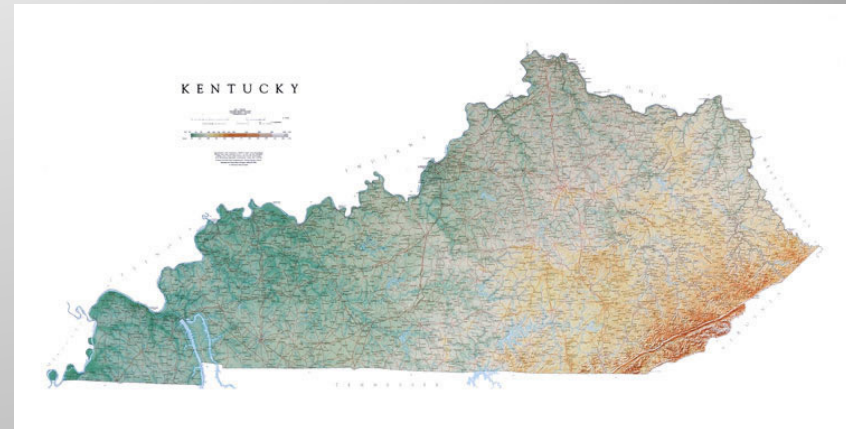
- **Twitter** member since 2009 - 4,000 +
- **Facebook (DHSS)** member since 2009 - 1,950+
- **Facebook (DPH)** member since 2012 - 340 +
- **Pinterest (DHSS)** member since 2012 - 460

# Kentucky's Social Media Experiment

Small Government-Based  
Workforce for OH

State-Wide Coalition on Life  
Support

Limited Communications  
Outreach from the  
Department for Public  
Health





# Kentucky's Barriers

- Procedures and Protocols limited use of social media
  - All messages must be vetted by many levels of administration
- No Other Outlet could be used
- Limitations of OH staff in any coalition
  - Attendance
  - Information only

# Kentucky's Remedies

- Development of the Kentucky Oral Health Coalition
  - DentaQuest Grantee for resurrection and development
  - Strategic Plan Priorities included Oral Health Literacy
    - Opportunity to engage Social Media



# Kentucky's Results

- KOHC messaging with Facebook, Twitter, Website, ListServe, Blog
  - Pinterest is emerging
- Messages are quick and targeted
  - Response is good - Especially on Twitter
- Diverse following
- Improves our relationships with other Oral Health-types (including non-traditional)

# Twitter

Profile summary ✕



**KOHC**

TWEETS **409** FOLLOWING **225** FOLLOWERS **178** ⚙️ Following

**KY Oral Health C.**  
@KYOralHealth FOLLOWS YOU

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](http://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!

[Details](#)

# Twitter Hashtag


Me #KySmileTe

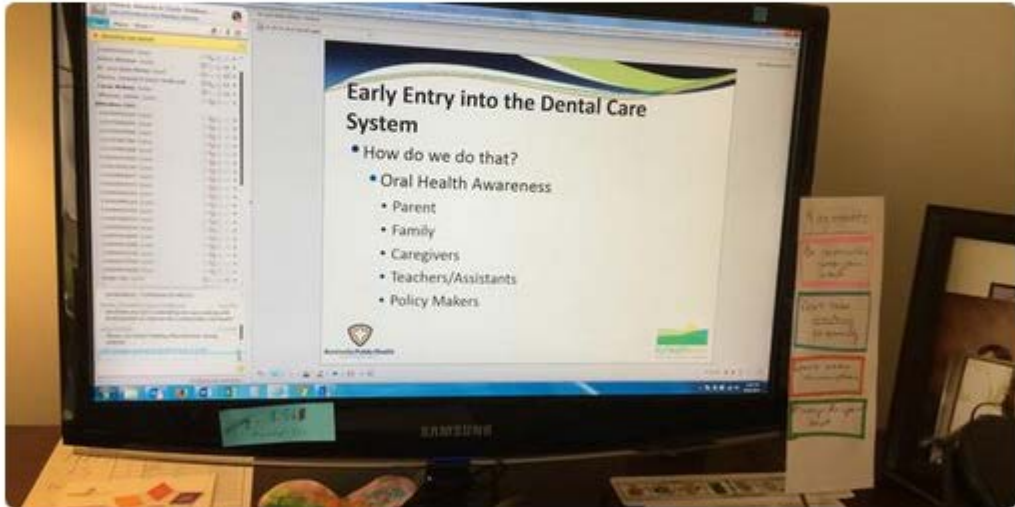
---

Results for **#KySmileTeam** Save

Top / All

KY Oral Health C. and 1 other retweeted

 **lacey mcnary** @laceymcnary · Aug 14  
Can't wait to talk about @KYOralHealth! Great job @DrJulieMcKee! @KYYouth #KySmileTeam




Expand Reply Favorite More

Kentucky, US

---

Laura Hancock Jones retweeted

**KY Oral Health C.** @KYOralHealth · Jul 25  
 Thank you to all these wonderful individuals who helped #KOHC have another successful annual mtg #kysmileteam

# Facebook

The image shows a screenshot of the Facebook profile for the Kentucky Oral Health Coalition. The page header includes the Facebook logo, the name "Kentucky Oral Health Coalition", a search icon, and navigation links for "Lacey" and "Home". The cover photo features a yellow-tinted image of two smiling children on the left and a close-up of a hand brushing teeth with a red toothbrush on the right. The profile picture is a white square with the KOHC logo, which consists of the letters "KOHC" in a teal font with a smiley face integrated into the letter "O". To the right of the profile picture, the text "Kentucky Oral Health Coalition Organization" is displayed. Below this, there are buttons for "Liked", "Following", "Message", and a three-dot menu. A navigation bar below the cover photo includes "Timeline" (which is underlined), "About", "Photos", "Reviews", and "More".

**Kentucky Oral Health Coalition**  
Organization

Timeline About Photos Reviews More

PEOPLE >

★★★★★  
283 likes  
6 visits

Laura Hancock Jones, Tracy Scholnick Gruber and 10 others like this.

Post Photo / Video

Write something on this Page...

**Kentucky Oral Health Coalition** shared a link.  
September 18

KOHC was recently featured in the July/August 2014 issue of Kentucky

# Blog

Kentucky Oral Health Coalition

# KOHC

For a lifetime of oral health

[About Us](#) [Membership](#) [Events](#) [Resources](#) [Blog](#)

## Blog

### 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 ...

[Read More](#)

DentaQuest  
FOUNDATION

FOUNDATION FOR A  
HEALTHY  
KENTUCKY

Email Updates

Subscribe

Tweets by @KYOralHealth

Tweets

[Follow](#)



Foundation4HealthyKy

@healthyky

23 Sep

# ListServe

Dear Lacey,



The Kentucky Oral Health Coalition (KOHC) is proud to announce a new opportunity for communities interested in improving oral health among children and families. The Kentucky Oral Health Coalition is partnering with the UCLA Health Care Institute (HCI) and the Governor's Office of Early Childhood to offer Community Early Childhood Councils (CECC) mini-grants up to \$1,000 to conduct oral health trainings to parents in their communities using an approved curriculum and protocol.

[Click here](#) for the application for the Health Care Institute Parent Engagement Program is now available. Please share this with your CECC team. If you have any questions, please contact Mahak Kalra at [Mkalra@kyyouth.org](mailto:Mkalra@kyyouth.org).

Recent advocacy efforts





# Kentucky's Lessons Learned

- Priceless relationship between SOHP and SOHC
  - Knits members together
  - Knits followers together
  - Increased ownership of both
  - Instigates robust conversation



# Kentucky's Lessons Learned

- Take Home Message:
  - The coalition can speak when the program cannot
    - Timely
    - With Truth
      - No political filters

 Kentucky Oral Health Coalition shared a link. February 6

If you are passionate about living in a smoke-free Kentucky NOW is the time to take action! Please support House Bill 173 and Senate Bill 117. These bills will make indoor areas of all places of employment and public places across the state... See More

<i>Kentucky Legislature</i>	<b>Who's My Legislator</b> <a href="http://www.lrc.ky.gov">www.lrc.ky.gov</a>
-----------------------------	--

Unlike · Comment · Share 👍 2

 Kentucky Oral Health Coalition shared a link. June 27

Are you interested in shaping Kentucky's oral health policies for the 2015 General Assembly? Register for the Kentucky Oral Health Coalition's annual meeting!

	<b>Kentucky Oral Health Coalition's Annual Meeting</b> <a href="http://www.eventbrite.com">www.eventbrite.com</a> The Kentucky Oral Health Coalition annual meeting will take place on Friday, July 25, 2014 from 11 a.m. to 3:00 p.m. eastern time. Registration begins at 10:30 a.m. The meeting will be held at the...
--	---

Like · Comment · Share 👍 2 ↻ 1 Share

# Embracing Social Media Accidents and Opportunities

## Maryland's Social Media Experience

- When? Why?
- What our social media looks like
- How we created and use social media
- Successes, challenges and lessons learned
- Recommendations



# The Stars were Aligned

- It was time
- Didn't want the world to pass us by
  - Reach a new demographic
  - Increase ability to get the word out
- Strong relationship with gatekeeper
  - OOH is a high administrative priority
  - We just did it!
- New leadership is plugged in
- Research associates provide social media work force

# *Healthy Teeth, Healthy Kids*

[www.healthyteethhealthykids.org](http://www.healthyteethhealthykids.org)

- Comprehensive oral health literacy campaign
- Social media is key component
- DHMH Communication Director on *HTHK* advisory committee
- Strategic partnership with MDAC
- Brand *HTHK* as Maryland Dental Action Coalition
  - Increased freedom
  - DHMH approval not needed
  - Use *HTHK* social media as SOHP social media



# Social Media Platforms

- Office of Oral Health
  - Facebook
- *Healthy Teeth, Healthy Kids*
  - Facebook
  - Twitter
  - Pinterest
  - Instagram



# Partnership Creates Flexibility

## Flexibility Boosts Engagement

### Healthy Teeth, Healthy Kids

- Informal
- Relevant and engaging
- Campaign/stakeholder-driven
- Promote
- Flexible

### Office of Oral Health

- Official
- Educational
- Self-contained
- Informative
- Limited

# Primary Social Media

## Facebook

- Connect, build relationships, create a following
- Cost effective
- Simple to get started
- Easy management
- Easy to monitor “Insights tool”
- Access on-the-go “Facebook app”

## Twitter

- Connect by following and retweeting
- Deliver short, to-the-point messages (140 characters max.)
- Keep up with breaking news
- Link to trending topics, using hashtags
- Live tweets from events
- Create or participate in Twitter Chats



# Create and Build Awareness

 **Healthy Teeth, Healthy Kids**  
Posted by Alison Patricia [?] · September 18 · Edited

Keep an eye out for #DientesSanosNiñosSanos transit advertising in #Maryland! <http://espanol.healthyteethhealthykids.org/>



Share a Coke with **Cravings**

Share a Coke with **Cavities**

Share a Coke with **Obesity**




Share a Coke with **Diabetes**

Share a Coke with **Allergy**

Honesty is the best policy  
[www.DietDoctor.com](http://www.DietDoctor.com)

# Enhance Connectivity

## How to Have a Healthy Mouth



**MARYLAND**  
Martin O'Malley, Governor  
Anthony G. Brown, Lieutenant Governor  
John M. Colmers, Secretary

For more information, please contact:  
Office of Oral Health  
Family Health Administration  
Maryland Department of Health and Mental Hygiene  
201 W. Preston Street, 3rd Floor  
Baltimore, MD 21201  
(410) 767-5300 • [oralhealth@dnhm.state.md.us](mailto:oralhealth@dnhm.state.md.us)  
[www.fha.state.md.us/oralhealth](http://www.fha.state.md.us/oralhealth)

### Healthy Teeth, Healthy Kids



7 Pins



HealthyTeethMD retweeted  
**MouthHealthy** @ADAMouthHealthy - Jul 21  
Foods that are good for your body are good for your mouth too! Learn more: [expi.co/048EI](https://expi.co/048EI)



← ↻ 17 ★ 5 ... [View more photos and videos](#)

# 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/>



**FLOSS**  
**LIKE A**  
**BOSS**

*My Social Practice*

# Engage Traditional & Non-Traditional Partners

**MDAC** @MDAC01 · Sep 18  
@MarylandDHMH @HealthyTeethMD #Maryland Office of Oral Health #sugar display at Access to Care Day #ocmd



RETWEETS 3 FAVORITE 1

8:33 AM · 18 Sep 2014 · Details

Reply Retweeted Favorite More

Reply to @MDAC01 @MarylandDHMH

**HealthyTeethMD**  
@HealthyTeethMD

Dale a tu hijo una #bocasana para toda la vida #DientesSanosNiñosSanos [espanol.healthyteethhealthykids.org](http://espanol.healthyteethhealthykids.org)  
@latinamomblogs @MDAC01

Reply Favorite More



RETWEET 1 FAVORITE 1

5:21 AM · 18 Sep 2014

Reply to @latinamomblogs @MDAC01



# Engage Traditional & Non-Traditional Partners

**MDAC** @MDAC01 · Sep 18  
@MarylandDHMH @HealthyTeethMD #Maryland Office of Oral Health #sugar display at Access to Care Day #ocmd



RETWEETS 3 FAVORITE 1

8:33 AM · 18 Sep 2014 · Details

Reply Retweeted Favorite More

Reply to @MDAC01 @MarylandDHMH

**HealthyTeethMD**  
@HealthyTeethMD

Dale a tu hijo una #bocasana para toda la vida #DientesSanosNiñosSanos [espanol.healthyteethhealthykids.org](http://espanol.healthyteethhealthykids.org)  
@latinamomblogs @MDAC01

Reply Favorite More




RETWEET 1 FAVORITE 1

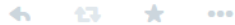
5:21 AM · 18 Sep 2014

Reply to @latinamomblogs @MDAC01




# 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"  
[bitly.com/VeqP5y](http://bitly.com/VeqP5y) #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](http://cdc.gov/tips) #CDCtips



 **HealthyTeethMD** @HealthyTeethMD · Aug 13  
Study: 3 of 4 smokers with gum disease got it from smoking  
[1.usa.gov/1xiyCNx](http://1.usa.gov/1xiyCNx) #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](http://1.usa.gov/1vY3OPp)



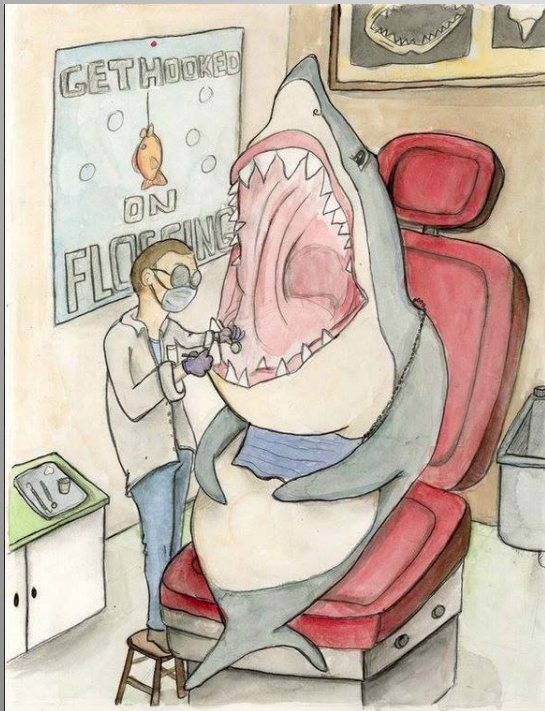
**MDHMH Office of Oral Health**

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/>



# Link Oral Health to Trending Topics



**Healthy Teeth, Healthy Kids**  
Posted by Alison Patricia (?)  
August 15 · 🌐

Is your family enjoying #SharkWeek? Encourage them to get hooked on flossing!

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👍 Jaime Greco, Karine Nalbandyan, Kaynaat Shiekh Khan and 14 others like this.

🗨️ 137 shares

👤 Anna Hooper-Mixon Dionda Hughes-Brown · X  
Like · Reply · August 18 at 7:10am

📝 Write a comment... 📷

A photograph of a man and a woman brushing their teeth together. The man is on the left, smiling and brushing his teeth. The woman is on the right, also brushing her teeth. They are both wearing white shirts. The background is a plain, light-colored wall.

**Healthy Teeth, Healthy Kids** · Tag Photo Options Boost Post Share Like  
in Timeline Photos

**Healthy Teeth, Healthy Kids**  
November 25, 2013 · Edited · 🌐

The best way to promote oral health for your "modern family" is to stick to a (2x daily) brushing and (1x daily) flossing routine! #MOFY #dental

📍 Tag Photo 📍 Add Location ✎ Edit

Like · Comment · Share

👍 Matthew James, Tanya Lynn Oechsner, Joëlle Beausejour and 10 others like this.

🗨️ 107 shares

📝 Write a comment... 📷

**HealthyTeethMD @HealthyTeethMD · now**  
Got #pumpkin fever? This #superfood is packed with Vitamins A & C, but those lattes are full of #sugar & contain no real pumpkin! #dental

8:00 AM - 2 Oct 2014 · Details

# What Works?



- Post and tweet daily
- Connect with organizations whose missions align with yours
- Pay attention to pop culture
- Short & Sweet, with flair (pictures, hashtags, etc.)
- Engagement is the key to effective social media
- Check your facts!
- Track goals and progress using Facebook 'Insights' tool
- Assign responsibility for social media



# Lessons Learned/Recommendations

- How to create social media in your SOHP
  - Make it a priority
  - Build the case for the benefits of social media
  - Build relationship in your organization that support your social media goals
  - Explore what others in your organization have done and create allies
  - Use us as an example
  - Create social media through an independent program, i.e., HTHK
  - Don't give up

# NEW ASTDD Social Media Fact Sheet

## Promoting Oral Health Using Social Media



Social Media: A Fact Sheet

### What is social media and why is it important?

Social media is a form of social interaction/networking where information is created, shared and exchanged in a virtual space through the internet. Social media offers the ability to reshare information and connect with a wider audience than traditional means of communication. Social media promotes collaboration, discussion and input from a diverse audience. Additionally, social media is inexpensive – costing little to nothing, and it's widely accessible, with many users accessing applications anywhere and everywhere with mobile devices.

40% of cell phone owners access social media on their phone, with 28% doing it daily. Young people, Black Non-Hispanics, Hispanics, the highly educated and those with a higher annual household income are more likely to use social networking on their phones.

### Who is using social media?

It isn't just those under the age of 18! According to the Pew Research Center's Internet Project (2014), 74% of online adults use social networking sites with about 85% of users being between the ages of 18 and 49 and 49% being 65 years of age and older. Men and women are using social media just about equally. In addition, income or education doesn't play a major role - 72% of high school graduates use it vs. 73% of those with a college education, and 79% making less than \$30K vs. 78% making \$75K+.

In addition to individuals, businesses, news outlets, organizations and institutions, and government agencies have begun to use social media to move their "product," whether it be actual goods to purchase, the promotion of an event, or educational message.

### Why should we use social media to promote oral health?

Social media is inexpensive – with state budgets dwindling and little funding going to initiate communications, media and marketing of oral health programs, it just makes sense to implement a tool that is virtually free. Social media will also help to attract a new diverse group of organizational partners that you may not have thought would be interested in oral health; working together, you can keep the oral health message alive. By asking a question, social media allows you to actively engage with residents, stakeholders and decision makers. By posting tips, as well as links to other resources or news articles, you're boosting oral health's presence instantaneously. Adding videos and graphics allows you to engage a wider audience – remember, a picture can be worth a thousand words.

### I'm sold... how do we get started?

First, check with your public information officer to see if you can establish a state oral health program account with one or two social media platforms that your office can manage (You'll never know if you don't ask!). If they aren't too keen on you starting your own accounts, ask about the process for posting on their Facebook page or Twitter account. Remember, almost 100% of state health departments use social media, and most if not all are eager for information. Finally, check with your state's oral health coalition – it's their purpose to promote oral health, and the majority use social media. Be sure to discuss specific formats for sending the information, timelines regarding approval of the content, and the actual lead time needed to post, tweet, etc. ... you don't want to be left behind if there is something important you have to share.

### What are the primary social media applications?

While there are several different applications to choose from, these are the ones most utilized.

**Facebook** allows the user to develop a profile, acquire fans who "like" their page, post photographs and other graphics, as well as share and comment with no restriction on character count. The user is also able to "like" other pages, send a personal message to another user, as well as select privacy settings to determine who may access and post on their page. (71% of online adults use Facebook.)

**Twitter** allows the user to gain "followers" although the "tweets" are limited to 140 letter characters, and posted graphics are not readily seen but are accessed with an embedded URL. Twitter allows for retweeting – a form of redirecting the original message to increase its audience. (17% of online adults use Twitter)

**Pinterest** is a bookmark of sorts to collect only graphics including photographs, drawings, cartoons, etc. of a particular theme or topic. The user creates boards where they "pin" the graphics they like. Most pins have a website origin, and they may be repinned by other Pinterest users. Because it uses only graphics, this application may be useful to a visual learner. (21% of online adults use Pinterest)

**Instagram** allows the user to take photos and videos and share them on other applications like Facebook and Twitter. A unique characteristic of the photos is their square shape, similar to an old Polaroid. Note that Instagram is strictly a mobile application. (17% of online adults use Instagram)

### #whatisahashtag?

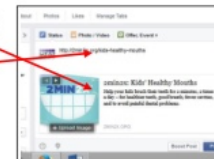
A hashtag is a word or an unspaced phrase preceded by the pound sign (#) and used to identify messages on a specific topic. It draws attention to what is being posted, and a search for the hashtag returns the set of messages that contain it. Hashtags are used with Twitter, Instagram and even Facebook. Examples include: #NOHC14 #fluoride #2thbrush

### How do you post on Facebook?

Step 1: Type an oral health message or cut & paste a link from a website or video into the box. If you've used a link, you'll notice that an image has now appeared in the box. You're now ready to backspace and delete the original URL from the box and retype your own unique message. Tip: When posting, engage your audience – ask a question, take a poll, ask people what they think.

Step 2: If you typed your own message you can add an image using the option at the top of the box or you can change the image that came with the website by uploading a new image using the option at the bottom. Tip: Visual is better – it attracts attention.

Step 3: Now you're ready to "post."



# Webinar Presenters

## alpha order

**Lynn Ann Bethel** is Chair of ASTDD's Social Media Working Group and manages their social media presence. In addition, she serves as the Association's editor of their quarterly newsletter, *Oral Health Matters*. Lynn is also the former state dental director for the Commonwealth of Massachusetts.

**Stacy Costello** is a Program Manager at the Maryland Office of Oral Health. Her responsibilities at the Office of Oral Health include oversight of the Health Education, Fluoride Varnish and Maryland Dent-Care Loan Assistance Repayment Program. She obtained her MPH from Southern Connecticut State University and has over 15 years of experience in community public health education.

**Alison Donley** is a Research Associate with the Maryland Office of Oral Health, where she manages social media for the award-winning Oral Health Literacy Campaign, *Healthy Teeth, Healthy Kids*. She is a 2<sup>nd</sup> year Master of Public Policy student in the health policy track, at University of Maryland, Baltimore County. Previously, she earned a Bachelor of Arts Degree in Public Policy with a minor in Economics from St. Mary's College of Maryland.

**Dr. Gregory B. McClure** is the state dental director for the Delaware Division of Public Health. His responsibilities include management of dental public health activities, the statewide dental clinic system, and providing consultative services for the dental Medicaid program for other state programs that provide dental services.

**Dr. Julie Watts McKee** is the state dental director for Kentucky. Prior to beginning her service in state government in 1993, she practiced general dentistry for 10 years. Before becoming state dental director in 2007, she managed a district health department for 12 years. Dr. McKee received her degree in Biology from the University of Kentucky and her Dental Degree from the University of Louisville in 1983.

**Lacey McNary** is the Director of the Kentucky Oral Health Coalition, and has more than 15 years experience in non-profit leadership, fund development, organizational development, constituent building, strategic communication, and, policy analysis and advocacy at the state and national level. Her work includes arranging complex situations with many moving parts into cohesive statewide system changes to benefit children in Kentucky. Recent examples include leading a planning effort to improve oral health outcomes in the state by developing an oral health literacy campaign

**Leslie Poland** is a Community Outreach Officer with the State of Delaware's Division of Public Health, where she is responsible for coordinating marketing programs that promote the agencies image and encourage public participation and use of agency services. Leslie brings over twenty years of experience in marketing, social media, web development, and graphic design that spans both commercial and non-profit industries.

**John Welby** created and directs Maryland's Oral Health Literacy Campaign, *Healthy Teeth, Healthy Kids*, for the Office of Oral Health and the Maryland Dental Action Coalition. He has worked in health care communications and marketing for more than 30 years; and has written and directed numerous advertising, social marketing, and health education campaigns for hospitals and health care organizations throughout the nation, such as; the National Institutes of Health, the Indiana University School of Medicine and The Johns Hopkins Medical Institutions.

# Thank You!

Find ASTDD on Facebook

[www.Facebook.com/ASTDD](http://www.Facebook.com/ASTDD)

Find the Delaware Department of Health on Facebook

[www.Facebook.com/DEPublicHealth](http://www.Facebook.com/DEPublicHealth)

Find the Kentucky Oral Health Coalition on Facebook

[www.Facebook.com/KYOralHealthCoalition](http://www.Facebook.com/KYOralHealthCoalition)

Find MDHMH Office of Oral Health on Facebook

[www.facebook.com/pages/MDHMH-Office-of-Oral-Health/128287110544426](http://www.facebook.com/pages/MDHMH-Office-of-Oral-Health/128287110544426)

Visit *Healthy Teeth, Healthy Kids* on Facebook

[www.facebook.com/HealthyTeethHealthyKids](http://www.facebook.com/HealthyTeethHealthyKids)

Follow *Healthy Teeth, Health Kids* on Twitter

@HealthyTeethMD

Visit *Healthy Teeth, Healthy Kids* on Pinterest

[www.pinterest.com/healthyteethMD/](http://www.pinterest.com/healthyteethMD/)

Visit *Healthy Teeth, Healthy Kids* on Instagram

@healthyteethhealthykids

