ASTDD COMMUNICATIONS COMMITTEE LOGIC MODEL **2022-2023**

INPUTS

ASTDD Members

Communications Committee Members
Social Media Workgroup

ASTDD ED (Weekly Digest, ASTDD Website Listserv)

6th Street Web Design and E-Marketing (Website)

Writer/editor SME

ASTDD Committees and Consultants

Centers for Disease Control and Prevention/
COHSII: HRSA MCHB/OHRC
NCHBHS: Office of Head Start/Educational Development Corp/
/Oral Health Resource Center National Partners,
Territorial Partners

ACTIVITIES

1. P roduce and disseminate Bi-monthly Roundup, Weekly Digest and ASTDD Annual Report
2. Post messages and resources; maintain and update ASTDD website, listservs and social media platforms
3. Assess need for/feasibility of new communication strategies
4. Identify and target new audiences for communication
5. Promote importance and roles of state and territorial oral health programs (S/TOHP)
6. Assist ASTDD committees to use communication plan templates, branding guidelines and to develop and disseminate materials
7. Assess ASTDD committees' and SOHP use of communication plans and strategies
8. Assist S/TOHP to create communication plans and evaluate communication strategies
9. Plan Spotlight/Communities of Practice/TA around communication topics
10. Plan and arrange staffing and materials for exhibit at NOHC

OUTPUTS

1. Documents disseminated to target audiences
2. Website, listserv and social media postings are timely, accurate and useful
3. New communication strategies Identified, piloted and implemented
4. Some communication strategies tailored to new audiences
5. Messages about S/TOHP disseminated and evaluated
6. ASTDD communications are coordinated, strategic and broadly disseminated
7. Findings from assessments used to plan resources, training and TA
8. Training, TA on communication plans and evaluation strategies
9. Spotlight/Communities of Practice conducted
10. Exhibit materials shared; volunteer staff interact with attendees

SHORT-TERM OUTCOMES

ASTDD members value and use the resources ASTDD provides

National, state and territorial stakeholders have accurate and timely information on roles and resources of ASTDD and S/TOHP

S/TOHP use more varied and more effective communication strategies

S/TOHP use communication plans and evaluate communication strategies

INTERMEDIATE-TERM OUTCOMES

National and state/territorial policymakers understand the value of ASTDD resources and the contribution of S/TOHP to core public health functions and essential services

LONG-TERM OUTCOMES

ASTDD and S/TOHP increased their communication skills and the number, utility and effectiveness of their communication resources and efforts.

Effective communication enables S/TOHP to improve oral health outcomes of target audiences, programs and policies.