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

CDC DOH
HRSA MCHB (COHSII)
Office of Head Start
(NCHBHS)
National Partners
Territorial Partners

ACTIVITIES

- P roduce and disseminate Bimonthly Roundup, Weekly Digest and ASTDD Annual Report
- 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
- Promote importance and roles of state and territorial oral health programs (S/TOHP)
- Assist ASTDD committees to use communication plan templates, branding guidelines and to develop and disseminate materials
- Assess ASTDD committees' and SOHP use of communication plans and strategies
- Assist S/TOHP to create communication plans and evaluate communication strategies
- 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
- Website, listserv and social media postings are timely, accurate and useful
- New communication strategies Identified, piloted and implemented
- 4. Some communication strategies tailored to new audiences
- 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
- 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 value and increase 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.