

**WORK PLAN**  
**COMMITTEE/WORK GROUP NAME: Communications**  
**September 1, 2023-August 31, 2024**

*Status: P = in progress, C = completed, B = barrier, D = delayed (e.g., competing priorities)*

Activity (From Logic Model)	Action Steps	Lead/Others Involved	Timeline (Start/End)	Evaluation Method (How, when)	Status	Date/Progress Report (Including result when completed, e.g., report produced)
1. Produce and disseminate Roundup, Weekly Digest and ASTDD Annual Report	<u>Roundup</u> : Plan content; solicit input from consultants, states, members, partner orgs; develop and review drafts; post to website and send email announcements <u>Weekly Digest</u> : Review announcements, news and new resources from multiple sources and compile into an email digest every Monday; disseminate via listserv and national distribution list <u>ASTDD Annual Report</u> : Use reports from consultants and projects to develop content; send out for formatting and cover design; post to website and send announcements to membership	Bev Isman, consultants  Executive Director, consultants, BOD  Editor/Dental Public Health Specialist SME, all consultants	Bi-monthly  Weekly  Jan-April	Consultant and committee updates, and selected queries about use		
2. Post messages and resources; maintain, update and evaluate ASTDD website, listserv, and social media posts	<u>Website</u> : Identify and post new website links and update existing links identified by committees and consultants; create new content to address resource gaps; track use; promote underused resources and webpages; improve navigation based on member and feedback from Bradley. <u>Listserv</u> : Encourage posting of questions and resources; consultants post directly if listserv not used much; track topics and frequency of posts on each listserv <u>Social Media</u> : Post new content, resources, announcements, photos from meetings, etc. throughout each month and update the Social Media Library. Monitor and maintain awareness of	Chris Wood, 6 <sup>th</sup> Street, consultants  Consultants  Matt Jacob, FB and Twitter. Heather Beavers LinkedIn. SM workgroup	Ongoing, at least monthly posts; more often for social media	Facebook, LinkedIn and Twitter postings.		

	trends in social media and add new Social Media Platforms including LinkedIn, as needed.			Periodic member queries on use		
3. Assess need for and feasibility of new communication strategies	Ideas developed at regular communications and social media meetings, query members for ideas for new strategies or webinars; review what other national groups are doing to disseminate their information; pilot new projects and ideas	Whole committee	Ongoing	Committee discussions; member queries		
4. Identify and target new audiences for communication	Ideas developed at regular communications and social media meetings, work with ASTDD committees and projects to expand dissemination efforts, e.g., to aging organizations, primary care organizations, OPEN Members, DPH residents, territorial partners.	Whole committee	Ongoing	Committee minutes and examples of sharing		
5. Promote importance and roles of state and territorial oral health programs (S/TOHP)	Promote key resources; highlight S/TOHP successes via multiple pathways and collect short success stories in some format. Hold regular Spotlight webinars to highlight ASTDD committee work and S/TOHP success stories	Whole committee, territorial liaisons	Ongoing	Tracking of documents or postings; periodic queries of use of information		
6. Assist ASTDD committees to use communication plan templates, branding guidelines and to develop and disseminate materials	Review drafts of resource materials and assist with formatting; write promotional pieces about materials to include in ASTDD and national partner communications. Assist Spotlight presenters with Communication plan and presentation skills and also add communication plan for the communications committee resources (spotlight, website, weekly digest, annual report, social media)	Communications committee chair consultant, & CC members	Ongoing and as requested	Plans reviewed and updated; Website tracking of use; periodic queries of use		

7. Assess ASTDD members' use of communication strategies and plans	Develop questions to track S/TOHP use of communication resources, strategies, and social media as well as facilitators and barriers. Collect examples of lessons learned and success stories	Communications committee chair consultant, and Editor/Dental Public Health Specialist SME	Collect or compile for reports	Workshop/webinar polling; member queries		
8. Assist S/TOHP to create communication plans and evaluate communication strategies	Offer TA and respond to individual requests if received; share examples on Communication webpage and via webinars; create tip sheets or tools; review draft materials and data documents from states if requested	Whole committee	As requested, or via workshops, webinars, or roundtables	TA notes; plans created or shared; workshop, or roundtable eval forms		
9. Spotlight, Communities of Practice, training/TA for S/TOHP around other communication topics	Create brief and engaging presentations and Q&A sessions using information from special queries to inform professional development activities and resource materials; work with national partners, ASTDD committees and territorial partners to plan professional development offerings	Whole committee; other ASTDD consultants and national partners	Ongoing	Training/TA eval forms		
10. Plan and arrange staffing and materials for exhibit at NOHC when in person	Review inventory of materials; review materials for updates; work with committees and projects to create short promotional resources; schedule and orient volunteers; ship, set up and staff the ASTDD display at the NOHC	Whole Committee	March-April	Feedback from volunteer staff; inventory of materials distributed; notes on visitor questions or discussions		