



**ASTDD Communication Committee
Annual Report
Jan 1, 2021 – Dec 31, 2021**

The ASTDD annual report describes the accomplishments and progress of the Communications Committee from January 2021 through December 2021.

CHAIR; JOHN WELBY

CONSULTANT: KIMBERLIE PAYNE

MEMBERS: HEATHER BEAVERS, LYNN BETHEL SHORT, NICOLE BLAIR JOHNSON, CASSIE BRAILER, MECHAUNE BUTLER, MELISSA GARCIA, BEV ISMAN, MATT JACOB, GRACE LINN, DEAN PERKINS, CHRIS WOOD

1. List any new members or subcommittee members:

Melissa Garcia and MeChaune Butler, the OH Program Director and Program Manager from Louisiana joined in January of 2021. They alternate calls depending upon their schedules.

2. Describe the purpose of your committee:

The purpose of the ASTDD Communications Committee is to oversee the various communication activities of the organization.

- Produce and disseminate regular publications, i.e., *Roundup*, *Weekly Digest* and *ASTDD Annual Report*
- Post messages and resources on the ASTDD listserv
- Maintain an active presence on ASTDD social media sites, i.e., Facebook, Twitter, LinkedIn
- Maintain and update ASTDD website, listservs, and social media platforms
- Assess need for and feasibility of new communication strategies
- Identify and target new audiences
- Promote importance and roles of state and territorial oral health programs
- Assist ASTDD committees with communication plans and strategies
- Assist S/TOHP to create communication plans and evaluate communication strategies
- Create, distribute, and display promotional materials and brochures for member and partner use
- Provide technical assistance/guidance to engage state oral health programs to promote oral health using social media

- Oversee the ASTDD booth at NOHC
- Host quarterly Spotlight webinars
- Host quarterly Communications Community of Practice calls

3. List your recent committee accomplishments:

The accomplishments of the Communication Committee for the year 2021 include:

- Published five regular issues and one special NOHC issue of *Roundup* highlighting ASTDD's accomplishments
- Published the ASTDD 2020 Annual Report
- Enhancements to the website, including the health communications page
- *Weekly Digest* published; all issues are archived and are searchable; members report this is an important source of information
- Evaluated and revised all communication plans for all current ASTDD communication vehicles
- Contributed to the Data BPAR collaborative project that fits into the CDC 2021 workplan
- Posted, maintained; and added new social media platforms including Facebook (Heather and Matt), LinkedIn (Heather Beavers) and Twitter (Matt Jacob)
- Held five Spotlights during 2021:
 1. BPAR Special Care Dentistry, presented by Lori Cofano
 2. Don't Bury the Lede, presented by John Welby and Matt Jacob
 3. Engaging the Media during Children's Dental Health month, presented by Jay Kumar and Maritza Cabezas
 4. Head Start social media, presented by Matt Jacob
 5. Love you Baby's Teeth campaign, presented by Maritza Cabezas
- Held the first Communication Community of Practice (CCoP) which was based on challenges we encounter when posting, reviewing and/or updating web content. John Welby and Matt Jacob were the hosts
- Created a set of design standards and guidelines that are recommended for use in creating ASTDD print and visual materials, such as handouts, brochures, newsletters, reports, policy papers and PowerPoint presentations. They include guidelines for using the logo and tagline, typography, color, and images and/or photography. They are available on the ASTDD website. <https://www.astdd.org/members-only/>

4. Describe your current committee activity:

- Regular monthly committee and workgroup meetings to address and improve all activities listed above

5. Describe the future activities planned by your committee:

- Continue to offer communication resources and support to ASTDD members
- Encourage consultants and committees to promote more discussions on various listservs
- Continue with all publications and webinars including *Roundup*, *Weekly Digest*, *ASTDD Annual Report* and the Spotlight and the CCoP
- Continue maintaining the ASTDD website

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

- Social Media Workgroup: Lynn Bethel (chair), Heather Beavers, Matt Jacob, Kimberlie Payne, Dean Perkins, John Welby
Meets bi-monthly, Kimberlie Payne takes minutes
- Website Workgroup: Bev Isman, Chris Wood Kimberlie Payne

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

The committee has added the Spotlight and Communities of Practice which has added more hours for the consultant committee members, more funding would be helpful.

Quotes from Members

“Thank you for inviting me to the Communication Community of Practice, this was well worth my time.”- Bill from Colorado

“I appreciate the weekly digest, thank you for the great resource.” - Matt from Wisconsin

“I never miss any of your ASTDD Spotlights, such great information.”- Kari from Illinois