



**ASTDD Communication Committee
Annual Report
Jan 1, 2022 – Dec 31, 2022**

The ASTDD annual report describes the accomplishments and progress of the Communications

CHAIR: JOHN WELBY

CONSULTANT: KIMBERLIE PAYNE

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

Committee from January 2022 through December 2022.

1. List any new members or subcommittee members:

New members include Tina Kilpatrick and Effie Greathouse. Samantha Cassidy was a member although had to resign because her program lost their funding.

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 the 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 Community of Practice calls.

3. List your recent committee accomplishments:

The accomplishments of the Communication Committee for the year 2022 include.

- Published three regular issues and one special NOHC issue of *Roundup* highlighting ASTDD's accomplishments
- Published the ASTDD 2021 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.
- Posted, maintained and added new social media platforms including Facebook (Heather and Matt), LinkedIn (Heather Beavers) and Twitter (Matt Jacob)
- Held five Spotlights.
 1. BPAR School Based Sealant Programs, presented by Lori Cofano and Beth Lowe.
 2. Oral Health Literacy Toolkit, presented by Linda Neuhauser and Jay Kumar.
 3. SDF Policy Change, presented by Robin Miller and Debora Teixeira.
 4. Telehealth, presented by Dr. Scott Howell.
 5. Texas Social Media Campaign, presented by McKenna Daahlquist and Rhonda Stokley.
- Held two Communications Community of Practice (CCoP).
 1. Oral Health Data Visualization, using data to tell the story. Presenter; Shawnda Schroeder from North Dakota.
 2. Building a robust communications component within your office. Presenter; John Welby

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), Matt Jacob, John Welby, Kimberlie Payne, Heather Beavers

Meets bi-monthly, Kimberlie Payne takes minutes.

- The Social Media Workgroup (SMWG) recently completed a social media library that is now

on the ASTDD website.

- The SMWG selected three states that will be receiving technical assistance on social media. The pilot project started in 2022 and will continue through 2023. The states selected include Missouri, Minnesota and Arkansas.

Website Workgroup: Bev Isman, Chris Wood Kimberlie Payne. This group did not meet in 2022.

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

No needs currently

Quotes from Members

“ASTDD is an amazing organization and I am proud to be a part of it”- Judith from Colorado

“I look forward to every Monday so I can read the weekly digest.” – Alison from Pennsylvania

“The ASTDD Spotlights are great.”- Sarah from Pennsylvania