

Dental Public Health Activity Descriptive Summary

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Coordinated Communications Initiative

Over the past four months the Well-Ahead Healthy Smiles & Communications teams have worked to develop an evidence-based communications approach. By engaging earned media, online communication and grassroots partners this group can effectively achieve its goals of improving oral health in Louisiana. The evidence-based approach also utilizes highly aimed messaging that speaks to the interests of targeted audiences in order to accomplish the goal of developing a greater number of advocates for oral health in our state. The Healthy Smiles team has worked to maintain an overarching communications strategy focused on concise messaging with an emphasis and attention to the overall promotion of each major goal area 1.) School-based oral health intervention→including sealants & fluoride varnish applications, 2.) Community Water Fluoridation, 3.) Partnerships.

Outcomes of this evidence-based communications approach include the following:

- Oral Health Webpage Revamp
- Oral Health Fact Sheet/Resource Library
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The Oral Health webpage has been revamped to be easier to follow and more visually appealing for the audience! The webpage also provides different drop down accordion files for different target audiences. This was important to differentiate between the vast varieties of individuals the Healthy Smiles team targets. <http://wellaheadla.com/OralHealth>

Oral Health Fact Sheet/Resource Library Examples:

[Community Water Fluoridation in Louisiana: Fact Sheet](#)

[Dental Sealants in Louisiana: Fact Sheet](#)

[Oral Health in Louisiana: Fact Sheet](#)

Lessons Learned:

Providing eye catching resources through a variety of avenues (email, social media, infographics, text, etc.) will attract multiple target audiences.

Maintaining a consistent message is extremely important and will build brand recognition with partners.

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