ASTDD Communication Committee Annual Report
Jan 1, 2020 – Dec 31, 2020

Chair: John Welby          Consultant: Kimberlie Payne

Members: Lynn Bethel Short, Matt Jacob, Nicole Blair Johnson, Cassie Brailer, Dean Perkins, Chris Wood, Grace Linn, Bev Isman, Heather Beavers.

1. List any new members or subcommittee members:

   Heather Beavers from Michigan joined in August 2020. Melissa Garcia, the OH Program Manager from Louisiana will be joining our committee January 2021.

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 the bi-monthly publication of *Roundup*, the *Weekly Digest* and the *ASTDD Annual Report*.
   - Post messages and resources on the ASTDD listserv.
   - Maintain and update ASTDD website, listservs, and social media platforms.
   - Assess need for and feasibility of new communication strategies.
   - Identify and target new audiences for communications.
   - Promote importance and roles of state and territorial oral health programs.
   - Assist ASTDD committees to use the 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 the quarterly Spotlight webinar.

2. List your recent committee accomplishments:

   The accomplishments of the Communication Committee for the year 2020 include:
   - Published six regular issues and one special NOHC issue of *Roundup* highlighting ASTDD’s accomplishments.
   - Published the ASTDD 2019 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 for them.
   - Evaluated and revised all communication plans for all current ASTDD communication vehicles.
• Contributed to the Data BPAR collaborative project that fits into the CDC 2020 workplan.
• Provided TA to the CA oral health program communications committee.
• Posted, maintained, and added new social media platforms including Facebook (Lynn Bethel Short), LinkedIn (Heather Beavers) and Twitter (Matt Jacob).
• Held three Spotlights during 2020:
  ➢ Hypertension screening in the dental office (Presenter - John Welby).
  ➢ COVID 19 Protocol (Presenter - Jay Kumar).

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.
• Continue maintaining the ASTDD website.

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

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

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

The Spotlight has added more billing hours than previous years, this has been added to the consultant hours for year 2021.

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Thank you for the Spotlight, I appreciate that it is short although it has so much important information -Melissa from Illinois.
I use the weekly digest to prepare for my week, thank you for the great resource - Shelly from New Hampshire
I love the Roundup and how it shows more of a personal touch- Matt from New York