



**ASTDD Communication Committee
Annual Report
Jan 1, 2023 – Dec 31, 2023**

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, KATHERINE EISSFELDT

The ASTDD annual report describes the accomplishments and progress of the Communications Committee from January 2023 through December 2023.

1. List any new members or subcommittee members:
Katherine Eissfeldt.
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, 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.
- Develop and implement new communication strategies.
- 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 Spotlight webinars.
- Host Communication Community of Practice calls.

3. List your recent committee accomplishments:

The accomplishments of the Communication Committee for the year 2023 include.

- Published four regular issues and one special NOHC issue of *Roundup* highlighting ASTDD's accomplishments.
- Published the ASTDD 2022 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). We removed Twitter due to boards request.
- Established the ASTDD Excellence in Communication Award.
- Held five Spotlights.
 1. Leveraging the MNOHI Environmental Scan in Ohio. (June)
Presenters, Marla Morse and Susan Lawson.
 2. Healthy Mouth for Everybody, A HRSA Oral Health Literacy Campaign. (August)
Presenter, Adam Barefoot, DMD, MPH.
 3. OHRC, We're Here to Help. (September)
Presenter, Sarah Kolo.
 4. Social Determinants of Health and Improving Oral Health Equity. (November)
Presenters, Catherine Simpson, Stephanie Yang, Harvard Dental Students.
 5. Amalgam and Resin Based Composites, an Overview of Environmental and Health Impacts. (December)
Presenter, Linda Kaste, DDS, MS, PHD.
- Held three Communications Community of Practice (CCoP).
 1. Building a robust communications component within your office. (January)
 2. Everything you want to know about QR Codes. (May)
 3. Getting communication materials through the review process. (November)

4. Describe your current committee activity:

- Regular 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: Heather Beavers, (Chair) Matt Jacob, John Welby, Kimberlie Payne, Sandra Rodriguez.

Meets bi-monthly,

- Provided social media technical assistance to Missouri, Arkansas, and Minnesota.
- Developed messaging for Childrens Dental Health Month and other calendar observances.
- Posted updates and information on LinkedIn and Facebook, discontinued Twitter.
- Developed landing slide and supported social media messaging for NOHC.

Website Workgroup: Bev Isman, Chris Wood Kimberlie Payne. This group did not meet in 2023.

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

Currently, there are no unmet needs.

Quotes from Members

“Thank you ASTDD for all your support, I look forward to the Spotlights” Mary

“ASTDD is amazing, I appreciate all the information especially the Weekly Digest” Joyce

“I use ASTDD information and the website all the time” Sam

“The Roundup is such a nice review of ASTDD, I love the personalized touch” Susan