



COMMUNICATION PLAN: GOAL-SPECIFIC

Project or Document Title:

Dientes Sanos, Niños Sanos (Healthy Teeth, Healthy Kids)

INSTRUCTIONS: Prepare one plan for each goal.

<p>Problem Statement</p>	<p>Oral disease is one of the most common chronic disease among US children. It impacts two out of every five children by kindergarten. 52 million school hours are lost annually to oral disease. In Maryland, low income and minority children, primarily Hispanic and African American, are disproportionately affected by poor oral health and have a greater number of untreated cavities than do middle class white children.</p>
<p>Goal</p>	<p>Launch a media campaign within Maryland’s Hispanic community that will create awareness about the importance of children’s oral health, improve oral disease prevention skills, increase access to oral health care and reduce oral disease within Maryland’s Hispanic community.</p>
<p>Target Audience(s)</p>	<p>Primary: Spanish speaking women, Latinas in Maryland – age 18 – 45, who are mothers of at risk infants and children up to age six and who are living in Montgomery, Prince Georges, Baltimore, and Howard counties and in Baltimore City.</p> <p>Secondary: Latino organizations in Maryland, promotoras within the latino community, health care and social service organizations, WIC, Head Start, Early Head Start, FQHCs, county health departments, dentists, dental hygienists, and Maryland Healthy Smiles, (Maryland’s Medicaid Dental Program).</p>
<p>Objectives</p>	<ol style="list-style-type: none"> 1. Engage curiosity and attention by communicating the benefits of proper oral disease prevention behaviors in children 2. Provide new information about the importance of children’s oral health and its relationship to good overall health 3. Increase healthy behaviors by providing the routine oral-hygiene skills necessary to keep a child’s mouth healthy 4. Increase healthy behaviors by providing a website connection to finding a dentist that takes <i>Maryland Healthy Smiles</i>, (the Maryland Medicaid Dental program)

Key Messages	<ul style="list-style-type: none"> • Children are healthy, happy and thankful when their mom helps them to have a healthy mouth • Oral health is an important part of overall health • Take care of your child’s mouth early, from birth on... • Clean your baby’s gums and once teeth come in brush with fluoride toothpaste twice a day • Visit the dentist by your child’s first birthday • To find a dentist, visit: <i>DientesSanosNiñosSanos.org</i>
Planned Channels and Materials	Radio advertising, transit advertising, website, social media, media relations, community outreach and distribution of campaign materials including brochures and posters
Plan for Pre-testing Messages and Materials	Two focus groups consisting of (8 – 10) individuals (Latinas) who represent the target audience and geography. Message, creative approach, impact, appropriateness, understanding and usability was tested.
Planned Activities and Timelines	Advertising media buy, brochure distribution, engagement through community education, outreach, events and social media (Facebook and Twitter). Campaign ran 10 continuous weeks, Sept. – Nov. 2014.
Evaluation Design, Methods and Measures	Pre-and post-campaign surveys were conducted to measure the campaign’s effectiveness – specifically, if campaign messages had reached their intended audience and if the messaging influenced the perceptions and behaviors of the women who heard about the campaign. 400 Latina women with children participated in each survey wave, (pre and post campaign).
Responsible Parties and Partnerships	Maryland Office of Oral Health, Maryland Dental Action Coalition and United HealthCare
Budget/Resources Needed	Focus group development, facilitation and analysis, advertising concept development, design and production, media buying, community outreach, community events, and materials distribution, pre-and-post campaign survey design, implementation, analysis and interpretation. Budget: \$75,000.00
Protocol for Review and Approval	Approval through appropriate channels within the Maryland Department of Health, Maryland Office of Oral Health, Maryland Dental Action Coalition, and United HealthCare.
Progress Notes	
Results obtained by comparing the pre- and post-campaign surveys indicated that the campaign was successful. Almost all mothers (91.5 percent) heard about the <i>Dientes Sanos, Niños Sanos</i> campaign, with 90.6 percent recalling at least one of the campaign’s messages. After	

the campaign, significantly more mothers (92.2 percent) believed children should go to the dentist before their first birthday, and 92.8 percent of mothers believed that dental health is an important part of overall health—both key campaign messages. Following the campaign, more mothers (18.7 percent) had heard of fluoride and 71 percent more mothers understood its purpose. The survey also found that significantly more mothers (80 percent) drank fluoridated tap water following the campaign. According to the CDC, 94 percent of tap water in Maryland contains fluoride. Fluoridated water has been shown to be effective in preventing cavities.