



**OHF Communication Action Team (CAT)**

**Chair: Claudia A. Serna PhD, MPH, RDH, BDS**

**Wednesday, March 18, 2015**

**12:00 pm- 12:30 pm**

**Minutes**

- I. Call to Order, 12:02 pm
- II. Members on the call: Alina Soto, Cheryl Vamos, Holly Hohmeister, Jaana Gold, Judith Crocker Corbin
- III. Discussion of activities:
  - The CAT is utilizing social media platforms on a daily basis to disseminate relevant messages and information to increase awareness among the public and stakeholders on oral health issues in the State of Florida and in the U.S. Postings include news, events, initiatives, articles, etc. The CAT is also participating in professional organizations' twitter chats during the year in order to increase visibility, share information and learn from others. The Oral Health Florida Facebook page has 470 likes from individuals and 939 followers on Twitter. CAT webpage  
<http://oralhealthflorida.org/action-teams/communication-action-team/>
  - Other social media platforms:  
OHF Facebook: <https://www.facebook.com/OralHealthFlorida>  
OHF Twitter: <https://twitter.com/oralhealthfl>  
OHF YouTube: <https://www.youtube.com/user/oralhealthflorida>  
OHF Google +: <https://plus.google.com/101333474360176404176/posts>  
OHF LinkedIn  
Group: [https://www.linkedin.com/groups?gid=6946995&goback=.gmp\\_6946995](https://www.linkedin.com/groups?gid=6946995&goback=.gmp_6946995)

- The CAT created some messages covering different oral health topics that are posted on Facebook and Twitter. The objective is to provide members (dental and non-dental), coalitions and the public with messages that are easy to understand and share. These messages can be easily copied and pasted to click-post or tweet. Every message has the hashtag [#healthymouthbody](#) which is the coalition main message. The messages can be found here: <http://media.news.health.ufl.edu/misc/cod-oralhealth/docs/actionteams/literacy/OHFTwitterMessages.pdf>
- The CAT created an “Oral Health Florida Corner Blog” where members are able to write about particular topics, news, events, etc. We are going to utilize this “corner” to learn about the work being conducted by everyone throughout the State. Our first blog post was from Johnny Johnson, Jr, DMD, MS about "The 70th Anniversary of CWF in the United States." The blog can be found here: [http://oralhealthflorida.blogspot.com/2015/03/the-70th-anniversary-of-cwf-in-united\\_10.html?spref=fb](http://oralhealthflorida.blogspot.com/2015/03/the-70th-anniversary-of-cwf-in-united_10.html?spref=fb) Our second post was: THINK TEETH! Oral Health Is Important in Early Childhood. <http://oralhealthflorida.blogspot.com/2015/03/think-teeth-oral-health-is-important-in.html>

IV. New ideas/comments/suggestions from the group:

1. Create messages for a specific topic (e.g. oral health during pregnancy) and audiences (e.g. providers)
2. Focus each month on a particular topic and disseminate information about that topic on our social media platforms.
3. Make a list of programs in Florida in order to share their information.
4. Connect with health campaigns in Florida and try to work with them.

V. Adjournment, 12:30 pm