

**Recommendation 3: INCREASE PUBLIC AND GOVERNMENTAL AWARENESS FOR ORAL HEALTH ISSUES.**

Strategy/ Action Steps	Target Date	Responsible Entity	Comments
<b>Strategy 1:</b> Educate Lawmakers and policymakers about the importance of oral health.			
<b>Action Steps for Strategy 1</b>		FPHI	Completed on website
a. Develop a strategic plan		FPHI	Completed on website- continue to develop and encourage other coalitions to use and develop
b. Develop PSA's		PBCOHC/ PBSC/Hillsborough	16 that are housed on the website and YouTube
c. Develop a tag line that signifies oral and overall health		PBCOHC	Healthy Mouth, Healthy Body
d. Form local oral health coalitions		9 active coalitions statewide	
e. Develop a map of coalitions and their leads		FPHI	Completed and housed on website
f. Partner with non-dental community leaders			
g. Develop one pagers for promotional distribution		PBCOHC/ Hillsborough coalition	Completed and on website
h. Develop a local media kit		FPHI	Completed and on website
i. Develop a local policy advocacy tool kit		FPHI	Completed and on website
j. Develop a messaging tool kit		FrameWorks Institute/DentaQuest	Talking About Children's Oral Health Toolkit developed
k. Provide information to lawmakers and lobbyist representing related groups with an interest in oral health issues		FDHA/FPHI/FDA	FDHA Smile Day in Tallahassee and Dentist Day on the hill passed legislation bill 1319.

l. Develop training sessions with FrameWorks Institute on how to frame the message of oral health.		FPHI/DentaQuest/FrameWoks	Completed in 5 counties through 2009-2011
m. Develop one pagers regarding BSS and ER data		Martha Harbin- Policy Wisdom and FPHI	Being developed for review
n. PBS Frontline expose on access to oral health		Interviews by Dr. Frank Catalanotto Dr. Henri Logan, Dr. Cesar Sabates, President of FDA	Publicize this even in local communities and follow up with PSAs or other events.
o. Monitor implementation of AD Council oral health literacy 2 to 3 year campaign and try to build on their messaging			OHF link our efforts with theirs
p. Develop key tools that will help local coalitions to work with their taxing district.			
q. Develop a legislative process local tool kit			
<b>Strategy 2:</b> Educate the public about the importance of oral health and the connection between oral and general health.			
<b>Action Steps for Strategy 2</b>			
a. Develop PSA's that deliver and oral systemic message		PBCOHC and partners	Completed and on website and YouTube
b. Develop one pagers that educate the general public		PBCOHC	Completed and on website
c. Promote countywide oral health awareness events			Such events have been held in PBC, Hillsborough and Alachua
d. Identify key organization to receive targeted material			
<b>Strategy 3:</b> Educate non-dental health care provider son the importance of oral health			
<b>Action Steps for Strategy 3</b>			
a. Identify, contact and work with non-dental health			

care organizations			
b. Implement pilot curricula in at least one nursing and one medical school in Florida, obtain feedback and analyze results.			
<b>Strategy 4:</b> Utilize Internet resources for oral health information and education.			
<b>Action Steps for Strategy 4</b>			
a. Develop an Oral Health Florida Website		FPHI	Completed and is an ongoing process of updating
b. Develop an Oral Health Florida Facebook and Twitter page		FPHI	Completed and is an ongoing process of updating
c. Develop a YouTube page for PSA's and other oral health education		FPHI	Completed
d. Develop webmaster		FPHI	Cathy Cabanzon
e. Establish a process or updating all internet resources		FPHI/OHF members	Cathy Cabanzon and Claudia Serna do weekly updates
f. Apply for grant funding			2014 DentaQuest application submitted
g. Develop a online resource center for professionals, parents and educators.		PBSC/Quantum Foundation	Completed and housed on the Oral Health Florida Website