



## Minutes

Oral Health Florida Oral Health Literacy Conference Call  
Wednesday, January 16  
12:00 PM to 1:00 PM

Present: Dr. Roderick King, Dr. Rick Stevenson, Felecia Brantley (for Karen Pesce), Vivienne Treharne, Claudia Serna, Martha Harbin, Debora Kerr, Cristy Hom

- I. November minutes correction per Claudia Serna: OHF's Facebook had 344 likes in November. Minutes approved.
- II. Dr. King reported that Leadership Council met face to face January 11, 2013: Leadership Council is aligning goals in SOHIP, SHIP and DentaQuest grant for statewide oral health strategy; identified key strategies
- III. Dr. King reported FPHI's DentaQuest grant's Oral Health Literacy progress:
  - FPHI added Oral Health Literacy to its coalition training manual. In Q2, FPHI will begin to create webinar and schedule OHL trainings through the end of the grant period.
  - FPHI engaged the non-dental stakeholder - the United Way - in its oral health literacy campaign.
  - FPHI has expanded its social media usage and reach as indicated by monthly reports.
  - FPHI met with United Way of Palm Beach County Communications Director and implemented all suggestions for improved use of social media including a shift in target audience from oral health professional stakeholders to the general public as a part of OHL campaign. (Holiday hashtag campaigns, bloggers, United Way partners).
  - Social media messages now include oral health facts aimed at the general public and human services providers.
  - FPHI engaged in statewide outreach through its OHF network in order to update its list of active and emerging oral health coalitions and groups interested in becoming a coalition It identified coalitions who are interested in receiving training in order to increase OHL messaging activities, especially regarding policy change and medical-dental collaboration.
- IV. FPHI consultant Martha Harbin identifying legislative oral health champions and gave legislative update, listing legislators with an interest in oral health; reported that there is no threat of huge budget cuts to oral health; surplus funds being allocated education and infrastructure; legislation to increase reimbursements to dentists is being sponsored.
- V. Claudia Serna gave social media update:
  - OHF's Facebook page has 360 likes; OHF Twitter has 156 followers.
  - Claudia recently mentioned in two publications for expertise in public health social media (Debora reported)
- VI. Adjourned 12:26 pm

