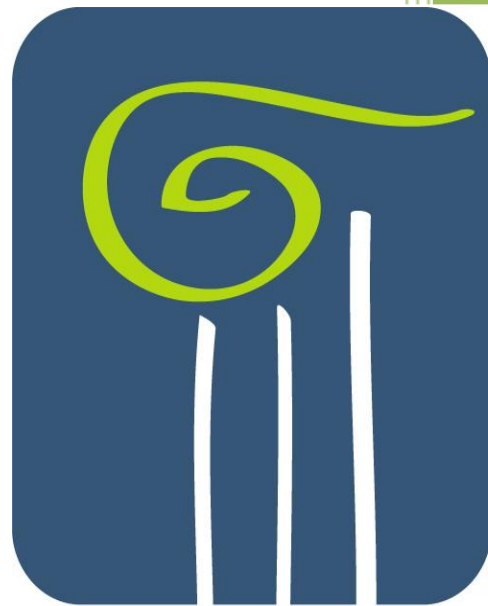


2010

Oral Health Messaging



Florida
Public
Health
INSTITUTE

Research. Policy. Education.

December 4, 2010

Florida Public Health Institute/ DentaQuest- Year Summary

The Florida Public Health Institute (FPHI) initially enrolled three County Coalitions to formulate a messaging training and strategic plan for the year.

- Jacksonville coalition was reformed with the lead from Dr. Robert Selwitz, Dental Director Jacksonville Health Department
- Hillsborough coalition was newly formed coalition under the leadership of Karen Pesce, RN Executive Director of More Health, Inc.
- Palm Beach County coalition, a two year active coalition with the lead of Dr. Claude Earl Fox, Director of the Florida Public Health Institute.

Working closely with FrameWorks Institute, the three coalitions embarked on a four month training that focused on improving communications strategies. These strategies were to increase public understanding of and public support for programs and policies that aim to improve children's oral health in our communities. An additional priority of the FrameWorks Institute is partner building activities with the three Florida coalitions and other state coalitions.

This four month engagement included:

- A series of workshops in January and February located in Palm Beach, Hillsborough and Jacksonville counties.
- Each of the workshops included 25 diverse community leaders' agencies with the desire to improve children's oral health. Representatives for the Florida Dental Association, Florida Dental Hygiene Association and Oral Health Florida Coalition were in attendance.
- A series of webinars (3) were conducted with the facilitation from FPHI and FrameWorks Institute for each of the coalitions prior to the face to face workshops.
- The final event of the FrameWorks training was a stakeholders meeting was held in Palm Beach County with representatives from each of the coalitions. The purpose was to develop a strategic plan to deliver the message statewide and continue to foster coalition activities throughout Florida.
- A website blog was also developed and utilized for training purposes.



Hillsborough County



Stakeholders meeting

Concluding the four month FrameWorks engagement, FPHI continued their role to develop a statewide messaging campaign and build coalition activities. As a result of this initiative FPHI has been appointed as the coordinator for Oral Health Florida's

messaging workgroup. FPHI activities to advance oral health messaging and further develop coalition activities include:

- FPHI staff attended the National Oral Health Conference in St. Louis, 2010.
- Monthly messaging conference calls were conducted with the three original coalition and other statewide leaders wishing to advance activities in their counties.
- The development of a Facebook and Twitter page for Oral Health Florida where best practices and upcoming events are shared. To date there are 200 fans who actively participate in postings.



- A tag line and logo that is used statewide.
- Developed a series of PSA's in English, Spanish and Creole that are on FPHI website, Oral Health Florida Facebook and YouTube.
- Contracted a local PR firm to develop a statewide messaging campaign that can be used by all coalitions.
- Received countywide proclamations for October 27, 2010 to be known as Healthy Mouth, Health Body day, (Palm Beach County, City of Delray Beach, Town of Jupiter, City of Lake Worth and the City of Belle Glade).
- A press event launching the Healthy Mouth, Healthy Body statewide campaign on October 27, 2010 at the South Florida Science Museum. Participants included local officials and coalition members as well as Palm Beach State College President and the Dean and Faculty of Health Sciences. T-shirts with logo, power point presentations and posters were developed for the event.
- As a result of the press conference, oral health awareness articles were published in the Palm Beach Post, the Sun Sentinel and Your PBC.org. Additionally, a TV interview on PBS channel WXEL featuring Dr. Fox and Dr. Bilger, Dental Director of the Palm Beach County Health Department, was aired in November, 2010.



Press Conference

Presently, FPHI is preparing a press book template that can be used by all coalitions to launch county messaging efforts. The Healthy Mouth, Healthy Body logo is being utilized by various coalitions and the Florida Dental Hygiene Association as part of their awareness campaign. Additionally, FPHI has created an online survey that will be sent to all Florida Health Department Dental Directors. The intent of this survey is to acquire a knowledge of existing oral health coalitions and/or coalitions that actively address oral health issues. This information will assist Oral Health Florida and the Florida Public Health Institute with future planning activities in order to increase the number of coalition efforts that are addressing the oral health disparities.

During 2010, not only has FPHI developed a state wide messaging campaign, it has also built coalition activities in three counties and initiated the interest of two other counties (Miami and Alachua County) who would like to develop coalition activities. FPHI continues to work closely with state and local leaders that include but are not limited to:

- Florida Department of Health Dental program
- Florida Dental Association
- Florida Dental Hygiene Association
- Nova Southeastern University
- University of Florida
- Palm Beach State College University
- Hillsborough Community College
- Children's Services Council
- Palm Beach County Medical Society
- Federally Qualified Health Centers
- Community Health Centers
- County Health Departments
- Health Foundation of South Florida
- March of Dimes
- Human Services Council Miami

Links to messaging resources

- Oral Health Florida Facebook Page
<http://www.facebook.com/profile.php?id=1808231852#!/pages/Oral-Health-Florida/122518796668>
- Series of 15 PSA's on You Tube
<http://www.youtube.com/watch?v=A-msN9wSD5Q>
- Water Fluoridation
<http://yourpbc.org/articles/detail.dot?id=79996>

The Florida Public Health Institute (FPHI) and the Children’s Dental Health Project (CDHP) developed a website that will provide relevant information on children’s oral health care. The goal of this project is to provide an online resource for policy makers, advocates and parents in Florida that identify new oral health care policies and identify improvements to how Floridian’s can access dental care, with a particular focus on low-income children and families covered by CHIP and Medicaid.

