

Social Media Toolkit

Title: Oral Health

For use during Week 32 (8/10/20 to 8/16/20)

Launch Date: 8/7/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

Oral health is much more crucial than people think. It affects our ability to eat, speak, smile, and show emotions. It can also affect a person's self-esteem. It is recommended that people attend the dentist twice a year to maximize their oral health as well as brush twice a day and floss. More than 80% of people will have had at least one cavity by age 34. Cavities have become more preventable today with the fluorinated tap water. However, it is still an issue that needs to be addressed.

This toolkit will provide information on how one can maximize their own and their children's oral health.

Target audience/high-risk subsets

**Describe target audience*

- All people

**Describe high-risk or sub-populations, if appropriate*

- Low-income families who cannot afford semiannual dentist appointments. Data shows Children aged 5 to 19 years from low-income families are twice as likely (25%) to have cavities, compared with children from higher-income households (11%).
- Infants and children
- Adults 65+

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Considerations need to be made for families who cannot afford to go to the dentist or the supplies necessary to maximize oral health. Multiple chronic health problems and busy work schedules may make it difficult for people to prioritize their oral health.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[American Dental Association—Mouth Healthy](#)

[Centers for Disease Control and Prevention—oral health](#)

[Colorado: Department of Public Health and Environment—oral health](#)

[Office of Disease Prevention and Health Promotions—oral health](#)


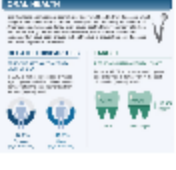



References

Cdc.gov. 2020. *Oral Health* | CDC. [online] Available at: <<https://www.cdc.gov/oralhealth/index.html>> [Accessed 22 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Karisma Sinha--Northeast Ohio Medical University, medical student																													
Estimated time used to create	3 hours																													
Date submitted	4/22/20																													
DUE date & TARGET date for release (Monday)	8/27/20																													
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>8/3/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Robert Fulton, MA, DDS, FADI</td> <td>8/10/20</td> <td></td> <td></td> <td>RF</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	8/3/20	AL	AL		Robert Fulton, MA, DDS, FADI	8/10/20			RF										
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	Approvers Instructions <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																													
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Content recency All messages in this toolkit were generated in [April/2020] and contain up-to-date information prior to the launch date.																														
Accuracy Sources of all data are provided (all credible sources) YES or NO																														
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">11</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">11</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>				Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	11	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	11	Video (YouTube)	Optional	0	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0		
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/fluoridation/data-tools/reporting-system.html	The principal tool by state programs and the CDC to manage the data on water fluoridation is the Water Fluoridation Reporting System	4/21/20	Source: Centers for Disease Control and Prevention
Facebook 2		https://www.healthypeople.gov/2020/leading-health-indicators/infographic/oral-health-1	Oral health	4/21/20	Source: Office of Disease Prevention and Health Promotions
Facebook 3		https://www.colorado.gov/pacific/cdphe/categories/services-and-information/health/prevention-and-wellness/oral-health	Oral health	4/21/20	Colorado: Department of Public Health and Environment
Facebook 4		https://health.gov/news-archive/announcements/2018/05/check-out-the-new-oral-health-infographic-from-healthy-people-2020-2/index.html	Oral health	4/21/20	Source: Office of Disease Prevention and Health Promotions
Facebook 5	 Wipe gums twice a day with a soft, clean cloth in the morning after the first feeding and right before bed to wipe away bacteria and sugars that can cause cavities.	https://www.cdc.gov/oralhealth/basics/childrens-oral-health/index.html	Oral health for children	4/21/20	Source: Centers for Disease Control and Prevention

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*





Tweet 1	#floss your teeth and keep the cavities away
Tweet 2	About 1 of 5 (20%) children aged 5 to 11 years have at least one untreated decayed tooth #gotothedentist
Tweet 3	Keep your teeth clean so you don't need a root canal #saynotocavities
Tweet 4	#oralhealth is crucial to keep a beautiful smile
Tweet 5	Have your teeth checked out by a dentist—sometimes problems lie underneath the surface! #gotothedentist
Tweet 6	Make sure to see the dentist every #6months
Tweet 7	Brush your teeth #twiceaday to keep the dentist away
Tweet 8	#whiteteeth and a beautiful smile make for a beautiful child
Tweet 9	Drink tap water than contains #fluoride
Tweet 10	Parents!! Don't let your kids eat too much sugar because #cavities
Tweet 11	Combating #toothdecay consists of not eating all refined sugars from the diet, cleaning the tongue, inside of cheeks, flossing and brushing the teeth.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1		https://www.cdc.gov/oralhealth/basics/adult-oral-health/adult_older.htm
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	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 2	 <p data-bbox="277 1083 415 1199">When teeth come in, start brushing twice a day with a soft, small-bristled toothbrush and plain water.</p>	https://www.cdc.gov/oralhealth/basics/childrens-oral-health/index.html	For Babies	4/21/20	Source: Centers for Disease Control and Prevention
Instagram 3	 <p data-bbox="277 1388 415 1503">Visit the dentist by your baby's first birthday to spot signs of problems early.</p>	https://www.cdc.gov/oralhealth/basics/childrens-oral-health/index.html	For Babies	4/21/20	Source: Centers for Disease Control and Prevention
Instagram 4	 <p data-bbox="277 1709 415 1740">Take a dentist's advice to follow you, the kid.</p>	https://www.cdc.gov/oralhealth/basics/childrens-oral-health/index.html	For Pregnant Women	4/21/20	Source: Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/oralhealth/dental_sealant_program/index.htm	Oral health and dental sealants	4/21/20	Source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#brushyourteeth
Hashtag 2	#gotothedentist
Hashtag 3	#floss
Hashtag 4	#oralhealth
Hashtag 5	#cleanteeth
Hashtag 6	#whiteteeth
Hashtag 7	#twiceaday
Hashtag 8	#DentalSealants
Hashtag 9	#6month
Hashtag 10	#saynotocavities
Hashtag11	#toothdecay