

ASTDD Communication Committee Annual Report

Jan 1, 2020 – Dec 31, 2020

Chair: John Welby

Consultant: Kimberlie Payne

Members: Lynn Bethel Short, Matt Jacob, Nicole Blair Johnson, Cassie Brailer, Dean Perkins, Chris Wood, Grace Linn, Bev Isman, Heather Beavers.

1. List any new members or subcommittee members:

Heather Beavers from Michigan joined in August 2020. Melissa Garcia, the OH Program Manager from Louisiana will be joining our committee January 2021.

2. Describe the purpose of your committee:

The purpose of the ASTDD Communications Committee is to oversee the various communication activities of the organization:

- Produce and disseminate the bi-monthly publication of *Roundup*, the *Weekly Digest* and the *ASTDD Annual Report*.
- Post messages and resources on the ASTDD listserv.
- Maintain and update ASTDD website, listservs, and social media platforms.
- Assess need for and feasibility of new communication strategies.
- Identify and target new audiences for communications.
- Promote importance and roles of state and territorial oral health programs.
- Assist ASTDD committees to use the communication plans and strategies.
- Assist S/TOHP to create communication plans and evaluate communication strategies.
- Create, distribute, and display promotional materials and brochures for member and partner use.
- Provide technical assistance/guidance to engage state oral health programs to promote oral health using social media.
- Oversee the ASTDD booth at NOHC.
- Host the quarterly Spotlight webinar.

2. List your recent committee accomplishments:

The accomplishments of the Communication Committee for the year 2020 include:

- Published six regular issues and one special NOHC issue of *Roundup* highlighting ASTDD's accomplishments.
- Published the ASTDD 2019 Annual report.
- Enhancements to the website, including the Health Communications page.
- *Weekly Digest* published; all issues are archived and are searchable. Members report this is an important source of information for them.
- Evaluated and revised all communication plans for all current ASTDD communication vehicles.

- Contributed to the Data BPAR collaborative project that fits into the CDC 2020 workplan.
- Provided TA to the CA oral health program communications committee.
- Posted, maintained, and added new social media platforms including Facebook (Lynn Bethel Short), LinkedIn (Heather Beavers) and Twitter (Matt Jacob).
- Held three Spotlights during 2020:
 - Hypertension screening in the dental office (Presenter - John Welby).
 - COVID 19 Protocol (Presenter - Jay Kumar).
 - Best Practice Approach Report on Partnerships (Presenters - Judy Feinstein and Lori Cofano).

4. Describe your current committee activity:

- Regular monthly committee and workgroup meetings to address and improve all activities listed above.

5. Describe the future activities planned by your committee:

- Continue to offer communication resources and support to ASTDD members.
- Encourage consultants and committees to promote more discussions on various listservs.
- Continue with all publications and webinars including *Roundup*, *Weekly Digest*, *ASTDD Annual Report* and the Spotlight.
- Continue maintaining the ASTDD website.

6. Describe any subcommittees your committee uses, their roles and activities:

- Social Media Workgroup: Lynn Bethel (chair), Matt Jacob, Dean Perkins, John Welby, Kimberlie Payne, Heather Beavers. Meets monthly, Kimberlie Payne takes minutes.
- Website Workgroup: Dean Perkins (Webmaster), Bev Isman, Chris Wood Kimberlie Payne.

7. List any unmet needs of your committee (e.g., members, funding, etc.):

The Spotlight has added more billing hours than previous years, this has been added to the consultant hours for year 2021.

Thank you for the Spotlight, I appreciate that it is short although it has so much important information -Melissa from Illinois.

I use the weekly digest to prepare for my week, thank you for the great resource - Shelly from New Hampshire

I love the Roundup and how it shows more of a personal touch- Matt from New York
