



**ASTDD Communication Committee
Annual Report
Jan 1, 2024 – Dec 31, 2024**

CHAIR: JOHN WELBY

CONSULTANT: KIMBERLIE PAYNE

MEMBERS: HEATHER BEAVERS, MAGGIE CLARK, LYNN BETHEL SHORT, NICOLE BLAIR JOHNSON, CASSIE BRAILER, KATHERIN EISSFELDT, MELISSA GARCIA, EFFIE GREATHOUSE, BEV ISMAN, MATT JACOB, TINA KILPATRICK, GRACE LINN, CHRIS WOOD,

The ASTDD annual report describes the accomplishments and progress of the Communications Committee from January 2024 through December 2024.

1. List any new members or subcommittee members:
Maggie Clark

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 regular publications, i.e., *Roundup*, *Weekly Digest* and *ASTDD Annual Report*.
- Post messages and resources on the ASTDD listserv.
- Maintain an active presence on ASTDD social media sites, i.e., Facebook, LinkedIn.
- Maintain and update ASTDD website, listservs, and social media platforms.
- Assess need for and feasibility of new communication strategies.
- Identify and target new audiences.
- Develop and implement new communication strategies.
- Promote the importance and roles of state and territorial oral health programs.
- Assist ASTDD committees with 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.
- Develop coordinate and host Spotlight webinars.
- Develop and host Communication Community of Practice (CCoP) video meetings.
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3. List your recent committee accomplishments:

The accomplishments of the Communication Committee for the year 2024 include.

- Published six regular issues of Round-up which describes what is going on with ASTDD.
- Published the ASTDD 2023 Annual Report.
- Reviewed and oversaw enhancements to the website.
- Published *Weekly Digest*; all issues are archived and are searchable;
- Posted and maintained social media platforms including Facebook (Heather and Matt), LinkedIn (Heather Beavers).
- Established and presented the ASTDD Excellence in Communication Award to the Minnesota Dept of Health.
- Held seven Spotlights.
 1. Delivery Models to Expand Care for Children and Adolescents: (January)
Presenter: McAllister Castelaz
 2. Early Childhood Caries Best Practice Approach Report: (February)
Presenter: Brian Novy
 3. Provider and Patient Experience with Teledentistry: (April)
Presenter: Scott Howell
 4. Integrating Oral Health Care into Primary Care: (May)
Presenters: Harry Goodman and Judy Feinstein
 5. Older Adult BPAR: (August)
Presenter: Leonard Brennan
 6. Assessing Oral Health Needs, ASTDD 7 Step Model and the development of the SOHIP: (August)
Presenters: Bev Isman and Kimberlie Payne
 7. Tobacco Policy Paper: (October)
Presenter: Becca Boulos
- Held two Communications Community of Practice meetings.
 1. Starting our journey to Become a Better Communicator, Lessons Learned. The Focus was on how to prepare for media interviews. (June)
 2. How Communication Campaigns Advance Your Oral Health Programs. (December)

4. Describe your current committee activity:

- Regular 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*, *Spotlight* and the *Communication Community of Practice*.
- Continue maintaining the ASTDD website.

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

Social Media Workgroup: Heather Beavers, (Chair) Matt Jacob, John Welby, Kimberlie Payne, Sandra Rodriguez.

Meets bi-monthly,

- Completed social media technical assistance to Missouri, Arkansas, and Minnesota.
- Developed messaging for Children’s Dental Health Month and other calendar observances.
- Posted updates and information on LinkedIn and Facebook.
- Developed landing slide and supported social media messaging for NOHC.

Website Workgroup: Bev Isman, Chris Wood Kimberlie Payne. This group made changes to the website that will be highlighted in a January Spotlight.

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

Currently, there are no unmet needs.

Quotes from Members

“ASTDD is amazing, I would be lost without all of your resources” Sydney

“I joined ASTDD for the information from the weekly digest but I have found so much value in your website and webinars as well.” Tina

“ASTDD is the best, thanks for all of your help.” Mike