

#Smilestones

An Impact Report



Teeth FIRST!

Creating healthy smiles for a lifetime.



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TeethFirst! promotes early dental visits for very young children in Rhode Island.

At TeethFirst!, we believe that early dental visits put children on a path to healthy smiles for a lifetime, and that it's never too soon for dentists and families to team up – making a child's first teeth a priority from the start. We believe that great healthcare requires a team of people working together to keep our little ones healthy.

Mission

TeethFirst! promotes early dental visits for very young children in Rhode Island.



Parents & Families

TeethFirst! is committed to encouraging parents and families to take their children for early dental visits. We provide resources that explain dental coverage and how to find a dentist.



Dental Providers

We work diligently to enhance provider knowledge, skills, and comfort with treating very young children. We establish a peer learning network among dentists, dental hygienists, and dental assistants.



Health Care Providers

We educate health care providers about the importance of oral health. We share resources to help them talk about oral health with their patients. We also encourage them to refer patients to a dental home.



Community

TeethFirst! also plays a vital role in educating staff at community organizations that serve families. We share bilingual resources about oral health and provide information about how to refer clients to a dentist.



TeethFirst! is an initiative of the Rhode Island Oral Health Commission, with Rhode Island KIDS COUNT serving as the lead agency and project manager. The initiative is supported by funding from the DentaQuest Foundation, Delta Dental of Rhode Island, the Rhode Island Department of Health, and UnitedHealthcare.

Our Projects

TeethFirst! works to promote the key message of early dental visits for very young children in Rhode Island. The initiative is centered around a bilingual website (English and Spanish), and resources for parents and families, dental providers, health care providers, and community organizations. All content is presented in a manner that is easy to understand and navigate. **Highlighted below are examples of our work.**



Books in the Hands of Young Brushers and Their Families

GOAL: Reach Rhode Island patients six months through age five at well-child visits.

AUDIENCE: Health Care Providers, Parents and Families

TeethFirst! partnered with Reach Out and Read RI (RORRI) during Children's Dental Health Month. All forty-three RORRI sites received a shipment of the book, "Going to the Dentist" to distribute to all patients six months through five years of age at their well-child visits, along with a message about the importance of early dental care. Additionally, each primary care practice received a letter introducing TeethFirst! and our many resources available for health care providers and families.



Flip Books to Help Providers Educate Patients

GOAL: Reach Rhode Island dental providers and their patients.

AUDIENCE: Dental Care Providers, Parents and Families

Developed with Rhode Island dental care providers, *Good Dental Health: A Partnership Between You & Me* is the popular flip book that covers the basics of good oral health. Each page is double sided and designed as a hands-on teaching tool. The patient-facing pages feature clear, simple text (in English and Spanish) and engaging pictures and illustrations to educate families.

On the back of the patient-facing pages are helpful conversation guidelines for providers (English). The pages are laminated (making them wipeable) and bound with a metal ring that is easily opened to add, remove, or re-order pages to preference.

Also included is an interactive 'Oral Health Goals for Your Family' chart, which



Dental Health Kits to Get Children Excited About Oral Care

GOAL: Reach Rhode Island children under age five attending child care.

AUDIENCE: Child Care Providers, Parents and Families

In celebration of Children's Dental Health Month, 21,500 TeethFirst! kits were distributed to 900 child care providers throughout Rhode Island. Child care providers are a trusted source of information for families, and a place where many children spend a good part of their day.

Each child care provider received:

- A bilingual letter about TeethFirst!
- A bilingual lesson plan to teach preschoolers about healthy teeth
- Bilingual activity sheets: one about daily tooth brushing and one about healthy nutrition for teeth
- TeethFirst! Kits: Each child received a clear plastic pouch containing a bilingual postcard about TeethFirst!, a bilingual TeethFirst! brochure on early dental visits, and a TeethFirst! infant/toddler-sized toothbrush.



#Smilestones

Building Lifelong Smiles, One Moment at a Time!

What are #Smilestones?

To reach parents and families directly, TeethFirst! worked with ad agency GLAD WORKS and developed #Smilestones, a bilingual PSA and awareness campaign cleverly packaged as a photo contest on social media. The goal was to boost awareness of TeethFirst! as a resource, and highlight the importance of early childhood oral health by encouraging parents and families to share pictures of

their children practicing healthy dental habits. Since building a healthy smile is a lifelong journey that starts in infancy, we wanted to highlight the important milestones along the way (#Smilestones). Examples of #Smilestones include Gummy Smiles, Teething, My First Teeth, Lost My First Tooth, My First Toothbrush, My First Dental Visit, and more.

Getting Social?

TeethFirst! has long stated that access to oral health care, especially for children under age five, is dependent on family knowledge of the importance of oral health care and early dental visits, as well as their access to dental coverage.

Taking this into account, TeethFirst! sought to engage with Rhode Island parents and families through social media. The TeethFirst! website in English and Spanish, and the popularity of social media platforms, provided TeethFirst! with a unique opportunity to cost-effectively and directly reach Rhode Islanders.

Project Deliverables

#Smilestones was launched with a cheerful announcement e-newsletter followed by a steady stream of organic, viral, and paid social media posts. Organic posts appear in a newsfeed because of "liking" the TeethFirst! page, and when one of these posts is shared by a friend, it becomes a viral post. For the #Smilestones campaign, TeethFirst! also paid for advertising known as sponsored posts.

Biweekly blog posts about individual #Smilestones and even a television segment were implemented to keep the campaign from becoming static.

Reaching Rhode Island

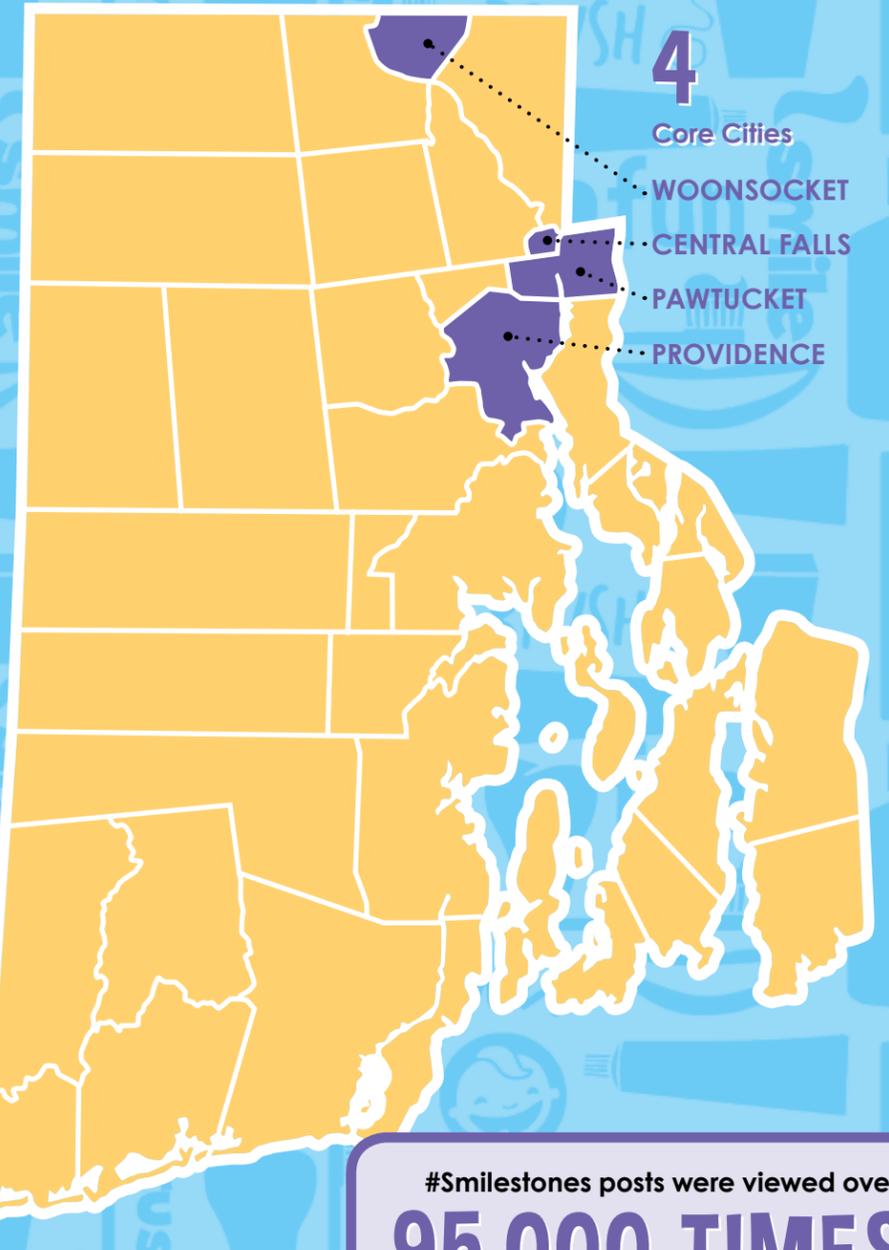
#Smilestones was a statewide campaign, with a particular focus on the four core cities of Central Falls, Pawtucket, Providence, and Woonsocket. The core cities were prioritized because they have the highest rates of child poverty in Rhode Island. Research has shown that children living in poverty are more likely to have untreated tooth decay than their higher-income peers.

National data shows that minority children have the highest rates of tooth decay and untreated dental problems and only 1.8% of infants and one-year-old children have ever visited a dentist.*

In RI, children under age six are less likely to have received dental care in the past year than children over age six.*

Rite Smiles is Rhode Island's Medicaid managed care oral health program that provides access to dental care for 104,000 Rhode Island children.

RI is one of forty-nine state Medicaid programs that reimburse primary care medical providers for preventive oral health services for very young children.*



#Smilestones posts were viewed over **95,000 TIMES!**
Almost 10% of the entire RI population.
f 78,000+ @ 17,000+

*According to the 2017 Rhode Island KIDS COUNT Factbook

Our Data

The Metrics & Benefits of Social Media

The goal of #Smilestones was to increase awareness of TeethFirst! as a resource, and highlight the importance of healthy dental habits throughout childhood.

To reach parents and families, we leveraged social media because it allowed us to interact directly. Platforms such as Facebook allow administrators to target content to specific audiences (geographic, expressed interest, etc.). Engagement and reach data is easily accessed through each social media platform.

The following numbers explain data in terms of views, percentage of audience reached, and overall engagement. Data was collected from Facebook, Twitter, Instagram, and Google Analytics.

Boosts for Engagement

Most successful campaigns rely on a varied media mix and #Smilestones was no exception. Sponsored posts on social media spread word about the photo contest while community-minded businesses such as Kidoinfo.com and Rhode Island PBS Kids Club helped to generate buzz organically through the sharing of posts and shout-outs. Printed materials were distributed to health providers, and a press release was sent that led to a regional broadcast news segment.

Say Cheese!

Photo submissions from all over the Ocean State filled our campaign and our offices with smiles.



Within Reach

Facebook allows you to specify language, geographic location, job title, or parental status and provides an estimated reachable audience. This allowed us to target our main demographics efficiently. Reaching specific audiences allows for a more cost-effective campaign that is also easy to monitor and modify as data is tracked.

Parents & Families

ENGLISH ADS

65,000+
VIEWS 35% of the possible audience

SPANISH ADS

13,000+
VIEWS 79% of the possible audience

Dentists

1,000+
VIEWS 99% of the possible audience

Community

12,000+
VIEWS 99% of the possible audience

95,000+ views on all platforms

Traffic Report

Including all the pages on our main site and all the landing pages associated with the campaign.



Our home page saw large increases in...

TOTAL VISITS



NEW VISITORS



TIME SPENT



MULTI-PAGE VIEWS



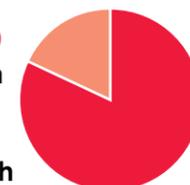
Click Happy

Each sponsored post click is tracked towards total engagements from viewers



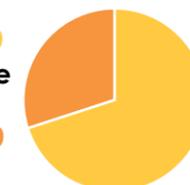
Language

82%
English
18%
Spanish

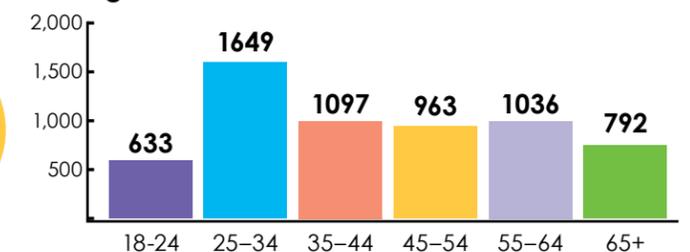


Gender

70%
Female
30%
Male

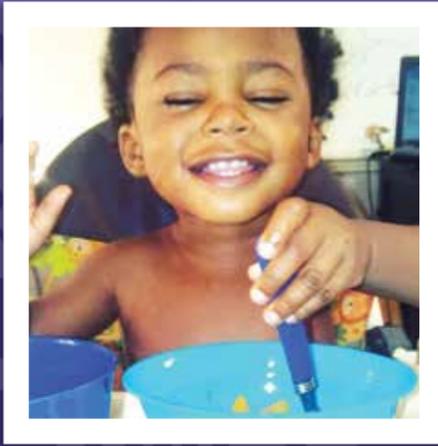
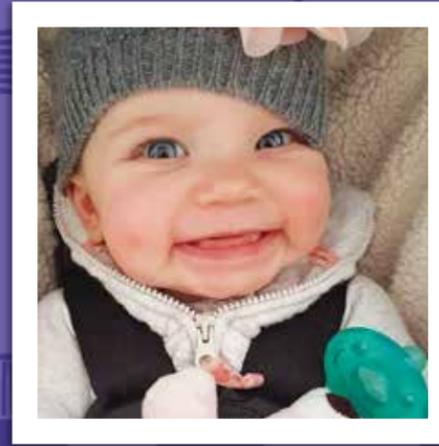
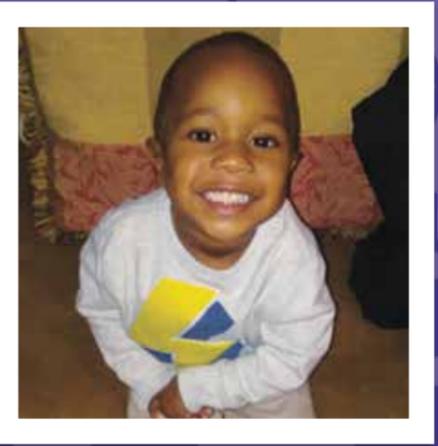
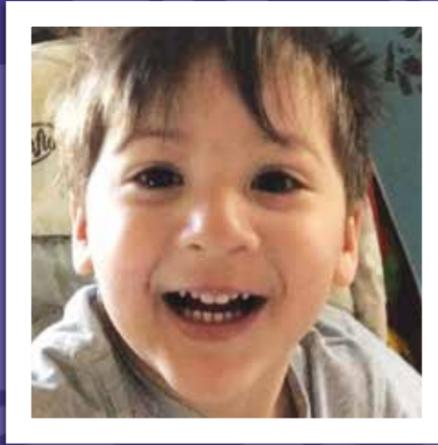
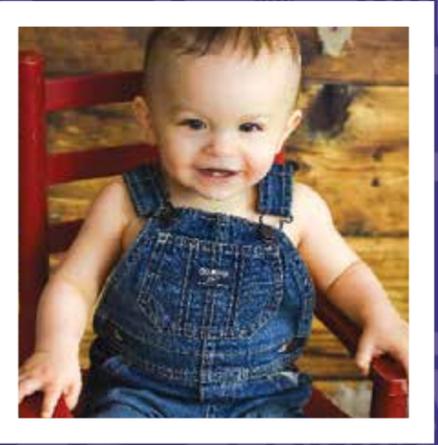
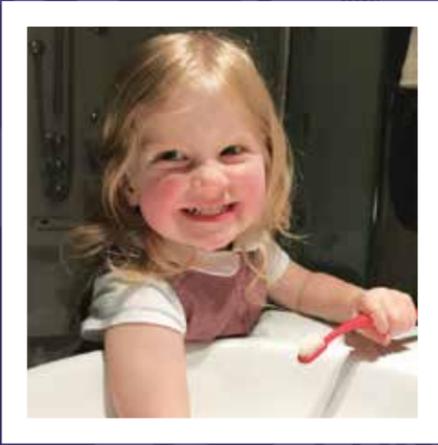
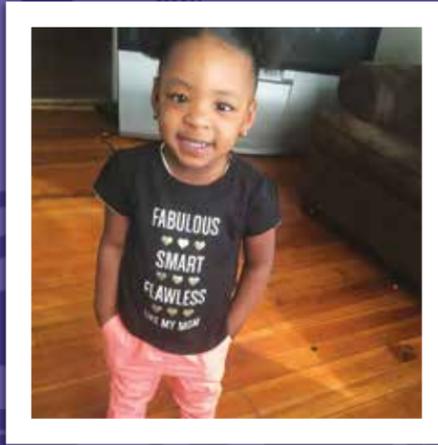
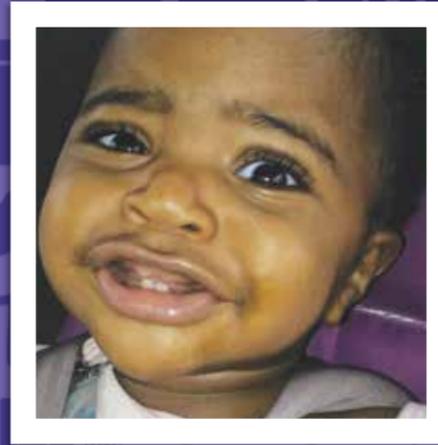
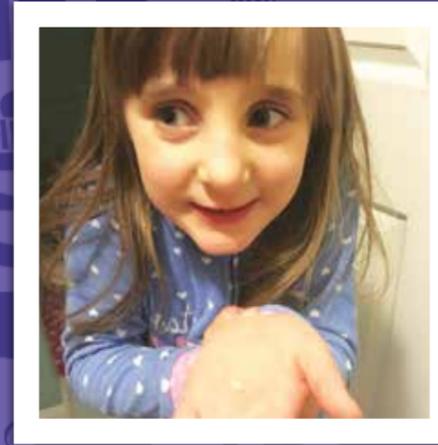
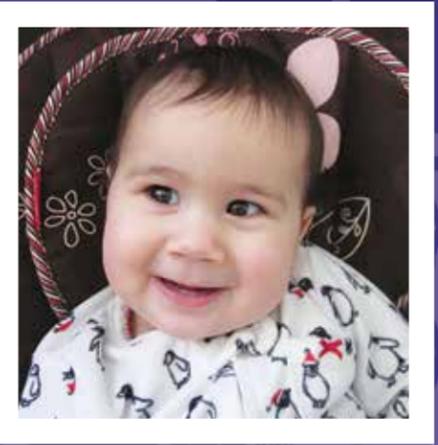
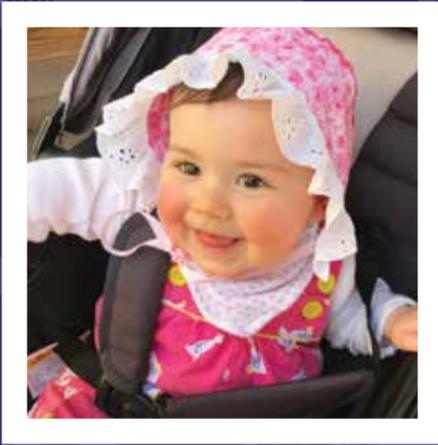


Age



Winners Wall

Thank you to our participants for all the awesome submissions!
HERE IS A SELECTION OF OUR WINNERS.



Digital Media Metrics

GLOSSARY

ENGAGEMENT: Social media engagement is a measurement of how visitors interact with a site; the more shares, likes, and comments, the better the engagement.

IMPRESSIONS OR PAGE VIEWS: Each time a page is viewed, it is tracked as a “page view” or “impression.”

REACH: This is a measurement of a campaign’s potential audience; it shows the number of unique accounts that have seen any of your posts.

VISIT: When someone is browsing around a site, it’s called a visit, and all visits – even repeats – are counted. A visit is called “unique” when it is a first-time visit; this is also known as a visit by a cookie.

WEB TRAFFIC: This is the activity recorded when a visitor to a site sends and receives data.