

Improve the public perception of the value of oral health to overall health

NATIONAL TACTICS

STATE TACTICS

Continuously assess social and new media for opportunities for effective engagement

Expand public support for oral health integration models

Make targeted investment to include oral health-related questions in national surveys/polls to monitor public perception

Build partnerships with and assess and influence attitudes of state policy makers to support policy change

Build partnerships with and assess and influence attitudes of national policy makers to support policy change

Invest in engagement and mobilization of state and local advocates to drive movement from state and grassroots levels

Build partnerships with key national organizations and champions with the position, clout, and influence to support policy change at the national level

Support state and local organizations to engage administration and legislative champions

Continuously monitor and contribute to national dialogue on oral health in media and social media

Expand support for broad range of community partners to serve as advocates

Share and implement framed messages with partners and broader public

Continuously monitor and contribute to state dialogue on oral health in media and social media

Adapt framed messages to be culturally and linguistically appropriate for different communities

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Engage FrameWorks to develop appropriately framed messages and train advocates and stakeholders on how to deliver them