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Michigan Dental Association
COMMITTEE ON PUBLIC RELATIONS
MEETING MINUTES
January 29, 2021

Present

Dr. Sam Blanchard, chair
Dr. Sheridan Kelley, vice chair
Dr. Dan Edwards, member
Dr. Ubonwan Saeung (JJ), member
Dr. Karla Callender-Giuliano, member
Dr. Lisa Christy, member
Dr. Larissa Bishop, member
Dr. Vince Lizzio, board liaison

Staff

Jenny Armistead, director, marketing & communications
Jason Heinrich, coordinator, graphic design & marketing

Guest

Robert Raible, public relations consultant
Camille Secor, MDA LEAD program participant
Danny Miller, MDA LEAD program participant

Absent

Kloanna Fetolli, student
Dane Krauzowicz, student

Call to Order

The meeting of the Committee on Public Relations (CPR) was called to order at 9:05 a.m. A quorum was present.

Approval of Minutes

The minutes from the November 20, 2020 meeting were approved electronically.

2021 Public Education Campaign Strategy Overview

Jenny Armistead discussed the 2021 public education campaign strategy, targets, and messaging. The campaign will target mothers, who typically make appointments for the whole family and Michigan adults, who as a result of the pandemic have suffered financial challenges and have concerns about affording dental care. The campaign's messaging will focus on educating the public on the varied ways in which they can engage with an MDA dentist, regardless of their economic status, and that their oral health needs should not be ignored due to financial circumstances. She noted that campaign production will be limited to one primary campaign and 1-2 secondary campaigns.

The committee watched a video titled, *Together, We'll Find a Way*, from the 2021 primary campaign, *Let's Talk*. The video features member dentists speaking directly to their patients, reminding them that MDA dentists are here for them, committed to protecting their health and even in hard times they'll find a way to help them get the dental care they need.

52 The committee viewed the third video from the *Big Stories from Little Mouths* series. It will be
53 delivered to targeted demographics throughout February, 2021, in conjunction with National
54 Children’s Dental Health Month. The video reminds children and their parents of the importance
55 of taking care of their teeth.

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57 **2021 Public Relations Strategy Overview**

58 Robert Raible explained that COVID-19 and efforts to fight the pandemic have dominated health
59 news in Michigan. He reviewed media activities over the past few months including stories that
60 focus on the possibility of MI dentists being called upon to administer the COVID-19 vaccine
61 and media aimed at increasing awareness of the Michigan Dental Association Foundation’s
62 award of \$100,000 in PPE grant money to be administered to non-profit dental clinics. Access to
63 care will continue to be a focus in 2021 including more articles about the MDAF grants and
64 positive stories about seniors, veterans, and Michigan’s most vulnerable citizens receiving
65 dental care. In February articles and resources about children’s oral health will be highlighted in
66 support of National Children’s Dental Health Month. He noted that the quarterly legislative e-
67 newsletter will continue and that the next issue is slated for February, 2021.

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69 **Final Comments and Adjournment**

70 The meeting was adjourned at 9:52 a.m. The next meeting is scheduled for 9 a.m., Friday,
71 March 12, 2021 and will be conducted online.