

A CLASS ACT

How to reach out in your community to make a difference - Callahan, Flanagan & Smith, Orthodontics

■Part I

Claudia

How to design, format & market the presentation

Part II

Nancy

The presentation

WHAT ARE WE DOING HERE?

- This is *NOT* just a “how to” program
- This is a *MUST* do program
- We’re here to *CONVINCE* you

Name ONE thing you can do to.

- Increase your practice
- Promote the Orthodontic profession
- Expose your practice to the greatest number of people in the shortest amount of time
- Enhance your role as an orthodontist in your community
- Provide a needed service to your community

EDUCATE!

BECOME A PRESENCE IN THE SCHOOLS!

- Dental Health Presentations
- Career Days
- Health Fairs

Orthodontics is more than a pretty smile

We know the benefits of straight teeth. *You* know the benefits of straight teeth. The *dentist & staff* know... But the people we depend on (our future patients) *don't know* much beyond the aesthetic results

DO IT!

- Do it simple
- Do it elaborate
- Do it for 23 in a classroom
- Do it for 325 in the school cafeteria

There is nothing you can do, buy or say that will have as great an impact on as many people as one simple half hour “CLASS ACT”

Just *DO IT*...

- We started with one presentation to **23** seventh graders and have developed a program over the past four years that now reaches up to **8,000** students a year.
- This expands our exposure to entire school districts by way of their news letters, yearbooks, web sites and word of mouth.

What we do

- School presentations
- Health fairs
- Career days/evenings
- Scout troops

What we do tells who we are - We present our practice to our community as:

- Professional
- Knowledgeable
- Caring
- Ready to help any way we can
- Follow ALL school rules

Why we do it

- Fill a need in the communities we serve – counties no longer pay hygienists to travel to schools for dental hygiene instruction
- Exposure to over 8,000 directly & far beyond that number indirectly
- Featured in district newsletters, bulletins, and yearbooks
- Receive new patients as a direct & indirect result
- A WIN-WIN situation - Benefits our community, our organization & our profession

Where we do it

- Cafeterias
- Libraries
- Gyms
- Classrooms
- Churches
- Our office

How do we do what we do!

Get the word out!!!!

It doesn't matter how good what you have to offer is, someone other than yourself needs to know about it!

Laying the foundation

Letter to schools

- This is the most important thing we do. We will never get a 2nd chance to make a 1st impression
- Write the very best letter you can to describe the program you are offering
- Address the letter to someone who matters - the PRINCIPAL! In **September**, write to each school Individually

Critical elements to put in your school letter

- Provide as much information in as few words as possible
- Be specific about what you are offering
- Make it clear this is a VOLUNTEER program
- Present it as a “curriculum enhancement”

Schools

- Research ALL schools in your district & surrounding districts-reach out as far as your patients live
- Develop a data base with address & phone numbers

- Use internet to gather information

Topic outline & Presentation format for follow-up

- Outline topics you will cover to send to anyone responding to your initial letter
- Include:
 - ✓ Length of presentation, hours & days available
 - ✓ Format for different age levels
 - ✓ Any equipment needs (DVD player, computer, projector, outlet, etc)
 - ✓ Your limitations “...if the above criteria are impossible to work out with your schedule, then we will work with you to make it happen.”

School Information Sheet – A master sheet to record ALL school information as is received – times, dates etc.

Equipment

- | | |
|-----------------------------|--------------------------|
| ▪ Reliable Laptop | ▪ Portable screen |
| ▪ LCD projector | ▪ Desk top speakers |
| ▪ Remote with laser pointer | ▪ Visual aids box |
| ▪ Duct tape | ▪ Map |
| ▪ Extension cord – LONG | ▪ Camera |
| ▪ Power strip | ▪ School information |
| ▪ Smiley bags | ▪ DVD/CD/ Portable drive |

Smiley bags

- Business card/letter to parents
- Smiley face pencil
- Toothpaste/toothbrush
- Bags
 - ✓ Package in 10’s
 - ✓ Box in 100’s

Our business card – Free consultation noted on back

Letter to Parents – goes home with each student

Reviews a bit of what we went over with their child & invites them to call with any questions

Handouts

- Make a packet of dental related games and information sheets for each classroom teacher
- Put your name & address on each
- Include a wide range of age appropriate material

✓ Word searches	✓ Tooth brushing charts
✓ Tooth anatomy charts	✓ Anatomy of a tooth to label
✓ Pictures to color	✓ Interesting facts about teeth
✓ Tooth emergency sheet	✓ Dudley’s message to color

The Presentation

- Anyone can produce a PowerPoint – follow on screen directions or get a savvy 12 year old patient to help
- Age appropriate
 - ✓ DVD - Dudley the Dinosaur 3rd grades & younger

✓ PowerPoint 3rd/4th grades & older

▪ **Subject appropriate**

- ✓ Health Fair
- ✓ Career day
- ✓ Scout /Office visit

Health Fair/Career Day

- PowerPoint - Presented
- PowerPoint – Table
 - ✓ Set slide show to run continuously
 - ✓ Use a game /giveaway/music/visual aids-something to draw them to your table
 - ✓ Display “tools of the trade”
- **Resources**
 - ✓ AAO has some great pamphlets
 - ✓ Compile list of educational requirements & where accreditation is available-internet

Scout programs

- Separate letter to district offices
- Office tour
- PowerPoint or discussions covering areas required for badge/patch (provided by leader)
- Handouts
- Pictures
- Balloons
- Give away bag or brush etc.

Scout Troop

Cost

- Smiley bags & contents – less than \$.93each
- 1 patient @ \$5000.00 = 4650 children
- DVD-\$125 for all or \$50 for 1
- LCD projector-\$900 to a lot!
- Staff time
- Mileage reimbursement

Resources/Web Sites Games, pictures, ideas, teaching aids

- www.ada.org (American Dental Association) “Dudley”
- www.pgschoolprograms.com
- www.braces.org (AAO site)
- www.enchantedlearning.com -tooth anatomy
- www.discoveryschool.com
- www.crest.com

School addresses

www.schooltree.org

Pencils

www.forteachersonly.com

Sullivan & Schein-smiley bags

Crest Youth toothbrushes & toothpaste

Set Google to “pictures” & type in “teeth”!!!!

Dental Health Presentation

Nancy - Teaching dental health to school aged children

MORE THAN A PRETTY SMILE

Our goal is to have every student (potential future patient)....

- Have an understanding of the function of our teeth
- Make healthy lifestyle choices
- Know the critical roll straight teeth play in our overall oral health.

A beautiful smile is an added benefit!

What we teach

- What it takes to achieve good dental health
- Braces & straight teeth are discussed as an additional means of maintaining strong, healthy teeth

How we teach...

Interaction with students is critical

- Always ask questions and anticipate responses.
- The WOW factor works wonders, intrigue their minds!!!!
- Relate information to everyday, allow students to feel empowered.
- Keep slides moving and interesting, students love animation.
- Most are very self conscious - be sensitive to this when talking about teeth & jaw relationships

2nd/3rd grades & younger

- Visual aids
- Dudley the Dinosaur
- Demonstration
- Food choices
- Short age appropriate PowerPoint

3rd/4th Grades through high school

- PowerPoint-same show - appropriately presented
- Interaction
- Questions

Keep it short and sweet

Keep your presentation no more than half hour long, all ages get “antsy”.

- If possible give a smiley bag at the end, toothbrush, toothpaste, pencil.
- Always thank the students for being a great audience (even if they weren't)

Dental Health Presentation - What we've learned - Nancy & Claudia

Do's & Don'ts we learned the hard the way!

- Do print out directions & map even if you know the way
- Do confirm date & time with the school
- Don't be afraid to set limits

- Do ask for a cart
- Do use 2 people (preferably strong & healthy!)
- Do leave EARLY
- Do establish a school late/delay protocol

Be Prepared

- Back up plans for equipment failure!
 - ✓ Back-up presentation on portable drive
 - ✓ Burn it on a CD
 - ✓ Have a VHS copy of your DVD
- Have school numbers with you in case you are late or lost
- Leave earlier than you think “early” is
- Allow minimum of ½ hr set up time
- When all else fails “wing it”

Remember.....

- Lay the groundwork
- Make the presentation.....

Interesting
Innovative
Instructional

Have fun – show a passion for what you do!

JUST DO IT!

You have NOTHING to lose and EVERYTHING to gain with one simple ½ hour **CLASS ACT**

YOU MAKE A DIFFERENCE!

- If only one child takes better care of their teeth, you were a **SUCCESS**.
- If only one parent calls your office, you were a **SUCCESS**.
- If one child visits the dentist more often, you were a **SUCCESS**.
- Seeing the children smile when they leave room, you **KNOW** you were a **SUCCESS**.