

# **We can't give them care if they're not in the chair**

## **A Social Media Kit to Raise Awareness**

The pandemic has disrupted our patients' lives. The stress and distractions led many of them to cancel or put off an appointment to receive dental care. This kit contains messages you can use on social media to raise West Virginians' awareness of how important it is to get regular dental care. The kit also includes messages and graphics about three other oral health-related topics.

Feel free to use any of the messages in this kit on your social media pages. Please don't delete the #WVteeth from your message, as this enables us to monitor progress. Use these simple 4 steps to educate your patients and community:

**1**

### **Select the topic for your message**

*There are four topics to choose from.*

**2**

### **Choose the message you want to send**

*There are at least 10 sample messages for each topic.*

**3**

### **Highlight the message, then copy and paste it into your social media account**

*Feel free to add or change a few words in the message if you want to.*

**4**

### **Another option: post a graphic instead of a message**

*The final page of this kit allows you to download one of 8 graphics that you can post on Facebook or Instagram.*

**(Tip:** Consider changing the topic you communicate about each week. Sharing a variety of messages will help keep your followers interested.)

## Sample Messages for Facebook

### **Topic 1: Get dental care** (11 messages)

Dental offices are ready to clean and examine your teeth. Make an appointment today! Your smile is worth it. #WVteeth

West Virginia dental providers are going all out to make care as safe and comfortable as possible. Make your next appointment today. #WVteeth

Vaccines are reaching more and more people. Make sure your smile is ready as life returns to normal. Make your next dental appointment. #WVteeth

The mouth is the front door to your body. Take care of your mouth and body by getting dental care regularly. #WVteeth

Life is slowly returning to normal. That's something to smile about! Take care of your smile by making a dental appointment. #WVteeth

Our dental office follows the @AmericanDentalAssociation guidelines for providing care safely. Learn more: <https://bit.ly/3uPCTMi> #WVteeth

Have a question about the steps our dental office has taken to provide care safely during the pandemic? Feel free to give us a call. #WVteeth

Dental offices have taken many steps to make care safe during this stressful time. Take care of your teeth by getting a dental exam soon! #WVteeth

How long since you've received dental care? If it's been more than 6 months, make your next appointment now. #WVteeth

Your teeth are getting impatient. They want the excellent care that your dental office provides. Need help finding a dental office? Visit: <https://bit.ly/384ayl8> #WVteeth

Take care of your mouth by making your next dental appointment today. If you want to know more, ask us about the steps we're taking to make care safe. #WVteeth

### **Topic 2: Community water fluoridation** (12 messages)

Most brands of bottled water don't have enough fluoride to prevent cavities. Tap water in most areas of West Virginia has enough fluoride to protect teeth — so drink up! #WVteeth

Experts at the CDC say that both fluoride toothpaste and fluoridated tap water "provide important and complementary benefits." <https://bit.ly/2OnxqeG> #WVteeth

Fluoride is a mineral. It exists naturally in lakes, groundwater and other water in our state. Fluoridated water is nature's way to prevent tooth decay. #WVteeth

Questions about fluoride or fluoridation? Find answers from a website created by the largest organization of pediatricians: <https://bit.ly/3eePOBH> #WVteeth

Watch this video to learn how the fluoride in tap water helps to protect teeth from cavities: <https://bit.ly/3bhb73v> #WVteeth

Can drinking fluoridated tap water help people succeed in the job market? Read about this interesting new research: <https://bit.ly/3rkSVLO> #WVteeth

Some online information about fluoride is true. But some web pages share info that is false. Here's a source you can trust: <https://bit.ly/2OnxqeG> #WVteeth

Water is the healthiest drink. And most areas of West Virginia have tap water that is fluoridated to help prevent cavities. That's a great bonus! #WVteeth

The most trusted health and medical experts agree: fluoridated water is a safe and inexpensive way to help prevent tooth decay: <https://bit.ly/3kln8Cd> #WVteeth

Fluoride is a natural mineral found in lakes, rivers and other water. Learn more about water fluoridation from the CDC's website: <https://bit.ly/3bUiEEE> #WVteeth

The CDC named water fluoridation one of 10 "great public health achievements." Learn why at <https://bit.ly/3kJTVqj> #WVteeth

In the early 1960s, the average adult had 18 decayed, missing or filled teeth! Fluoride in water and toothpaste has helped us turn the tide. #WVteeth

### ***Topic 3: HPV & oral cancer (10 messages)***

Did you know HPV causes most throat cancers? People with oral forms of HPV are more likely to rate their oral health as fair or poor. Learn more: <https://bit.ly/307PVqr> #WVteeth

Each day, 12,000 people ages 15-24 are infected with HPV. But there's good news: A vaccine for pre-teens can prevent HPV. More info at <https://bit.ly/307PVqr> #WVteeth

Parents: Getting the HPV vaccine for your son or daughter is a great way to protect them against certain kinds of cancer later in life. Learn more: <https://bit.ly/307PVqr> #WVteeth

HPV causes 70% of throat cancers. Let your dentist or physician know if you've had recent pain while swallowing or a long-lasting sore throat. That may be a warning sign. #WVteeth

When should a child get vaccinated against HPV? Ages 11 and 12 are ideal, but the vaccine can be given safely as early as age 9 and as late as age 26. Learn more: <https://bit.ly/307PVqr> #WVteeth

The HPV vaccine has a solid safety record. Over 120 million doses of the vaccine have been distributed. Ask your health care provider about the HPV vaccine. #WVteeth

Each year, 14 million people get the HPV virus. Sometimes, the virus causes cancer years later. Preteens and teens can get protected by the HPV vaccine: <https://bit.ly/2OjQVVM> #WVteeth

Roughly half of U.S. teens have not been vaccinated against HPV. Is your teenager one of them? Learn more at <https://bit.ly/307PVqr> #WVteeth

Each year, HPV causes more than 35,000 cancers. Learn more about the vaccine that can protect your children. <https://bit.ly/307PVqr> #WVteeth

This infographic explains what HPV is and how a vaccine can protect against it: <https://bit.ly/307PVqr> #WVteeth

#### ***Topic 4: Healthier drink choices (12 messages)***

Encourage healthy drink habits at home. Remind your children to consume water throughout the day. Learn more at <https://bit.ly/3894ZIB> #WVteeth

Water is wonderful, milk with meals! It's simple advice that puts children and adults on the path to a healthy future. #WVteeth

Sugar? There's nothing sweet about getting sick or dying younger than we should. It's time for West Virginians to rethink their drink: <https://bit.ly/3q9dnhz> #WVteeth

What's your favorite drink? Visit this website, type it in and see what healthier options come up: <https://bit.ly/3894ZIB> #WVteeth

Sometimes, kids need to hear things over and over to get the point. Let them know: Water is wonderful, milk with meals. #WVteeth

Are you an educator? The #RethinkYourDrink website has free, downloadable lessons to educate children about sugary drinks: <https://bit.ly/3kEITny> #WVteeth

Six words to remember: Water is wonderful, milk with meals. These are two drinks that your teeth love. #WVteeth

Is your favorite drink harming your health? This web page can help you find a healthier drink: <https://bit.ly/3894ZIB> #WVteeth

Water is the healthiest drink. Unflavored milk is another way to limit sugar and provide the vitamins/minerals your body needs. #WVteeth

Do you know how much sugar you or your family gets each day from drinks? Find out by using the Sugar Calculator on this page: <https://bit.ly/3q9dnhz> #WVteeth

Looking to improve health and engage young people? Check out the Rethink Your Drink handouts and learning activities on this page: <https://bit.ly/3kEITny> #WVteeth

Put your children on the path to a healthy future. You can do it by making water or unflavored milk their primary drinks. More info at <https://bit.ly/3q9dnhz> #WVteeth