

## Get Involved in #DentalHEROES & #DentalSAFETY

### Social Post Guidelines

- Ask a team member to take a photo or video of a dentist or other staff member, preferably in the practice (or selfie video) using an iPhone/cell phone (best if held horizontally); keep it simple.
- The video should be short, 20 to 30 seconds max.

### Content Ideas

#### #DentalHEROES:

- Describe why you've remained on the front lines for patients
- Read a patient review or thank you card and say how much it means to you
- Describe something nice patients have done to show their gratitude
- Describe an emergency you treated and what it meant to be there for the patient in their time of need

#### #DentalSAFETY:

- Read a patient review where they're thanking us for all the extra precautions
- Describe in a light-hearted way the lengths you are going to keep yourself and your patients safe
- Point people to the website for safety video
- Talk about the risks of putting off needed care and how small dental issues will become bigger if not treated

**Where to Post:** Post on a personal, public-facing social media channels (Instagram, Twitter, LinkedIn or Facebook).

### REMEMBER:

1. Include the hashtags: **#DentalHEROES** and **#DentalSAFETY**
2. Tag our social accounts and every dental group and entity you can think of, such as dentist friends, dental schools, relevant dental associations & groups (e.g., #CDADentists, #CDA, @AmericanDentalAssociation, #ADA, ASDA groups, professional associations, etc.)
3. If using patient names or images, make sure you have a signed media release

### Key Talking Points by Campaign

#### #DentalHEROES

- Goal: Celebrate patient stories of emergency care provided during the outbreak
- Key Talking Points:
  - At the height of the pandemic, 95% of dental practices were completely closed or only seeing emergency patients driving many emergencies to local ERs
  - Across the U.S. Dentists have treated over half a million dental emergencies since the start of the COVID-19 crisis

- Dental disorders rank in top 3 avoidable emergency visits
  - Most ERs are not equipped to provide definitive dental care
  - Every 14 seconds someone visits a hospital emergency room for dental conditions in the US
  - A dental emergency is the #2 reason 20 to 39-year-old adults go to emergency rooms
- Dentists are an essential part of the health care system.

### **#DentalSAFETY**

- Goal: Reassure the public that it is safe to visit the dentist and they shouldn't delay needed care
- Key Talking Points:
  - Many people put off needed healthcare visits due to coronavirus fears
    - 1/3 of all adults in the US reported delaying needed care
    - 50% of seniors have delayed healthcare appointments
    - ADA reported average weekly dental visits 82% below normal in early May
  - Delaying needed treatment can have [serious health impacts](#)
  - Poor oral hygiene has been linked to [COVID-19 complications](#)
  - Dentists nationwide have safely treated over half a million dental emergencies since the start of the crisis
  - Standard Precautions for infection control have long been in place in the dental industry to guard against the spread of highly contagious diseases
  - Extra safety measures have been put in place since the start of the crisis:
    - Employee health screening
    - Patient pre-screening and temperature checks
    - In-office social distancing
    - Added layers of personal protective equipment (PPE) for staff and patients
    - Use of disinfectant mouth rinse
    - Frequent disinfecting of common areas and treatment rooms
    - Teledentistry appointments
  - Watch our Safety video:
    - <https://www.youtube.com/watch?v=eCs1y8xY6do&feature=youtu.be>

**Thank you for joining in to support the dental profession**