

NATIONAL
PROSTHODONTICS
AWARENESS WEEK

April 22-28, 2012



Save the Date to Celebrate National Prosthodontics Awareness Week™

The American College of Prosthodontists advocates for the valuable role that prosthodontists play on the dental team. National Prosthodontics Awareness Week™ focuses on raising public awareness about the critical importance of a healthy mouth.

Find out more at www.prosthodontics.org/npaw

ACP
AMERICAN COLLEGE OF
PROSTHODONTISTS

Your smile.
Our specialty.™

Preface

***T**his document provides ACP members a variety of opportunities to promote Prosthodontics both locally and nationally. The information and media templates enclosed represent the collective efforts of the committee members of the 2012 National Prosthodontics Awareness Week Task Force, which includes: Drs. Jonathan Wiens, John Agar, Stephen Hudis, Terry Kelly, Lars Bouma, Victoria Vickers, Nadim Baba, Richard Windhorn, and John P. Zarb, as well as the ACP Central Office staff.*

Additionally, members are encouraged to take advantage of their member discount and purchase ACP patient and professional brochures to bolster their presentations to colleagues and the public. At www.prosthodontics.org/npaw there are archived activity reports from NPAW 2010 & 11 that can be used as resources to assist you in developing programs and activities for this year. You are encouraged to use this toolkit, not just during National Prosthodontics Awareness Week, but also at any other occasion that may arise to promote Prosthodontics to the general public and other health care providers. The templates in this toolkit may be customized to suit your individual or practice needs. If you have developed a template or activity that has worked well for your practice or institution, we hope you will share that idea with us as well in the future

The key messages for NPAW 2012 are the following:

Prosthodontists change lives!

Prosthodontists are the experts in planning and creating esthetic restorations

Prosthodontists are serious about access to care (dental school clinics and pro-bono services)

Prosthodontists provide a broad spectrum of services including Maxillofacial Prosthetics

Prosthodontists treat a broad spectrum of patients

Prosthodontists are the experts in solving more difficult dental problems.

Prosthodontists have the additional formal training to expertly plan, restore and often place dental implants.

*It must be remembered that NPAW activities are grass root efforts and while they occur at the local level they collectively create the momentum needed for a national awareness only when **everyone** participates. Therefore, a successful outcome is totally dependent upon your enthusiasm and involvement.*

*Lawrence E. Brecht, DDS
2012 NPAW Chair, ACP*

Introduction

The American College of Prosthodontists advocates for the valuable role that prosthodontists play on the dental team. To this end, our National Prosthodontics Awareness Week (April 3-9, 2010) focuses on raising public awareness about the critical importance of a healthy mouth.

A memorable and effective National Prosthodontics Awareness Week begins with a solid plan to inform the public that a healthy mouth and replacing missing teeth are necessary for overall health. Additionally, prosthodontists can provide expert care and are well prepared to work with assisting patients in considering the most appropriate options for replacing any number of missing teeth. The ACP invites you to join colleagues across the country in celebrating this event in your local community. Your activities will enhance visibility of the specialty and the more than 3,000 ACP members!

Overview

This guide includes suggestions for activities to promote National Prosthodontics Awareness Week in your area, along with ready-to-use tools to implement them. You will find sections that include:

- Promotional Activities in Your Community with Member Action Plan
- ACP Sections Action Plan
- Dental/Graduate School Action Plan
- Oral Health-Cancer Screening Event Activities
- Ideas for Outreach to Other Dental Professionals
- Prosthodontic Forum Action Plan
- National Prosthodontics Awareness Week logo for posters
- Tips for Working with the Local News Media
- ACP Brochures, PowerPoint Presentations and Letter Templates

These resources will also be available year-round, free-of-charge, on the public awareness campaign page at the College Web site at www.prosthodontics.org where you can also find updates regarding the ACP's activities across the nation surrounding the event. It is important to promote to the public the "Go to a Pro" slogan at www.gotoapro.org, where patients can "Find a Prosthodontist" or find answers to "FAQs" about prosthodontic procedures.

We Welcome Your Ideas and Feedback!

The ACP is interested in your thoughts about National Prosthodontic Awareness Week. If you have suggestions for improving these festivities next year, let us know! Or, if you'd like to share how you celebrated National Prosthodontic Awareness Week in your community, send us your photos and stories, and we'll share them with other ACP members. Feedback may be sent via e-mail to Nathalie Williams, Sections Manager, at nwilliams@prosthodontics.org.

Member Outreach Activities

... In Your Community

Enhance the visibility of your practice within your community by engaging patients, hospitals, and other health care providers in National Prosthodontics Awareness Week activities. Vendors or local labs/businesses may become valuable partners in spreading your message, and may sponsor some of your activities.



Community Presentations

Community groups and medical facilities offer a direct link to potential patients who need to know more about the prosthodontists' special training and how their quality of life can be improved with a healthy mouth.

- Members of civic clubs and social groups;
- Attendees of hospital health fairs;
- Students at local high schools, colleges and universities;
- Emergency Care Personnel; and
- Local business with a large number of employees.

Contact these groups directly and offer to present a short, informational lecture about maintaining a healthy mouth, replacing missing teeth, and restoring smiles during National Prosthodontics Awareness Week. Local newspapers and hospitals frequently publish monthly activities that may also provide speaking opportunities. Explain the specialty of prosthodontics and the state of the art procedures and techniques practiced.

Materials

The ACP provides the following materials that may assist you in educating the public: A Press release template, Letter to the Editor template, Calendar listing template, Public Service Announcement, campaign logo and a customizable poster.

Open House

Host an open house and tour of your prosthodontic practice. Invite hospital and school staff, area business leaders, the public and news media. Discuss the technological advances and state of the art procedures. Showcase equipment you utilize in your practice to provide the highest quality care. Distribute practice contact information and other educational resources. Invite local lab(s) to participate in the open house. Have technicians present and display their restorations so patients can see how much work goes into the process.

Photo Album of Prosthodontic Cases

Develop a photo album of your complex prosthodontic cases showing the mouth before and after the procedure(s). Digital photo printing services online or at local retail stores allow you to easily create high-quality digital or hard copy photo books that feature practice branding elements (logo, color schemes, etc.) as well as custom captions for each image. Such an album makes an attractive marketing piece to distribute during National Prosthodontic Awareness Week to your top referring dentists, reminding them of the valuable services you can perform on even the most complex cases. For in office presentations, digital frames are available that will show a slide show of before and after images on a continuous loop. Remember to consider any applicable regulations related to patient privacy and permission that may affect the development of such material.

Emergency Care Personnel Prosthodontic Awareness

Reach out to local emergency personnel during national Prosthodontics Awareness Week to demonstrate the valuable skill set you can provide in diagnosing and treatment of traumatic mouth injuries. Ensure that local hospital emergency rooms and emergency care clinics have your contact information should they need an emergency consult, and distribute patient education materials that keep your practice top of mind should a dental emergency present itself.

Mentoring Predoctoral Dental Students

Unfortunately, many senior predoctoral dental students may graduate without establishing a relationship with a prosthodontist. Since these individuals have the potential to be your future referring colleagues, establishing relationships with them before they enter active practice can be a fruitful investment of your time. Contact your local dental school's predoctoral program director and offer to present a guest lecture on prosthodontics during National Prosthodontics Awareness Week. Emphasize the partnership that exists between general dentists and specialists as part of an interdisciplinary approach to treatment planning and management of patient care. If a formal lecture is not possible, offer to conduct an hour-long, optional lunch-and-learn presentation, for which you provide lunch.

Referring Dentists

Referring dentists are often essential to a prosthodontic practice. National Prosthodontic Awareness Week offers the opportunity to show your gratitude for their continued support and enlighten them to the latest advances in the specialty.

Gifts for Referrals

Show your appreciation for referrals by sending a gift basket loaded with treats or ACP educational materials. The ACP patient resource brochures explain prosthodontics and the benefits of seeking treatment with a prosthodontist, and can be personalized with your practice information.

Referral Reception

Celebrate with a group of your top referring dentists at your office. Showcase the technological advances within your practice that increase your effectiveness in treating even the toughest cases or demonstrate techniques to make your referrers more proficient when working with their patients. During the reception, ask attending dentists to identify prosthodontic topics that are of interest to them and that they would be willing to discuss with you further.

Treatment Gift Certificates

A great way to show your gratitude to referring dentists, while also providing a valuable prosthodontic service for patients, is by providing pro bono treatment. Use the sample letter included as a gift certificate entitling the recipient of your referring dentist's choice to a complimentary crown, veneer, or other procedure.

Sample: Referral Gift Certificate Letter

Dear [Referring Dentist],

It is with the deepest gratitude that I thank you for all the great patients you've sent me over the years. Giving your patients exceptional care brings my staff and me deep satisfaction and joy every day. We prize the trust you place in us and continually strive to improve and enhance the professional relationship we share. Keeping the entirety of this in mind, I have a rather unique offer for you.

All of us have patients for whom dental care is an emotional and/or financially taxing experience. We want to deliver our finest dentistry to them, but for a variety of reasons, their fears and unawareness of the importance of a healthy mouth persists, leading them to avoid much-needed dental care.

Enclosed is a coupon for you to give to a deserving, person that will allow him/her to have one **[crown, implant, etc. insert the procedure you would like to provide]** gratis, to help them in completing their treatment. Hopefully, this will let them know that you care so very much for them that you will facilitate this favor for them. Please have your office staff schedule this appointment for your special patient so that we may be discreet in discussing financial arrangements with them.

Very truly yours,
[Name and credentials
Contact information]

ACP Member Action Plan: National Prosthodontics Awareness Week

September - November 2011 Action Steps

- Attend Scottsdale AS11 Regional Town Hall Meeting on Saturday Morning, Nov 5.
- Meet with office staff and have a post meeting wrap-up about NPAW. Prepare and print out documents from the online toolkit.
- Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- Engage your local study club. Insert NPAW logo into presentations for study clubs and information for referring dentists.
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch! Remember we want to celebrate the care you give in your communities and don't forget about Oral Cancer Screening! You are on the front lines!

December 2011 Action Steps

- If you send out holiday/new year greetings to patients, friends, and family; consider including your office magnet or your business card.
- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2012.
- Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

January 2012 Action Steps

- Contact organizations you are a member of and ask if you can give a short presentation about the importance of maintaining a healthy mouth. These people know you! Work your sphere of influence. (Rotary, Kiwanis, etc.)
- Follow up with contact at organizations for spring community events where you could have a booth and participate.
- Check and update action plan
- Send NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

February - March 2012 Action Steps

- Check and update action plan
- Look for the Special Edition of the *Wednesday Wake-up Call* that's all about NPAW. We will list upcoming activities and any last minute news so make sure you send in your activity report to the Sections Manager.
- Feb. 6 - 10: Place orders for ACP brochures listed in the NPAW toolkit to hand out at your talks/community event.
- Send NPAW activity report to Section President and Sections Manager for possible inclusion in the Spring *Messenger*. Let's celebrate the events you plan, media outreach and the patients you touch!
- Feb. 13 - 17: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Feb. 20 - 24: --Place the NPAW logo on your Web site home page.

Section Activities

ACP sections have intimate knowledge of the challenges and opportunities facing constituents on a state level. Here are some activities sections can undertake to increase prosthodontic awareness.



Official Proclamation

Make National Prosthodontic Awareness Week officially recognized in your state or city with a proclamation from your mayor or governor. A proclamation adds credibility and creates public awareness of the specialty's contributions to oral and public health. Make sure to contact local officials to determine the best way to submit a letter for consideration.

Pro Bono Services

Nationwide, underserved populations go without necessary dental care due to mitigating circumstances. National Prosthodontic Awareness Week provides an appropriate event to organize a statewide effort for

prosthodontists to donate their services to those in need. A unique event could be coordinated at the section level. Many prosthodontists offer pro bono services and this would be a great event to highlight this work.

Section Member Communication

While the ACP works on a national level to promote National Prosthodontics Awareness Week, section leaders can ensure your constituents are aware of their responsibility to assist the ACP on a local level. E-mails can be sent to local prosthodontists with a motivational message encouraging activity in your state.

Legislative Days

Usually organized and coordinated by a state dental association. Be proactive and find out ahead of time the agenda from your state dental association and see how you can best participate and meet legislators.

Materials

The ACP provides the following materials that may assist you in educating the public: A Press release template, Letter to the Editor template, Proclamation request, Public Service Announcement, campaign logo, section banner and a customizable flyer.

ACP Section Action Plan: National Prosthodontics Awareness Week

September - November 2011 Action Steps

- Send a proclamation request to your elected official (check governor office web sites for instructions)
- Meet with Section and/or Officers to plan/brainstorm an event or activities.
- Host a prosthodontics evening for 3rd year students at your local dental school.
- Send a press release to your city magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Apply for ACP Section Web site Template (See Request Form)
- Attend Scottsdale AS11 Town Hall Meeting on Saturday Morning.
- Send post meeting wrap-up email to section members about NPAW. Encourage local participation and include link to online toolkit.
- Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

December 2011 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Inquire through local convention and business bureau and hospitals about upcoming health fairs or other community festivals through spring 2012.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

January 2012 Action Steps

- Apply for ACP Section Web site Template (See Request Form)
- Order promotional items i.e., pins, stickers
- Follow up with elected officials regarding the status of your proclamation request.
- Follow up with contacts at organizations for spring community events.
- Send NPAW activity report to Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

February - March 2012 Action Steps

- Feb. : Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- Feb. : --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Place the NPAW logo on your Section Website. Send eblast to all members requesting their participation.
- Mar.: --Forward PSAs to local radio stations
- Send NPAW activity report to the Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

ACP Section Action Plan: National Prosthodontics Awareness Week

March - April 2012 Action Steps

- Mar. 26 – Apr. 6: Send letter to the editor about NPAW and maintaining a healthy mouth
- April 22 – 28 NPAW!!!
- After: Send photos and “Thank You” notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants.
- Send NPAW activity report to Sections Manager. Let’s celebrate the events you plan, media outreach and the patients you touch!

Proclamation Request Letter Template

[Date]

[The Honorable Governor or Mayor
Office of the Governor or Mayor
Address
City, State, Zip code]

Dear Governor or Mayor [Insert name]:

I am proud to inform you that the [insert state/military Region] Section of the American College of Prosthodontists will celebrate its second "National Prosthodontics Awareness Week" this April 22 – 28, 2012. We would like to ask for your support of the future oral health for adults. Prosthodontics is the American Dental Association recognized specialty that encompasses diagnosing, treatment planning, restoring, and replacing the natural teeth in order to rehabilitate and maintain the function, comfort, appearance and health of patients.

The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss. They have a highly skilled understanding of the dynamics of a smile, the preservation of a healthy mouth and the creation of tooth replacements. Prosthodontists also maintain a strong commitment to the dental health care needs of older patients, individuals with congenital anomalies, and those who have been affected by oral cancer.

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape causing the bone to shrink and possibly changing a person's facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists' expertise can change a smile and a life.

The goals of National Prosthodontics Awareness Week are:

- To raise public awareness about the critical importance of mouth (or oral?) health;
- To raise public awareness on how to best care for missing teeth; and
- To increase awareness about the services provided by prosthodontists in their local communities, including pro bono care.

The American College of Prosthodontists' mission is to provide the highest standard of patient care, work closely with other dental professionals to provide the most comprehensive and effective treatments, and improve the quality of patients' lives. On behalf of our national organization, which represents more than 3000 members across the country I hope you will provide us with a proclamation stating that the [insert city or state] recognizes April 22 – 28 as National Prosthodontics Awareness Week.

I would be honored for you to consider this request and for your support of the prosthodontic specialty. The (section/military region) of the ACP hopes to receive this proclamation by [insert date]. Please do not hesitate to contact me if you have any questions. The proclamation may be sent to:

[Name
Address
City, State Zip code]

Thank you for your consideration and support.

Sincerely,

[Name and credentials]
[Section Information]



Proclamation

- WHEREAS, prosthodontics, an American Dental Association recognized specialty, encompasses diagnosing, treatment planning, restoring and replacing the natural teeth to rehabilitate and maintain the function, comfort, appearance and health of patients; and
- WHEREAS, tooth loss can be caused by decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape, causing the bone to shrink, possibly changing a person's facial appearance; and
- WHEREAS, many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment, but by utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures, a prosthodontists' expertise can change a smile and a life; and
- WHEREAS, prosthodontists undergo three years of additional training after dental school in the prevention and treatment of tooth loss; and
- WHEREAS, prosthodontists have a highly skilled understanding of the dynamics of a smile, the preservation of a healthy mouth and the creation of tooth replacements; and
- WHEREAS, prosthodontists also maintain a strong commitment to the dental health care needs of older patients, individuals with congenital anomalies, and those who have been affected by oral cancer, with many providing pro bono care to their local communities; and
- WHEREAS, prosthodontists are represented by the American College of Prosthodontists, an educational and scientific association founded in 1970 to represent the needs and interests of prosthodontists within organized dentistry, and to the public, by providing a means for stimulating awareness and interest in the field of prosthodontics; and
- WHEREAS, the American College of Prosthodontists' mission is to provide the highest quality of patient care, work closely with other dental professionals to provide the most comprehensive and effective treatments, and improve the quality of patients' lives; and
- WHEREAS, in 2010, the American College of Prosthodontists, incorporated in Illinois and headquartered in Chicago, and its 3,200 members internationally will celebrate the organization's 40th anniversary:

THEREFORE, I, Pat Quinn, Governor of the State of Illinois, do hereby proclaim March 7-13, 2010 as NATIONAL PROSTHODONTICS AWARENESS WEEK in Illinois, to raise public awareness of the critical importance of mouth health and how to best care for missing teeth, and in recognition of the important services that prosthodontists provide.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Illinois to be affixed.



Done at the Capitol, in the City of Springfield, this TENTH day of AUGUST, in the Year of Our Lord two thousand and NINE, and of the State of Illinois the one hundred and NINETY-FIRST

Esse White SECRETARY OF STATE

Pat Quinn GOVERNOR

Graduate Program Activities

Purpose: Raise the profile of prosthodontics in the dental community. Initiate activities in Graduate Prosthodontics Departments across the US in association with National Prosthodontics Awareness Week. See NPAW 2010 Dental Program Activities and the Action Plan.

Goals:

1. Provide Pro Bono service during the week to foster a culture of compassion
2. Promote awareness of the prosthodontic specialty to the general public
3. Generate interest in the specialty as a career path for pre-doctoral students
4. Demonstrate the relevance of prosthodontic training in setting the standard for optimal restorative dental treatment
5. Enable appreciation for the services and leadership of prosthodontics
6. Endow the specialty with a renewed sense of solidarity and purpose



Possible Activities:

- Have residents submit names of patients they feel would benefit from having complete dentures made. Draw from these names one patient per resident who may receive complete denture service Pro Bono. Patients who are selected must agree to spend time observing a lab procedure in the construction of complete dentures. Patient's who are selected must attend open house and are encouraged to bring guests. Patients must be available to come in each day of the week for treatment.
- Organize an open house in the Graduate Prosthodontic department. Provide invitation and post notice to patients, students, residents, faculty, and staff. Provide notice within the community by inviting youth groups, social organizations, etc. Host a presentation, tour, and demonstration (may involve lab technicians). Demo waxing, casting, flasking/processing, porcelain stacking, salt and peppering. Tour includes showing lab (which needs cleaning), articulators, instruments, equipment. Create presentation showing cases prosthodontists treat and results achievable.
- Have pre-doctoral students who produce excellent preclinical work present it for display during the open house (have a competition perhaps with award & recognition). Invite pre-doctoral students to attend literature review/case presentation in department. Invite pre-doctoral students to attend/participate in open house.
- Include explanation of what is involved in prosthodontic training in presentation. Explain incidence and effects of edentulism and benefits of prosthodontic treatment. Explain how prosthodontics leads innovations in restorative dentistry.
- Present the role of the prosthodontist as premier architect of the treatment plan. Present the role of the prosthodontist as chief ambassador for the patient.
- Involve all prosthodontic residents and faculty. Residents will provide service and perform lab work together each day of the week. Host event for retired prosthodontists to meet with residents and practicing prosthodontists and discuss the legacy and future of the specialty.

Dental Schools-Predoctoral & Postdoctoral Students Action Plan: National Prosthodontics Awareness Week

September - November 2011 Action Steps

- Communicate with local ACP section to host a prosthodontics evening for 3rd year (postdoctoral) students
- Attend Scottsdale AS11 Town Hall Meeting on Saturday Morning.
- Meet with Prosthodontist and Residents to plan/brainstorm an event or activities.
- Send a press release to your city and university magazine for inclusion in the spring issue as a story or calendar item. (Health & Wellness Editor/Writer)
- Postdoctoral students and faculty showcase prosthodontics to predoctoral students in the dental school. (Use the ACP "Top 10 Reasons to become a Prosthodontist" posters)
- Follow the ACP on Twitter
- Become a fan of the ACP on Facebook.
- Check and update action plan

December 2011 Action Steps

- Send post meeting wrap-up email to student members at your university/college about NPAW. Encourage local participation and include link to online toolkit.
- Outreach to your local assisted living facility to schedule presentations on applying denture cream, dental care, xerostomia, etc.
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan include participating and promoting NPAW at your local ASDA events.

January 2012 Action Steps

- Schedule and host an Esthetics lecture (speaker local ACP member?)
- Schedule and host an Implant lecture (speaker local ACP member?)
- Identify patients for restorations. Goal: 5-10 patients with Prosthodontist, Resident, Student teams.
- Faculty to schedule/conduct lecture on oral cancer and screening.
- Identify Lab Support (local? In house?)
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

February - March 2012 Action Steps

- Feb. 6 – 10: Place orders for ACP brochures listed in the NPAW toolkit to hand out at your event.
- Feb. 13 – 17: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Contact the IT department about placing the NPAW logo on your college/university Website.
- Feb. 20 – 24: --Forward PSAs to local radio stations
- Send NPAW activity report to the Sections Manager; tweet and send status updates. Let's celebrate the events you plan, media outreach and the patients you touch!
- Check and update action plan

Dental Schools-Predoctoral & Postdoctoral Students Action Plan: National Prosthodontics Awareness Week

March – April 2012 Action Steps

- Mar. 28–Apr. 6: Send letter to the editor about NPAW and maintaining a healthy mouth
- Apr. 22 – 28:-- Faculty and students perform oral cancer screenings, host open houses, and other scheduled activities.
- After: Send photos and “Thank You” notes to any media who attended your event(s). Upload photos to FB, TWP and tag participants.
- Send NPAW activity report to Sections Manager; tweet and send status updates. Let’s celebrate the events you plan, media outreach and the patients you touch!
- For next year, contact the ACP Central Office to inquire about ACP Section leadership participating at your local ASDA functions.

Oral Health-Cancer Screening

Organize a Free Oral Health-Cancer Screening Event

You may organize a local Oral Health Cancer Screening Event at your institution that is free to the public similar to the past events held in San Diego, Orlando and Scottsdale. While the primary purpose would be cancer screening additional clinical observations may be made relative to the patient's general oral health, the presence of dental disease and/or ill-fitting dental prostheses. Preparation must be made in advance for the referral of patient's with positive findings.

The ACP has developed an Oral Cancer Screening DVD that may be used to educate other health care professionals how to perform a proper examination. The DVD may be obtained from the ACP Central Office. Appropriate Patient Agreement, Examination and Referral Forms are included for the screening event. A checklist to a successful oral health screening event is provided.

Consent Form

I consent to an evaluation of my head, face, neck, upper torso and oral cavity for unusual skin or mucosal changes that might be associated with a disease process. I understand that this evaluation is only a screening. I will be informed verbally if areas of concern are noted. I will then assume the responsibility to contact my physician or dentist for a complete evaluation, diagnosis and treatment as needed.

Name (Please print) _____

Signature _____

Date _____

Examination Form

APPEARANCE

A. Color

- Red Color
- White Color
- Red/White Color
- Normal overlying mucosa

B. Surface

- Cobblestone texture
- Ulceration
- Smooth

PALPATION

- Firm
- Soft
- Moveable
- Causes bleeding

DIMENSION

- Surface dimension
- Depth dimension

EXTRAORAL FINDINGS

- Neck mass
- Location of neck mass
- Size of neck mass

SIGNS AND SYMPTOMS and HOW LONG HAS EACH BEEN PRESENT

- Sore throat
- Earache
- Painful swallowing in throat
- Pain at lesion site
- Occasional bleeding at the site
- Awareness of the lesion
- Any change in the lesion

HISTORY

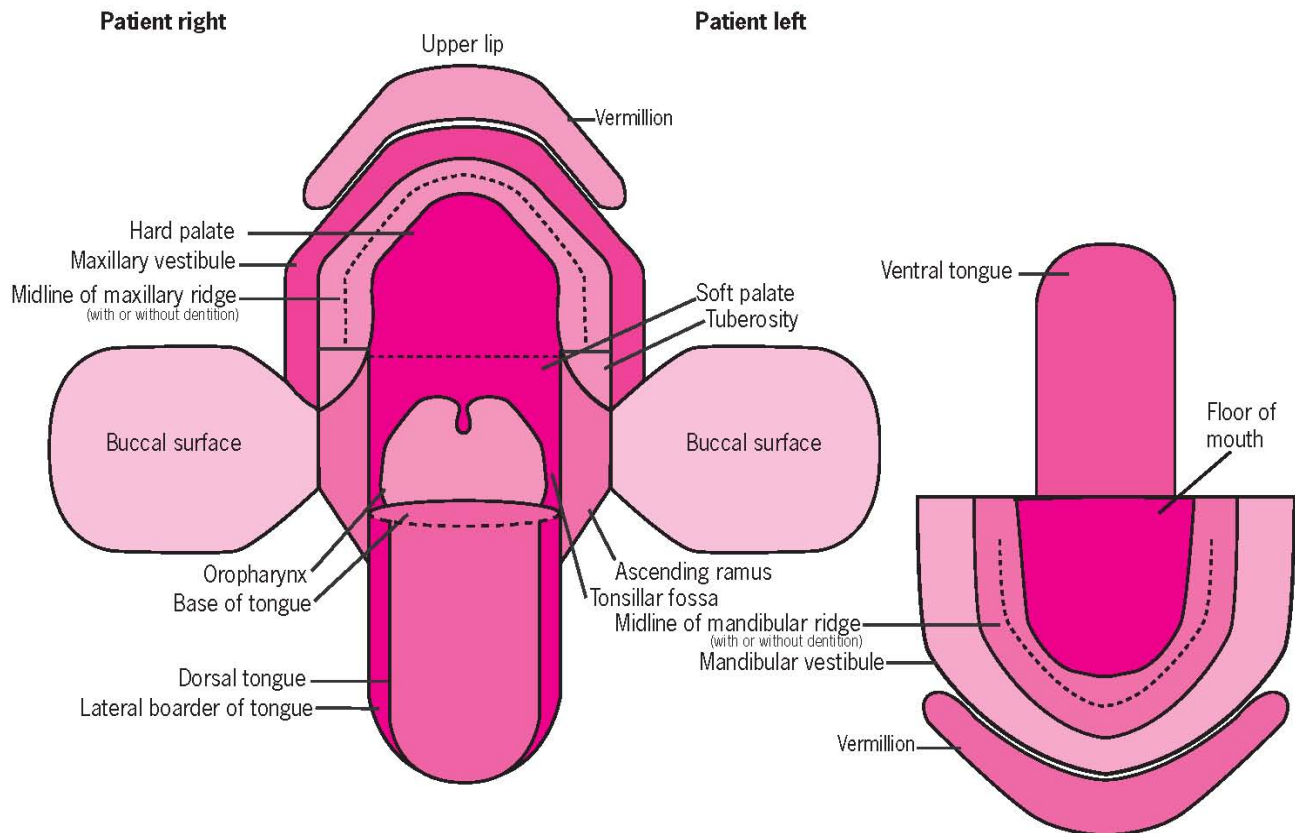
- Smoking
- Alcohol
- Previous lesion in the area with a past diagnosis of _____

Oral Cancer Screening Referral Form

The patient that brings you this form was screened at a public screening event. We have found the below detailed abnormality. We believe this area requires further evaluation, and if warranted a biopsy for definitive diagnosis.



Patient name _____
 Address _____
 City _____ State _____ Zip _____
 Phone contact number _____ Age _____ Sex _____



Description of suspect tissue/area:

Examiner: _____ Printed Name: _____

Contact Information: _____

Steps to a Successful Oral Health Screening Event – A Checklist

1. Create an effective interactive team or committee, involve PPG students
2. Determine the goal for the event and anticipate the public need
3. Create a timeline for events to take place - allow adequate time to achieve goal
4. Delegate activities to team members – share the fun
5. Determine a date - Saturdays are better than weekdays
6. Determine a location – Public spaces with high traffic will attract more people
7. Obtain consent to use public space if needed – may need liability insurance
8. Locate sponsors/partners – stores, foundations, organizations, universities, suppliers
9. Create event flyers
10. Create free examination cards to be handed out
11. Create public service announcements
12. Create a press release
13. Create a calendar listing
14. Create banners to identify event: registration, exam, etc.
15. Identify and calibrate “screeners”
16. Identify “wranglers” to assist directing the public or answer questions
17. Identify media/communication experts who can assist you
18. Identify local television, newspaper and radio contacts
19. Be prepared to be interviewed – know the topic thoroughly
20. Obtain appropriate and supportive patient informational brochures or pamphlets
21. Obtain a clinical mobile van, tents, chairs if needed
22. Obtain expendable examination supplies from local dental supplier, such as:
 - a. Head lamps-battery operated
 - b. 2 x 2 Gauze
 - c. Disposable mouth mirrors
 - d. Tongue blades
 - e. Antiseptic lotion
 - f. Nitrile Gloves (non-latex) medium to large size
 - g. Face Masks
 - h. Facial Tissues
 - i. Waste Receptacles
23. Prepare patient agreement, examination and referral forms if needed
24. Create a list of health care providers/institutions that will accept referrals
25. Create a means to publically recognize contributors with banners, poster-boards
26. Create buttons/ribbons for individuals screened
27. Have adequate chairs and/or refreshments for individuals waiting for screening
28. Follow-up letter of thanks for all of those involved
29. Debrief – prepare a report of what worked and what didn’t work
30. Assess the benefit provided to the public sector
31. If the event is held at a shopping center check to see if liability insurance is required
32. All Screeners must be licensed in the state where the OCS is taking place.
33. Make sure there is a licensing agreement signed and on file in the Central Office for Section use of the ACP logo for all fliers and advertisements for the event.

Prosthodontic Forum Organization Action Plan: National Prosthodontics Awareness Week

September - November 2011 Action Steps

- ACP President invites Forum Organizations to join the College in Celebrating National Prosthodontics Awareness Week at the Forum Meeting.
- Attend Scottsdale AS2011 Town Hall Meeting on Saturday Morning.
- Follow the ACP on Twitter, Like the ACP on Facebook
- Meet with organization members and/or Officers to plan/brainstorm an event or activities; create an action plan and checklist.
- Send a letter of support to the ACP and ADA for NPAW

December 2011 - January 2012 Action Steps

- Send post meeting wrap-up email to organization members about NPAW. Encourage local participation and include link to ACP online toolkit.

February 2012 Action Steps

- Place the NPAW logo on your organization Web site. Send eblast to all members requesting their participation in celebrating the observance.

March – April 2012 Action Steps

- Mar. 28 – Apr. 6: Send letter to the editor about NPAW and maintaining a healthy mouth
- April 22 – 28 NPAW!!!
- After: Send photo link to ACP. Upload photos to Facebook, Twitter tag participants.
- Send NPAW activity report to ACP Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

ACP Background Information

The American College of Prosthodontists is an educational and scientific organization founded in 1970 to represent the needs and interests of prosthodontists within organized dentistry. The ACP is a nonprofit organization with more than 3,000 members including prosthodontists, dental technicians, dental students and other dental professionals who have significantly contributed to the specialty.

The ACP is the only prosthodontic specialty association whose membership is based solely on education credentials. ACP members must be in or have completed an ADA-accredited advanced education program in prosthodontics. A prosthodontist is a dentist, who specializes in the esthetic restoration and replacement of teeth, receive additional years of advanced training after dental school, and restores optimum appearance and chewing function.

The College has a goal of stimulating awareness and interest in the field of prosthodontics to the public. In 2010 the College will celebrate its 40th Anniversary that will focus on service to the community and bright futures for prosthodontic residents.

The American College of Prosthodontists holds annual scientific sessions every fall to bring educators, researchers and clinicians together to share the latest advances in the practice of prosthodontics. The College launched the Center for Prosthodontic Education in 2001 to further its mission to shape education in the specialty by having multiple educational programs throughout the year.

The ACP Education Foundation as a charitable organization was created in 1985 in response to the demand for education and research. The foundation was developed to provide the resources required to support the vision of the College and the needs of the specialty. The ACPEF is a 501 (c) 3 organization governed by an independent Board of Directors with representatives from the College, leading academic institutions and the corporate community all working together for the overall advancement of the specialty.

What is a prosthodontist?

A prosthodontist is a dentist who:

- Specializes in the esthetic restoration and replacement of teeth,
- Receives additional years of advanced training after dental school, and
- Restores optimum appearance and function to your smile.

Additional training for prosthodontists is earned through a hospital or university-based program accredited by the American Dental Association. The training includes review of the literature, lectures, treatment of patients and laboratory experience in fabricating restorations.

Prosthodontics is one of the nine dental specialties recognized by the American Dental Association. Graduate programs in prosthodontics include classroom lectures and seminars, laboratory and clinical training in esthetics/cosmetics, crowns, bridges, veneers, inlays, complete and removable partial dentures, dental implants, TMD-jaw joint problems, traumatic injuries to the mouth's structures, congenital or birth anomalies to teeth, snoring, sleep disorders, and oral cancer reconstruction and continuing care. Prosthodontists are masters of complete oral rehabilitation.

A prosthodontist is dedicated to the highest standards of care in the restoration and replacement of teeth.

Who needs a prosthodontist?

- You are missing one or more teeth.
- Your teeth have extensive wear, fracture or tooth breakdown
- You are interested in dental implants.
- You wear dentures or removable partial dentures or have fixed bridges.
- You want to improve the esthetics of your smile.
- You have jaw pain (TMD) or bite problems

Many factors contribute to the loss of your teeth - some people are born without certain teeth, and some lose their teeth because of disease, injury, and wear as a result of clenching or grinding. Tooth loss creates both esthetic and functional problems, resulting in unwanted changes to your facial appearance, as well as a detrimental effect on your chewing ability, confidence and self-esteem. A prosthodontist is the dental specialist uniquely qualified to restore the appearance of your smile and help you regain optimum function of your teeth.

Today, when the desire for a more natural looking smile is greater than ever, there are several exciting new options you can choose. It is now possible to restore broken, decayed, worn and discolored teeth to their natural beauty and strength. You can enhance the beauty of your smile by replacing stained, chipped, missing or worn teeth by a variety of methods including whitening, veneers, crowns/caps or even implant-supported teeth.

What dental procedures does a prosthodontist perform?

Prosthodontists are the experts in dental rehabilitation and have mastered many procedures including: crowns, caps, bridges, veneers, removable partial dentures, dentures and dental implants. In addition to restoring dental implants with restorations, many prosthodontists are surgically placing implants.

Bridges

Traditional methods to replace a missing tooth or teeth include the fabrication of a bridge. To replace a missing tooth with a bridge, at least one tooth on either side of the space created by the missing tooth must be prepared for a crown. Then a false tooth is joined to the crowns, and the entire structure is cemented to the prepared teeth. The patient cannot remove the bridge, and special aids are available to keep it clean.

Cleft Palate/Obturator

Many cleft lip and palate patients' exhibit missing teeth in the area of the cleft and would benefit from a prosthodontist's care in the management of these areas. Although most cleft palates are now successfully closed surgically, there are patients who require an obturator to close the palatal defect, whether it is congenital or acquired. A prosthodontist possesses the skills necessary to fabricate an obturator that will improve the patient's speech and swallowing.

Congenital and Developmental Mouth Defects

Many patients are missing certain teeth because the teeth never developed or may be misshapen. A prosthodontist can determine the best way to replace and/or restore these teeth. Other patients exhibit teeth with poorly developed tooth structure throughout the mouth and require a prosthodontist's expertise in restoring these teeth to proper form and function.

Crowns/Caps

Crowns cover or "cap" a tooth to restore the normal function and appearance of the tooth. Crowns may be made as all metal, porcelain fused to metal or all-ceramic (porcelain). Crowns are indicated for teeth with very large fillings, teeth that have had a root canal, fractured teeth and misshapen and/or discolored teeth.

Dental Implants

Today's dental implants are typically made of titanium and may be parallel-sided or tapered and may or may not have threads. These fixtures are placed into the jawbone and allowed to heal until they are "integrated" into the bone. Dental implants may be used to replace one, many or all of a patient's teeth.

Dentures

When a patient no longer has any natural teeth, complete dentures are the traditional method to restore function and appearance. Many patients experience difficulty wearing conventional dentures because of poor stability and decreased chewing function. The use of dental implants to improve the stability and retention of dentures is becoming quite popular.

Esthetic/Cosmetic Dentistry

Many patients are interested in improving the appearance of their smile. Prosthodontists are the dental specialists who long ago determined what constitutes a pleasing smile. Teeth whitening, reshaping natural teeth, bonding of tooth-colored material to teeth and porcelain veneers are procedures commonly used to modify a smile.

Removable Partial Dentures

When there are multiple missing teeth, weak anchor teeth or no posterior teeth to anchor on, a removable partial denture is used to replace teeth. These restorations typically are made of a metal framework and a plastic base with teeth. They must be removed for daily cleaning and at night.

Teeth Grinding/Night Guards

Often patients who grind their teeth at night are unaware of their habit, but the forces exerted on both the teeth and the Temporomandibular Joint (TMJ) can be quite destructive. A custom-made night guard can protect the teeth and relieve pressure on the TMJ.

Teeth Whitening

Many products are now available for patients to whiten their teeth. These products include commercially available strips; custom fabricated trays with a bleaching gel or bleaching in a dental office using UV light or laser as the catalyst.

TMJ

Many patients use this acronym to refer to the painful symptoms related to Temporomandibular Joint dysfunction. Symptoms may include pain in the joint itself, pain in the muscles of mastication and limited movement of the lower jaw.

Sleep Apnea

Sleep apnea refers to a temporary cessation of breathing while sleeping. Many times the airway is obstructed by the patient's anatomy, and the placement of a specially designed night guard that repositions the lower jaw can improve the airflow.

Veneers

Porcelain veneers are used to modify the shape and color of teeth. Veneers are thin shells of porcelain that are etched and then bonded to the enamel of the teeth. Tooth preparation is necessary to avoid over bulking of the tooth, but it is limited to the enamel and usually involves only a few surfaces of the tooth.

Public Relations Pointers

Tip No. 1: Use and define prosthodontics clearly and often to provoke understanding with all audiences.

Define prosthodontics in one sentence. Explain why the specialty is special and why it matters. Give the listener a place to go for more information, such as gotoapro.org. Practice every day on all audiences, including family, friends, patients, prospective patients and complete strangers, in elevators and elsewhere.

Tip No. 2: Connecting with the news media: Whom do you know?

Another way to reach the media is by networking. Would you be comfortable approaching, on behalf of the ACP, patients of yours who are journalists, broadcasters, producers, editors, publishers and senior media executives? We submit that it is in the public interest for consumers with advanced dental needs to recognize prosthodontists are ADA-recognized specialists in dental restorations.

Please consider this approach with your news media-related patients: "Prosthodontists have a good story to tell. We would like to be heard. Please help. Where should the ACP start?" Competition for news media attention is intense. The problem is acute for prosthodontists because the specialty is largely unknown by consumers and the news media, mass media gatekeepers to consumers. It is not enough to have a compelling story. Luck plays a role, and so does who you know. Please help the College tell the good news of prosthodontics. Send suggestions to Lauren Dethloff at media@prosthodontics.org.

Tip No. 3: Staying On-Message With the News Media

The overarching goal of ACP public relations is to make the specialty come alive for millions of consumers nationwide, and meet the needs of news media editors and producers seeking original story ideas their readers and viewers demand.

The College is aggressively seeking strategic news media exposure. We pitch human interest stories about work that changes people lives, from the routine crown to the most advanced reconstruction, all reflections of prosthodontists' uncommon commitment to perfection. One welcome consequence of greater news media attention is that the ACP is emerging as a destination for news leads that come through the American Dental Association public relations operation.

The College prepares each ACP member for news media encounters by providing background briefings rich with insight into the media, circulation/viewership and point of view of the reporter. Talking points are reviewed and likely questions are raised and discussed.

Please remember that answering the journalist's question is keenly important to the journalist. Most often, the reporter has reserved space in the article for reaction by a dental expert. Once you have answered the reporter's question, opportunities to "add-on" something about the specialty are practically nil.

If you're not ready to answer and risk the specialty being ignored, consider this approach. "Good question, But the real issue is what would a prosthodontist do? This leads to many avenues where you may discuss prosthodontics and other issues The successful interview requires repeatedly integrating prosthodontists as pivotal to the solution, making the specialty come alive for millions of consumers who are suddenly discovering that their needs are better met by ADA-recognized masters of reconstructive dentistry, prosthodontists, and not cosmetic dentists. Like anything, effectiveness at media relations is a function of training and practice.

Tip No. 4: Rehearse What You Say and How You Say It

When preparing to speak before audiences in rooms requiring a sound system managed by a sound technician, remember to ask for a technical rehearsal before an important speech or presentation.

Stand at the podium and ask that the lights be set as they will be for the event – audience darkened stage lights up 50 percent. Now imagine dignitaries sitting in chairs on stage behind the speaker. Spotlight on speaker, or follow spot if the speaker is using a lavalier microphone.

At the tech rehearsal, all of the clutter is diminished so that you and the sound technician concentrate on your voice and your voice alone. Does the technician slide the toggle A.) north, for greater sound? or B.) slide the toggle south to bring the sound closer?

The correct answer is B. Talk in a conversational voice. Suddenly the tech struggles to hear, so he or she adjusts the volume and the timbre and balance. Broadcasters discovered years ago that controlled, conversational sound is crystal clear, believable and intimate. If eyes are upon the screen rather than the speaker, the preset voice level becomes all the more important. It is off-putting to bellow, shout, or use your voice like a hammer. For the presenter who wants to be heard, be persuasive and be memorable for the right reasons, make a positive impression and adopt a natural, conversation tone.

Tip No. 5: Share Success Stories with Local News Media

There is no greater implied endorsement for a private practitioner than to have his or her work recognized by local news media. This tacit endorsement suggests that the media perceives the practitioner to be honest, best of the best, humble and articulate. In other words, a trustworthy specialist for patients who require the best.

Having a practitioner's name mentioned favorably in the media sends readers scrambling for their browsers to search for your name, prosthodontics, and the procedure that describes their interest. After that comes a phone call and an appointment. This is exposure money can't buy.

One feature story in the local newspaper may lead to similar items appearing on local radio, television and web news consolidators. Why is this? Newspapers still set the news agenda. Other media turn to print for story ideas, especially dental stories that have a visual before and after. A story that first appears in your home town (daily) newspaper may one day become national news.

Look at recently completed patients from the perspective of human interest, not fellow specialist interest. Look for drama, such as someone who was going nowhere and suffering from low-self esteem, until prosthodontic intervention turned his or her life around.

Pro bono cases are good for getting your name in the paper but miss by a mile the prosthodontics target audience. However, a specialist seen as a good citizen will be respected, remembered, searched and archived. All coverage has value. Once you have identified a timely case that has human-interest potential, identify reporters who write features, or cover science and health care, call them to say you have a patient story that may deserve a wider audience. You, the prosthodontist, make the call, not the office manager. Start by saying: "I'm _____, a prosthodontist, a specialist in restorative dentistry, and I came across a patient story that may interested you. I have a chronology and a few paragraphs. May I send this story to you?" This makes the initial conversation personal, and not electronically remote. That said, future reporter communications likely will be email. Free media requires a small investment of time and resources for a big reward.

Tip No. 6: To E-Letter or Not to E-Letter, That is the Question

Electronic newsletters are a simple and highly cost-effective way to stay top-of-mind with past patients (cultivating referrals) and as a way to introduce your practice to visitors who may become patients.

The secret of success is to provide value – tips about maintaining a beautiful smile and trends in advanced dentistry. Every edition may include a spotlight on a key procedure such as dental implants, veneers, teeth brightening or dentures. Articles start with the e-letter in a patient's inbox, but carry the reader to the practice's website, immersed in your world.

Readers today expect e-letters to be stylishly designed in HTML, the language of website construction. Applications, such as Constant Contact, the industry leader

and Real Magnet, used by ACP's Wednesday Wake-up Call, make e-letter production easy, even for the small practitioner.

Decide on a name for you e-letter, such as "Modern Prosthodontics with Dr. Smith." Write the articles, 350 – 500 words, some less than that, headlines, and place, with photos of happy patients, in the e-letter template. Finished product looks professionally designed, because it is.

The e-letter applications provide statistics on the number of viewers who opened the e-letter and the numbers of viewers who read specific articles. This enables the practice to understand what is popular with patients and former patients, and what is less valuable. This intelligence allows the e-letter's editors to shape content that meets the needs of your practice audience.

Start with routinely harvesting email addresses as patients provide their information at the first visit. Suggest adding a disclaimer that the practice treats email addresses as confidential, never sold or rented to a third party. Viewers may also sign-up for the e-letter at the practice's website. The successful, bi-monthly, e-letter typically is a partnership between the prosthodontist and the practice manager. Alternatively, a part-time staff member may assemble the e-letter based on articles and photos assembled by the prosthodontist and office manager. E-letters are archived on the practice's website.

Tip No. 7: Change Website Content to Keep Search Engines Refreshed

Websites are tireless, 24-hour marketing and public relations tools. Websites spell out credentials, procedures and policies in an inviting and stylish way. When a prospective patient hears the name of a prospective prosthodontist, many will first visit the practice website for validation before calling the office.

Practices that have not developed a website miss opportunities to attract patients who prefer to learn about specialists online. In today's brutally competitive market, a robust website is fundamental to success. The site is divided into "tabs" that cover a variety of subjects, such as pictures of real cases, discussions about advanced procedures and the biography and credentials of the prosthodontist.

It is imperative that articles, photos and illustrations be changed routinely to assure that the site remains current with search engines. A static site, called "brochure ware," does not take advantage of the web's interactive features and falls to the bottom of search engine results.

Changes do not have to be radical. Not every page has to have new content. Change a photo on a landing page this month, and an article on another landing page the next month. Think of it as scheduled maintenance.

A goal of every successful website is to drive individuals who are searching for information to your site. This requires you to carefully design your site so search

engines (such as Google, Yahoo, Bing, etc.) can easily locate your site to raise your position in the search results rankings. One of the most effective ways to increase your search engine optimization (SEO) is to lace the page content with key words that are terms likely used by consumers in their searches. Once you have established this natural or organic SEO, you may wish to purchase ads that will appear within search results for specific terms. The fee for these sponsored rankings will vary depending on your market, the popularity of the term and the search engine, among other factors.

Tip No. 8: To Blog or Not to Blog

A blog (contraction of words “web” and “log,”) enables anyone with Internet connectivity to create a platform for original observations, commentaries, essays, photography, photographic essays, etc.

Will a blog send new patients to a practice? Not alone. The purpose of the blog is to add a human dimension to the information provided on the typical practice website. For example, a prosthodontist/blogger may write about patients whose treatment triggered a significant transformation. Photos help tell the story of a patient who moves from self-conscious to confidently smiling at every opportunity.

Treatment does not have to be heroic. What matters is a dramatic change in the patient transcending the treatment plan. Bloggers should feel free to explore any subject that makes a point and complements the practice. Not every entry has to be a patient story or a tearful pro bono case.

Some prosthodontists use their fine motor skills differently on weekends. Sculptors, musicians, painters, photographers and potters, may use the blog as an opportunity to introduce patients and non-patients to a side of the prosthodontist that is artistic and interesting. Hobbies help patients and prospective patients appreciate prosthodontists’ drive for perfection. Commentaries may confine to dental subjects, such as new ways to address old procedures, trends in dentistry and the implications of new technologies.

Patients and prospective patients find the doctor’s blog by clicking a button on the practice site: “Click to read Dr. Smith’s blog, (Title). The link takes the viewer from the practice site to the prosthodontists blog, hosted on the blog server. Complete strangers will also visit the blog because search engines will serve up the blog based on keywords that match search terms selected by the viewer. The blog will include a link to the practice site, simultaneously increasing traffic and arousing search engines. Patients may find practices through the blog, the practice website and directories.

To get started, search for “blog hosting sites” and discover several that offer free hosting, such as blogger.com. Blogger provides the tools to create a blog, including a

selection of templates offering designs from traditional to contemporary. Blog sites usually include an archive organized by date. Sites may allow space for viewer feedback. Dialogue builds interest, but the temptation for mischief by others may be irresistible. It is best to review reader comments before releasing them to run underneath the blog. If the review feature is unavailable, it may be wise to exclude viewer comments entirely. Blogs are dated and quickly become stale. A new posting every week, at minimum, will assure continuity. The blog, unlike a practice website, may create a following. Draw enough viewers and advertisers will pay to be on your blog.

Tip No. 9: Social Media and Practice Promotion

The social media bundle for business starts with a listing in LinkedIn, assuring visibility with wired professionals. By connecting with the people who know the people you know, the prosthodontist may expand his or her universe, and presumably, ultimately, this process will result in a new patient.

Once people have your name they may search for you on Facebook, where they will find a business listing rather than a personal listing. With Facebook comes a continuing obligation to keep the content fresh, otherwise the entry looks dated and lonely.

Twitter, the 140-character-limit message service readers subscribe to, allows interested persons to enjoy the writer's wisdom, wit and observations. Nothing says "I am right for the times" better than Twitter. Twitter must be reloaded with wisdom and wit several times a day to be taken seriously: before first patient, at lunch, between patients. It requires patience and time. Social media, to some extent, may increase visibility and generate new patients, if the various channels are updated continuously. It is best not to attempt social media unless the office commits to keeping the channels fresh.

Tip No. 10: Be the Cover Story of Your Own Magazine

Private publishers make available covers of controlled circulation magazines targeting the prosthodontists' demographic. The cover is typically sold as part of a package that includes a two-page editorial spread and a display advertisement on the inside pages.

Some magazines sell exclusivity. For example, a prosthodontist may buy the right to be the only prosthodontist advertising in the magazine. Cover photography is the responsibility of the prosthodontist. Engage a photographic professional to capture images of a prosthodontist who is confident, successful and at the top of his or her game. Remember that every image and article reflects the core values of your practice.

If the display photography, especially cover art, is not top tier, there will be a disconnect between how viewers perceive the magazine and website and how they perceive the practice as it operates day-to-day. Content inside usually features the doctor's background, preferred procedures, and suggestions for a home regimen for people determined to extend the life of their natural teeth. The ad emphasizes doctor's qualifications, credentials and expertise. Pictures of the prosthodontist and staff in scrubs add to the impact.

A practice brochure posing as a magazine looks like the real thing. Patients take them home and study, and may take a few extra copies for their friends. This magazine may be produced in-house by re-purposing website content for the magazine, and including testimonials with before and active pictures (patients must sign a release). A printer's designer will format and layout the magazine so that it looks professionally executed and ready to go on press. Upon printing the 12-page magazine, fulfillment houses apply labels to the magazine and drop-ship thousands of copies at the post office. Rent labels from list brokers who isolate neighborhoods based on zip code. Concentrate on those areas most likely to generate new patients.

More Tips for Working with Local News Media

Use your local media to increase awareness and involve the community in your National Prosthodontics Awareness Week activities.

Public Service Announcements

Public Service Announcements are messages designed to cause listeners to change their behavior, their attitude or to take action and are usually directed in the interest of the public good. Radio and television stations must reserve time for these types of messages, and may play them free of charge. A public service announcement (PSA) is a non commercial advertisement broadcast on radio or television, for public interest. Radio stations reserve time for issues of public interest and run PSAs free of charge.

To increase the likelihood of your PSA airing, focus on the public good of National Prosthodontics Awareness Week. Submit your PSA to the public service announcement director of your local radio station two weeks before your event and again a week before.

Calendar Listings

An effective tool to promote a weeklong event like National Prosthodontics Awareness Week is through a calendar listing in your local newspaper. Calendar listings are short concise entries designed to promote events in a “community calendar” without the full press release. Send to the Community Calendar Editor of your local daily and weekly newspapers one month before and place a follow-up call to ensure receipt.

Press Releases

Press releases should convey who, what, when, where and why of your event and generate interest. Use the ACP sample press release to notify local media outlets of your National Prosthodontics Awareness Week event. Highlight activities and successes in your practice/program in the past year; suggest tips for maintaining mouth health/options for replacing missing teeth provide background information about your planned activity. Include quotes from prosthodontists in your practice/program who have been active in oral health promotion in the community regarding their experiences. If one of your patients is willing to speak publicly about his or her prosthodontic experience, feature a quote in your release. The samples provided contain a brief paragraph about the ACP. Please add a text paragraph about your practice, department or facility. When complete send to a Health features reporter, writer, photo desk editor of a newspaper or magazine; community affairs department and producers of your area radio and TV stations two weeks before the event.

Letters to the Editor

Most newspapers accept letters to the editor. This provides you with an excellent opportunity to present your perspective on important issues related to prosthodontics. Suggestions for content include the health benefits of replacing missing teeth, misconceptions regarding prosthodontic treatment, technological advances, oral cancer screening, and the link between a healthy mouth and overall health.

Template: Public Service Announcement

Do you have one or more missing teeth? Don't feel self-conscious about your smile! The [INSERT SECTION/PRACTICE/DEPARTMENT/FACILITY NAME] is pleased to announce National Prosthodontics Awareness Week this April [INSERT DATES] – an opportunity for everyone to learn how prosthodontists provide restoration and replacement of teeth with a special emphasis on esthetics and a healthy mouth. You are welcome to come to a free seminar at [Location and Time] that is open to the public to learn what is new about replacing missing and worn teeth, esthetics, dental implants and TMJ disorders. To find a prosthodontists near you, visit www.gotoapro.org.

Calendar Listing Template

[Date]

Contact: [person in your practice who answers questions from the media]

[Contact's phone number]

National Prosthodontics Awareness Week™!
[Insert Date]

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape causing the bone to shrink and possibly changing a person's facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists' expertise can change a smile and a life. This initiative focuses on the important role prosthodontists have in treating patients with missing, broken and worn teeth.

This [Insert Date] the [name of practice] will be participating in the second National Prosthodontics Awareness Week, sponsored by the American College of Prosthodontists. The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss and advanced expertise in comfortably treating even the most complex dental needs of patients. The American College of Prosthodontists is urging all patients to talk with their dentists about how to care for their damaged or missing teeth during this National Prosthodontics Awareness Week campaign and the appropriate time to seek the care of a prosthodontist.

[Insert Event Details]

For more information, visit: [your practice Web site address or www.gotoapro.org]

Press Release Template

[Insert NPAW logo here]

Contact: [person in your
practice
who answers questions from the media]
[Contact's phone number]

FOR IMMEDIATE RELEASE

[City, State] – The American College of Prosthodontists is pleased to announce National Prosthodontics Awareness Week™ (NPAW™) on [Insert Date]. This week-long celebration will inform the public about proper oral health including oral cancer detection; will provide consumers with details on how to best care for missing teeth; and will educate the public about the benefits of seeing a prosthodontist. The [name of your practice/department/facility] is celebrating National Prosthodontics Awareness Week by [finish sentence with a brief description of your event].

[This second paragraph should include information about your event: the what, when, where, why and how your community can participate.]

With some 178 million people in the U.S. missing at least one tooth, increased awareness about proper oral health is critical. From proper denture care techniques to the importance of an annual oral cancer screening, NPAW™ will focus on facts and tips for consumers' best oral health care.

Tooth loss happens from decay and gum disease, can result because of an injury, cancer or simply wear in the mouth. A prosthodontist, a dentist with three additional years of training after dental school, provides care for missing teeth including dental implants, dentures and treatment of congenital anomalies.

A prosthodontist often works with a team of dental professionals to create a comprehensive treatment plan for patients. Prosthodontists are dedicated to the highest standards of care in the restoration and replacement of teeth including bridges, crowns/caps, teeth whitening and veneers.

Outreach by prosthodontists across the country at the local level will be a cornerstone of NPAW™. A recent survey by the ACP indicated that prosthodontists donate on average \$25,000 in pro bono care each year. The treatment delivered by prosthodontists included a broad scope of services including restorations for patients with complex needs.

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ACP National Prosthodontics Awareness Week™
Tips for Working with Local News Media

The American College of Prosthodontists is the professional association of dentists with advanced specialty training who restore and replace teeth to create optimal oral health, both in function and appearance including dental implants, dentures, veneers, crowns and teeth whitening. For more information visit www.gotoapro.org

Letter to the Editor

[Insert NPAW Logo here]

[Date]
[Dr. or Practice Name]
[Address of Practice]
[City, State, Zip]
[Contact Telephone]

Dear Editor:

This [insert date] the [name of practice/facility/department] will be participating in the second National Prosthodontics Awareness Week, sponsored by the American College of Prosthodontists. The American Dental Association recognizes prosthodontists as dental specialists with two to three years of additional training after dental school in the prevention and treatment of tooth loss.

Tooth loss happens from decay, gum disease, traumatic injury, cancer or wear. Losing teeth places stress on the mouth's structures and shape causing the bone to shrink and possibly changing a person's facial appearance. Many adults who do not replace their missing teeth suffer poor self-esteem, premature aging, poor diet, loss of function and social embarrassment. By utilizing dental implants, fixed bridgework, removable partial dentures and complete dentures a prosthodontists' expertise can change a smile and a life. If patients are missing one or more teeth; are interested in dental implants; wear dentures or removable partial dentures; and/or want to improve the esthetics of their smile, they should ask their dentist about a referral to a prosthodontist.

These specialists have a highly skilled understanding of the dynamics of a smile, the preservation of a healthy mouth and the creation of tooth replacements. Prosthodontists also maintain a strong commitment to the dental health care needs of older patients, individuals with congenital anomalies, and those who have been affected by oral cancer.

Please visit www.gotoapro.org [OR INSERT PRACTICE WEB SITE] for more information on how prosthodontic treatment can keep your smile healthy for a lifetime.

Sincerely,
[Name with credentials]

Campaign Logos

Incorporate the *ACP American College of Prosthodontists* logo or National Prosthodontics Awareness Week™ logo into all of your National Prosthodontics Awareness Week promotional materials and your office stationery. The logos present concise messaging and provide a unifying image for all ACP member activities. Electronic versions of the NPAW logos are available in the members' only section of the campaign Web site at www.prosthodontics.org/npaw. To receive a copy of the appropriate ACP Logo for your personal use you will need to read and sign the ACP logo licensing agreement. Please visit the members' only area and select 'ACP Governance' to download the agreement.

Campaign Slogan - "Go to a Pro" - Additionally, use of the www.gotoapro.org will promote the location of available prosthodontist that are members of the American College of Prosthodontists under "Find a Prosthodontist" listing on the ACP Website.

Electronic Promotion

Email - An easy way to promote National Prosthodontics Awareness Week is to incorporate the logo into your e-mail signatures. Desktop-based programs such as *Microsoft Office* and Web-based e-mail services, including *Yahoo!*, *Hotmail*, *Gmail*, etc., have step-by-step instructions on how to include images and text into the signature line of every e-mail message you send. If you have a practice Web site, add the campaign logo to your home page.

Social Media - The responsible use of social media to spread the word about the specialty of prosthodontics and your practice/program is encouraged. The College currently has profiles on Facebook and Twitter. The College encourages members to 'Like' and 'Follow' the College on the respective social networks. Share status updates and retweet posts to your patients, colleagues, friends and family.