



## ACP Member Action Plan: National Prosthodontics Awareness Week

### November 2009 Action Steps

- Attend San Diego AS09 Regional Meet and Greet on Saturday Morning.
- 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 2009 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 2010.
- 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 2010 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 2010 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. 7 – 13: 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. 14 – 20: --Send customized news release to the newspaper's in your community calendar editor and targeted reporters (Health).
- Feb. 21 – 27: --Place the NPAW logo on your Web site home page.

March 2010 Action Steps

- Check and update action plan.
- Mar. 1 – 6: Send letter to the editor about NPAW and maintaining a healthy mouth. --Forward PSAs to local radio stations. Offer to do interviews.
- March 7 – 13 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 wrap up article to all media or Letter to the Editor.
- Send final NPAW activity report to Section President and Sections Manager. Let's celebrate the events you plan, media outreach and the patients you touch!

<b>Media Materials</b>	<b>What is the function?</b>	<b>To whom should it be sent?</b>	<b>When should it be sent?</b>
<b>Community Calendar Notice</b>	Short, concise entry for community calendar section.	Community calendar editor (local daily and weekly newspapers)	One month before; and place a follow-up call to ensure receipt
<b>Press Release</b>	Should convey who, what, when, where and why of the event and generate interest.	<ul style="list-style-type: none"> <li>● Feature reporter, writer and photo desk editor (newspaper or magazine)</li> <li>● Community Affairs Department (radio &amp; TV)</li> <li>● TV/radio producer</li> </ul>	Send to reporters two weeks before the event.
<b>Public Service Announcement</b>	Message designed to change behavior or take action.	Public Service Announcement Director (local radio station)	Send out two weeks and again a week before the event
<b>Photos</b>	Send to ACP and any local media that attended your event; upload to Facebook and Twitpic.		