



April 8-14, 2018

## National Prosthodontics Awareness Week Implementation Plan

Raising awareness of our specialty on a national, local and community level so that patients, peers and the public know what prosthodontists do requires the sustained, cooperative commitment of ACP leadership and members.

In accordance with our ACP mission, we strive to achieve our goal using National Prosthodontics Awareness Week as our platform.

### **Goal: stimulate public awareness and interest in Prosthodontics**

Our plan includes the following strategies:

- Mobilizing our members at every level.
- Staff providing resources and tools to members, making promotional activities, clear, easy and cost effective.
- Pitching to local and national media and identifying media opportunities; coaching members to make the most of significant, top-tier media placements.
- Collaborating with other entities such as Wiley-Blackwell on *Journal of Prosthodontics* PR opportunities.
- Positioning Prosthodontists as Key Opinion Leaders for media, patients, peers, and the public.

### **Key Messages**

For greater impact, ACP leadership and members are encouraged to reiterate messages promoting the specialty:

- Prosthodontists – specialists in oral health - take traditional dentistry to a whole new level.
- Prosthodontists have 3-4 years of advanced residency training beyond dental school in digital dentistry, cosmetic dentistry and current technological advances.
- Prosthodontists are committed to improving patient outcomes.
- Long before it was a buzzword, prosthodontists have prioritized evidence-based dentistry for nearly 3 decades – conducting and publishing scientific research to advance patient care.
- Prosthodontists handle specialized dental situations such as replacing missing or broken teeth with dental implants, crowns, veneers or dentures.
- Patients can reach out directly to prosthodontists. No referral is needed. ACP's "Find a prosthodontist" search tool on [GoToAPro.org](http://GoToAPro.org) can find a local prosthodontist by zip code.
- "As a prosthodontist" = valuable preface to use when commenting.

## ACP Members: Your Action Tactics and Timeline

Below are NPAW action tactics designed for members at every level of the ACP. This year we're challenging each member to implement one tactic per month during the four months leading up to NPAW. Every member is encouraged to read the appropriate section and take action the steps based on the timelines presented.

### I. ACP Board of Directors

- January: Familiarize yourself with the NPAW PR Toolkit
- January: Commit to the Tips for a Successful NPAW (see below)
- February, March, April: Pick and do 1 activity/month from Pages 7-15 of the NPAW PR toolkit
- February – April: Present NPAW at spring speaking engagements
- February – April: Follow up with Section Officers regarding local NPAW events and plan to participate
- Ongoing: Contact [Carolyn Barth, Media & Public Relations Director](#) if approached by media for interviews.
- Ongoing: Report NPAW activities to [media@prosthodontic.org](mailto:media@prosthodontic.org).
- May-June: Share the 3 activities you picked and did from the NPAW PR Toolkit at the June Board Meeting along with section officers activities. How did it go? Why did you pick this activity? Would you do it again?

### II. Regional Membership Directors

- January: Familiarize yourself with the NPAW PR Toolkit
- January: Commit to the Tips for a Successful NPAW (see below)
- January: Identify activities for members in your region to try (Pick 3)
- February, March, April: Challenge yourself and members in your region to pick and do 1 activity/month for NPAW – “friendly competition” among regions might be fun to encourage participation in all regions
- Feb.: Discuss NPAW on winter Regional Section President Conference Call
- Feb.-March: Follow up with Section leadership within Region, suggesting activities and follow up utilizing NPAW PR Toolkit.
- Feb.-April: Present NPAW at home state Section meeting and other regional meetings
- March-April: Write spring Regional Newsletter column regarding NPAW
- Feb.-March: Contact regional Program Directors to discuss Graduate Program Activities as suggested in NPAW PR Toolkit.
- Ongoing: Contact [Carolyn Barth, Media & Public Relations Director](#) if approached by media for interviews.
- Ongoing: Report NPAW activities to [media@prosthodontics.org](mailto:media@prosthodontics.org).
- May-June: Share the 3 activities you picked and did from the NPAW PR Toolkit at the June Board Meeting along with section officers activities. How did it go? Why did you pick this activity? Would you do it again?

### III. Section Officers

- January: Familiarize yourself with the NPAW PR Toolkit
- January: Commit to the Tips for a Successful NPAW (see below)
- Feb.-April: Plan and implement 3 activities from the NPAW PR Toolkit specifically for Sections. Do one activity each month until NPAW.
- Feb.-March: Facilitate spring Section meeting with NPAW on the agenda

- February: Contact regional Program Directors to discuss Graduate Program Activities as suggested in NPAW PR Toolkit. Find out if there is a Senior Resident that is in charge of coordinating the grad student activities.
- Feb.-April: Communicate with Section members, suggesting activities and follow up utilizing NPAW PR Toolkit.
- March: Communicate with local/Section officers of other dental specialties in your state to spread the message of NPAW and organize a symbiotic event.
- Ongoing: Contact [Carolyn Barth, Media & Public Relations Director](#) if approached by media for interviews.
- Ongoing: Report NPAW activities to [media@prosthodontics.org](mailto:media@prosthodontics.org).

#### IV. **ACP Spokespersons Network Members**

- January: Familiarize yourself and your staff with the [NPAW PR Toolkit](#)
- January: Commit to the Tips for a Successful NPAW (see below)
- January: Pick 3 activities from the NPAW PR Toolkit to try (pages 7-15)
- Feb.-April: Pursue and identify NPAW media opportunities
- Feb.-April: Read the weekly tips in the Wednesday Wake-up call and implement those that seem exciting
- March: Communicate and collaborate with ACP staff to implement your chosen NPAW media activities
- Ongoing: Participate in local Section events
- Ongoing: Contact [Carolyn Barth, Media & Public Relations Director](#) if approached by media for interviews and add your VNR to LinkedIn.
- Feb.-May: Report NPAW activities to [media@prosthodontics.org](mailto:media@prosthodontics.org) and [cc: Carolyn Barth, Media & Public Relations Director](#)

#### V. **Members**

- January: Familiarize yourself and your staff with the [NPAW PR Toolkit](#)
- January: Commit to the Tips for a Successful NPAW (see below)
- January: Pick 3 activities from the NPAW PR Toolkit to try (pages 7-15)
- Feb.-April: Challenge yourself and team to do 1 NPAW tactic per month
- January-April: Read the weekly tips in the Wednesday Wake-up call and implement those that seem exciting
- March: Communicate and collaborate with other ACP members to implement your chosen NPAW activity
- Ongoing: Participate in local Section events
- Ongoing: Contact [Carolyn Barth, Media & Public Relations Director](#) if approached by media for interviews.
- Feb.-May: Report NPAW activities to [media@prosthodontics.org](mailto:media@prosthodontics.org).

#### **Fast and Effective Tactics for ALL ACP Members (Pick and do 1 each month until April)**

- Add hashtags (#prosthodontists #prosthodontics #acpsmiles) to your Social Media posts this year!
- Update your professional photo. Make sure you're wearing a lab coat with "prosthodontist" easily seen on the front pocket area.
- Use your new photo as your profile picture...everywhere.
- Identify yourself as a prosthodontist on social media and in all venues.

- Practice saying “As a prosthodontist, I do \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. I’m committed to improving patient outcomes.”
- Stock your practice waiting area with ACP patient brochures ([Prosthodontics.org](http://Prosthodontics.org) to order).
- Add the ACP/NPAW logo to your website and email signature.
- Play ACP videos from [GoToAPro.org/videos](http://GoToAPro.org/videos) / ACP’s YouTube Channel in your practice waiting area.
- Share *Journal of Prosthodontics* articles with peers (ACP offers free access to select articles).
- Keep NPAW going all year round!