



Meeting Highlights and Action Plan- Draft

| Agenda Item/ Topic | Key Points | Action Items <i>Including Responsible Party/Timeline if applicable</i> |
|-------------------------|--|---|
| Members Present | <ul style="list-style-type: none"> C. Patterson, A. Hobbs, A. Dill, M. Potina, S. Dahlinghaus | |
| Update | <ul style="list-style-type: none"> Tanya (intern) will create social media campaign regarding fluoride. PIOs can continue to use information for community outreach. Looking for facts/data to counter the most common anti-fluoride arguments. Fluoride won't be on the ballot on November 2017, which gives us time for education/outreach in the community. Oral health is a primary goal for CHF regarding funding this year. RHC is awaiting to hear about a grant regarding oral health funding. Tanya has received many letters of support from dentists in the county, letter was sent out 2 weeks ago. Tanya will follow up with those who haven't responded. A. Dill mentioned that Nationwide Children's Hospital has a dental program. They could be used as a resource. | ✓ |
| Review Work Plan | <ul style="list-style-type: none"> C. Patterson asked – who is interested in going out to visit civic groups and give presentations? M. Potina volunteered. A. Dill has experience with government entity presentations. Need to have electronic version (PowerPoint) with notes for all presenters. Presenters are able to add own personal notes. And printed versions. Possibly speak to marketing people regarding a 14 month marketing/education plan. When do we start presentations, where should we be presenting, who do we focus on, should we present in schools, etc. M. Potina suggested that we take a positive approach with education and outreach – “an opportunity to continue to improve your health” instead of fighting the negative opinions. Start educating early to overwhelm the negative opinions. Using good scientific information. | ✓ S. Dahlinghaus will send the group the “Tooth Be Told” presentation that was given to the Board of Health |
| Next Steps | <ul style="list-style-type: none"> Meeting with a marketing professional to ask questions about media/education/outreach campaigns. Members will be invited to marketing meeting, if you are able to make it. | ✓ M. Potina will talk to her marketing team at CMHP. |

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| | <ul style="list-style-type: none">• C. Patterson asks when you review the fluoride presentation: take your time, take notes, ask questions, and critique presentation so we can make necessary edits to make the presentation appropriate for the general public. What's missing? What questions do you have? What questions might come up from the public?• We will share campaign materials via email as they are created | |
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Next Meeting: August 15th - 10AM @ CCCHD