

Social Media: A New Approach to Improve Oral Health in the State of Florida

Oral health promotion strategies and objectives in the State of Florida:

- Promote a unified oral health message.
- Provide a space where oral health coalitions can interact as well as post events and activities in their communities.
- Educate the public on the importance of good oral health as it pertains to overall health.
- Keep the public informed about innovative programs and preventive oral health measures.
- Offer an online resource that will improve communications strategies to increase public understanding and support for programs that aim to improve children's oral health in our communities.
- Present a resource for policy makers to recognize innovative policies that aim to improve oral health outcomes.
- Supply assistance for local oral health coalitions with the intent to help build awareness in their communities.
- Improve access to oral health prevention services, and education.

Informative Strategies:

Web-page: www.floridaoralhealth.com

The goal of this website is to provide an online resource for policy makers, advocates and parents in Florida that identify new oral health care policies and improvements to how Floridian's can access dental care, with a particular focus on low-income children and families covered by CHIP and Medicaid. This site is an excellent vehicle to communicate information to an extensive audience. It is a resource center for activities, webinars, oral health data, and best practices.

Facebook: <http://www.facebook.com/pages/Oral-Health-Florida/>

Is a social interactive form of communication that highlights activities, links users to other resources, and offers a space for community partners to write important oral health information and provide feedback on oral health topics. The page has 217 fans.

Twitter: http://twitter.com/Oral_Health_FL

Provides instant up-to-date information on oral health news, and enables users to stay connected by sending and reading oral health messages. The page has 131 followers.

YouTube: <http://www.youtube.com/user/oralhealthflorida>

Is a video-sharing website on which users can upload, share, and view oral health messages and educational lessons. This resource increases oral health literacy among all ages and cultures across the United States. This channel has a WXEL interview, 15 English and Spanish, as well as 9 Creole oral health PSA'S.

Ph: (561) 533-7909

www.flphi.com

1622 N. Federal Hwy. Ste. B, Lake Worth, FL 33460

