

The logo for Smart Mouths is displayed on a notepad background. The text "Smart Mouths" is in white on a dark blue banner, with a white smiley face below it. Below that, "Smart Kids" is written in white on a green banner. At the bottom of the notepad, the text "Improving Dental Health for Colorado Students" is visible.

Smart Mouths

Smart Kids

Improving Dental Health for Colorado Students

COMMUNICATIONS CHANNELS

There are a variety of ways to deliver messages about your school-linked oral health program to your audiences. Consider using all of the following channels:

- Advertisements in school and district newsletters
- Articles in school and district newsletters
- Posting on school and district websites (forward newsletter and advertising content to your district communications staff)
- Flyers in weekly school folders or for distribution anywhere members of your audience gathers
- News releases to local media
- In-school signage
- Presentations at meetings
- E-mail blasts
- E-letters
- School events

And don't forget social media. A well managed Facebook page or Twitter account can deliver messages in real time. Ask a coalition member if they would be willing to serve as moderators in these forums. If you decide to use social media, be sure to get approval and guidance from school district communications staff. Also, include URLs for these accounts on all of your marketing materials so that you can develop a solid following.