Report of the Council on Communications

Council/Committee: Council on Communications  Date: May 2003
Chair: Connie Verhagen  Board Liaison: Philip H. Hunke

Staff Liaison: Gina Sandoval

Charge or Project Number: 1a

Description: Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: Pediatric Dentistry Today.

Status of Charge or Project: In Progress  This is an on-going charge

Progress Report: Assigned to: Amy DeYoung

Each publication of Pediatric Dentistry Today is reviewed according to the formal journalism review by Tina Steger Gratz, of Michigan State University. This review was conducted in 2001. The July, September, November, January and March publications were reviewed and the comments were shared with the Communications Department. Overall the newsletter received a very good rating. The report is attached in Appendix A. This publication is reviewed annually.

Charge or Project Number: 1b

Description: Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: AAPD Homepage. Review headquarters staff efforts to list membership publication services on the Web site.

Status of Charge or Project: In progress  This is an on-going charge

Progress Report: Assigned to: V. Kayron Dube

The AAPD Web site is reviewed on a continual basis regarding content, ease of use for the public and professionals. Recommendations for changes or enhancements are made to the Council Chair, who in turn relays the information to the Web site Editor. The AAPD Reference Manual and Membership Directory are on the Web site. The Online Store contains all AAPD publications that are available for purchase. Members can also access articles in the journal of “Pediatric Dentistry” from January 1999 - present.
**Charge or Project Number:** 1c

**Description:** Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: *Practice Management & Marketing News.*

**Status of Charge or Project:** In progress This is an on-going charge.

**Progress Report:** Assigned to: Connie Verhagen

The Council reviews each publication to assure it is in alignment with the mission of PMM. The February 2003 addition was published for the last time in hard copy and mailed to the membership. Additionally, the February 2003 issue is available on the Website. An announcement was placed in *Pediatric Dentistry Today* informing members of the change to a Web-based publication. During 2004 we will survey the membership to determine their desire to continue the publication as Web-based or return to a hard copy version. This publication is reviewed annually.

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**Charge or Project Number:** 1d

**Description:** Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: Patient Education Brochure Series.

**Status of Charge or Project:** In Progress This is an on-going charge.

**Progress Report:**

1. *The Pediatric Dentist.*
   Assigned to: Jeff Houston and Connie Verhagen
   Status: Completed

   This brochure has been reviewed and revised by the Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel. Graphics and photos have been completed and this brochure has been published and available for purchase.

2. *Nitrous Oxide.*
   Assigned to: Connie Verhagen
   Status: Completed

   This brochure has been reviewed and revised by the Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel. The revised text has been placed with the original graphics and this brochure has been published and available for purchase.

3. *Sealants.*
   Assigned to: Connie Verhagen
This brochure has been reviewed and revised by the Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel. The revised text has been placed with the original graphics and this brochure has been published and available for purchase.

Status: On-going

The Council is revising the format and “look” of the brochure series. Staff will present 2-3 templates for revised graphics at the Council’s May 2003 annual meeting. The Council issued a call for photos through the March 2003 Pediatric Dentistry TODAY. It is anticipated that a library of photos will be created for use in the design and graphics of the brochures as they are revised. Council plans to revise the entire brochure series over a three-year period.

**Charge or Project Number:** 1e

**Description:** Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: Visual Reference Card: Pediatric Dental Topic.

**Status of Charge or Project:** In progress This is an on-going charge

**Progress Report:** Assigned to: Carrie Arquitt

The Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel have reviewed the revised draft text. New photos are being added to a few sections to the reference card. The Councils will do a final review of the reference card in April 2003. The reference card will be ready for Board approval at their May 2003 meeting.

**Charge or Project Number:** 1f

**Description:** Review and make recommendations to the Board of Trustees regarding the content, viability and marketability of: Fast Fact Script.

**Status of Charge or Project:** Completed

**Progress Report:** This publication is reviewed once every three years. It was last updated in June 2001.
**Charge or Project Number:** 2

**Description:** Produce a Visual Reference Card for Healthcare Professionals on Infant Oral Health, using text and photos approved by the Board of Trustees.

**Status of Charge or Project:** In progress

**Progress Report:** **Assigned to:** Carrie Arquitt and Mary Hayes

The Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel have reviewed the revised draft text. Photos are being added to the reference card and the Councils will do a final review in April 2003. The reference card will be ready for Board approval at their May 2003 meeting.

**Charge or Project Number:** 3

**Description:** Implement an AAPD broadcast e-mail system that presents timely information on hot topics and issues as they develop.

**Status of Charge or Project:** Completed

**Progress Report:** **Assigned to:** Richard Galeone & V. Kayron Dube

A list of goals for a broadcast e-mail system was developed, approved by the Board and discussed with the Web site Editor. All goals are achievable and are being implemented. Members are assigned membership to certain communities and can personalize their interest groups. The broadcast e-mail system will be monitored and reviewed as part of Charge 1b. This charge can be deleted.

**Charge or Project Number:** 4

**Description:** Produce and distribute a catalog of sellable items/merchandise that could be sent to AAPD members for purchase of such items. Identify other products that AAPD could make available to members.

**Status of Charge or Project:** In progress
Progress Report: Assigned to: David Crossley, Laura Gormley

Staff is putting the final details on the draft catalog. It will be circulated to the full Council for review in April 2003. The catalog will be ready for Board approval at their May 2003 meeting. The Council is continuing to identify other products that could be available for members to purchase.

Charge or Project Number: 5
Description: First Aid For Dental Emergencies refrigerator magnets
Status of Charge or Project: In progress
Progress Report: Assigned to: Connie Verhagen and Gina Sandoval

This charge started as a “credit card” reference for dental emergencies. At the May 2002 meeting, the council changed the text delivery method to a refrigerator magnet. At the January 2003 meeting the Board reviewed the mock-up of what the magnet will look like. The text was too small to be legible. Comments were made that these magnets are available commercially. We are now considering going back to the “credit card” style. This will be discussed at the May 2003 council meeting.

Charge or Project Number: 6
Description: Publish four of the most popular AAPD Parent Education brochures in the Spanish language: The Pediatric Dentist; Thumb, Finger and Pacifier Habits; Dental Care For Your Baby; and Sealants.
Status of Charge or Project: In progress
Progress Report: Assigned to: Connie Verhagen and Gina Sandoval

All four brochures have been translated into the Spanish language and the translations have been reviewed by a pediatric dentist in Mexico City. Staff is locating photos of Hispanic children to place in the brochure. When completed the brochures will be brought to the Board for approval. After the brochures are published they will be placed in our current list of available brochures and they will be advertised in Pediatric Dentistry Today and the Web site.
**Charge or Project Number:** 7  
**Description:** Liaison with AAOMS and the AAO to develop methods to promote facial and dental protection during sporting events. Identify other avenues to help members promote facial and dental protection during sporting events.

**Status of Charge or Project:** In progress  
This is an on-going charge

**Progress Report:** Assigned to: Amy DeYoung and Michael McCoy

The Council is working with AAOMS and AAO to jointly promote facial/dental protection. This year’s campaign will be promoted to local and national media in early April.

The Council is investigating the feasibility to developing a safety manual that members and laypersons could incorporate into community sports programs.

The Council is identifying information, educational materials, products, etc., to make available to members for their use as they promote facial/dental protection to patients.

**Charge or Project Number:** 8  
**Description:** Communicate with the AAPD Foundation to explore opportunities to dovetail a public relations project with their current public awareness project. Report to the Board of Trustees with specific project proposals.

**Status of Charge or Project:** In progress  
This is an on-going charge

**Progress Report:** Assigned to: Connie Verhagen

The Council contacted Sara Milo to see what role the AAPD might have in the PR project. The Foundation will present their new PR program at the 2003 Annual Session. Sara Milo will be in contact with CC Chair as potential projects are determined.

**Charge or Project Number:** 9  
**Description:** Communicate with Ann Page Griffin regarding altering the publication *PMM News*.

**Status of Charge or Project:** Completed
Progress Report: Assigned to: Connie Verhagen

The Council recommended the publication be placed on the Web site rather than printed and mailed as a hard copy publication. Dr. Rutkaukas contacted Ann Page Griffin and she supported placing PMM on the Web site. The February 2003 addition was published for the last time in hard copy and mailed to the membership. Additionally, the February 2003 issue is available on the Website. During 2004 we will survey the membership to determine their desire to continue the publication as Web-based or return to a hard copy version. We will continue the review of this publication (frequency, format, author, etc) as charge 1c.

Charge or Project Number: 10
Description: Review ASDC brochures/publications to evaluate their relevance, content and duplication of AAPD materials and make a recommendation on each regarding continuation or revision.

Status of Charge or Project: In progress

Progress Report: Staff was unable to gather sales figures for ASDC publications to determine which publications are “hot sellers” and which are not. We are currently promoting ASDC brochures for purchase. The Council will begin a review of all ASDC publications and make recommendation on each regarding continuation or revision.

Charge or Project Number: 11
Description: Develop a brochure on the proper use and contents of sippy cups.

Status of Charge or Project: In progress

Progress Report: Assigned to: Laurie Gormley, Amy DeYoung, Mary Hayes

Draft text has been developed. It is proposed that the information be presented on a half size sheet of paper (8 ½” x 5 ½”) with title and graphics on one side and the text on the other side. It is intended to give parents and caregivers quick, bullet-point information. The Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel will review the draft card. The card will be ready for Board approval at their May 2003 meeting.
Charge or Project Number: 12

Description: Develop a brochure on oral piercing.

Status of Charge or Project: In progress

Progress Report: Assigned to: Laurie Gormley, Amy DeYoung, Mary Hayes

Draft text has been developed. It is proposed that the information be presented on a half size sheet of paper (8 ½” x 5 ½”) with title and graphics on one side and the text on the other side. It is intended to give parents and caregivers quick, bullet-point information. The Councils on Communications, Clinical Affairs and Scientific Affairs and Legal Counsel will review the draft card. The card will be ready for Board approval at their May 2003 meeting.
It has been a privilege to review *Pediatric Dentistry Today* for the CC. I have always gained a lot of information from this publication and enjoy reading it cover to cover. I am basing my evaluation of the newsletter on the 2002-2003 issues of July, September, November, January and March.

1) COVERS: Though quite a change from what we were used to in the past, I feel the covers give the newsletter distinction. It is a resource for information important to all AAPD members. It is more than just a newsletter. Each issue has a theme and a focus. Both the January and March issues lack the table of contents on the cover. I personally feel that the table of contents belongs inside of the publication rather than on the cover if we are going to stay with the theme-focused approach to each issue.

2) USE OF PHOTOS: I really liked the layout of the photos from annual session. I felt the captions were easy to read in the white print on the black background and this allowed the overlapping of photos without detracting from their images. I would like to see a little more use of various photos to emphasize major points of interest. I believe in the phrase “a picture can say 1000 words”. As a visual person, I find I am naturally drawn to things that are bright, different, and may be important to me. A photograph often will draw my attention before the written piece itself.

3) ARTICLE CONTENT: For our group, these articles are right on the mark. They are pertinent to us and written in a very easy to read and relate to fashion. One of the most creatively written articles was in the July 2002 issue. The American Board article, “It Can Be Done”, is a piece that demonstrates an effective way to present two viewpoints/ideas.

4) ARTICLE LAYOUT: I read our previous review that suggested more three column pages. I am not sure I agree with this. I think our publication reads easily in the two column format. I do agree that the no column format is more difficult to read and takes more concentration.

5) OTHER COMMENTS: The tabs in the upper outer corners of the pages with the heading listed below is nice. I found this to be helpful when leafing though and looking for specific information such as meeting information. I like that the articles are all presented in their entirety rather than having to jump from page to page to finish reading what I started on page 1. I also appreciate that the advertisers are primarily presented in one location in the magazine.

Overall, our journal is very good. I appreciate the recent updates and feel that this is a publication we should be proud of!

Amy K. DeYoung, DDS, MS
A review of the Web site was conducted. Observations and considerations recommended in my 9-17-02 ad interim report are reiterated and presented below as well as new findings and recommendations.

Considerations should be given to add the following sections:

**Component Section** within the members only section. Such a section might include a browser based “Plug in” data base management system linked to the academy’s membership base. Such a system would lead to greater efficiencies in management of our membership database and tie membership more closely with our local component efforts.

Component groups could use such a link to download membership demographic data, saving component volunteers hours of reentering mailing addresses, phone numbers, fax, and emails when compiling local membership databases.

Any tool that we can provide our component volunteers to streamline local society administrative efforts will enhance volunteerism and participation.

**Sports Safety Section.** Such a section should provide a safety manual that members or lay persons could download and incorporate into community sports programs. Such a manual should go beyond just recommending mouthguards and address the issues of break away bases and helmets with face shields in baseball and provide a usable guide for prevention as well as recommendations for dealing with various oral injuries on the field when they occur.

**Spokesperson Section** within the members only section that incorporates not only the info available in the Media Section but also merges with Push email. Push email should be used to communicate time sensitive/controversial issues that our spokespersons may be called upon to discuss. The Academy should be pushing down sensitive info on Amalgam and Anesthesia, etc so our spokespersons can speak with a unified voice. The information should be organized into category files with the information within each file arranged chronologically.

All of Dr. Casamassimo’s recommendations as outlined in the “Scientific Web site Vision for the AAPD” should be evaluated for timely incorporation into the site based upon need and cost. Decisions to modify and evolve the Web site should be tied closely to implementation costs, maintenance costs and tracking costs as well as to present and projected future site usage demands. A thorough “demographic hit” evaluation as well as “site specific hit frequencies” should be studied with the results used to time and direct the modifications.
New Recommendations

Online Meeting Registration. The online meeting registration site was very cumbersome to use and should be redesigned for next year. I tried to register myself and an auxiliary on line and gave up. In contrast the briggsnyc.com site for tour registration was quite user friendly.

Online membership renewal. I renewed my membership online, a very convenient process. We may want to add an online option to contribute to the AAPD Foundation similar to what we have with our mail-in renewal forms.

Discussion Boards appear to have few hits. To increase the traffic to these sites, we might encourage faculty and residents to use the sites for academic discussions.

Respectfully submitted,
V. Kayron Dube, D.D.S.
Consultant, Communication Council