



## Share Kit

### Reframing Oral Health: A Communications Toolkit for Advancing Oral Health Reform

The FrameWorks Institute would like to thank you for your continued interest and involvement in our shared work around reframing oral health. This work has been generously sponsored by the DentaQuest Foundation and guided by the many thoughtful partners engaged in the Oral Health 2020 Network.

We are excited to release [Reframing Oral Health: A Communications Toolkit for Advancing Oral Health Reform](#). This new resource will help advocates broaden the public's understanding of oral health by providing direct guidance for how to implement important framing practices into their communications. It summarizes research and recommendations and models how to apply them to messaging and communications, such as blog and social media posts, legislative testimony, infographics, and more. This toolkit serves to further the work of [Unlocking the Door to New Thinking: Frames for Advancing Oral Health Reform](#), a research MessageMemo released in the summer of 2017.

As members of Oral Health 2020, you are working to improve the lives of millions of Americans by making oral health care more accessible and more equitable for all. By coming together from different areas of the field with different perspectives, but with a shared set of goals, a movement is being built. Framing has a key role in that work. The toolkit and preceding MessageMemo are the culmination of two years of research and these resources give a clear understanding about how the public thinks about our issues and the work we do, as well as how we can communicate more effectively to change their perceptions.

It is incredibly important for the field to not only share a language, but to ensure that language is well-framed. So please take your time with these materials, absorb them carefully because the history of social movements show that it is only when advocates across organizations adopt, echo, and amplify more effective frames on their topic that they can build momentum and start to see change. And so, **FrameWorks would greatly appreciate your support in bringing these resources to the attention of your members, constituencies, and other audiences.**

This share kit includes appropriate links and sample content designed to make it easy for you and your partners to share these tools and help build a larger community of active framers.

### Preferred Hyperlinks

To facilitate tracking the reach of these resources, we'd appreciate it if you'd use the following bit.ly links:

- DentaQuest Reframing Oral Health Toolkit: <http://bit.ly/oralhealthtoolkit>
- DentaQuest MessageMemo: [bit.ly/oralhealth\\_messagememo](http://bit.ly/oralhealth_messagememo)
- DentaQuest Media Content and Field Frame Analysis (MCFFA): [bit.ly/oralhealth\\_mcffa](http://bit.ly/oralhealth_mcffa)

**Please consider appropriate audiences and channels for sharing framing resources.**

**Note: Publicizing these resources to the general public or to the media via press releases or other forms of media engagement is not appropriate for this work and, in fact, could be counterproductive.** This is because these new frames are designed for advocates to change the public discourse, which can include efforts to infuse more effective messages into media accounts—by, for instance, using a recommended explanatory metaphor during a media interview. If reporters recognize that advocates are relying on external research to shape their messaging, they may be less likely to print quotes with such frame elements. The target audience for these materials is mission-driven communicators: advocates, foundations, researchers, direct service providers, etc. Thus, our sharing strategy relies on “owned media” (your website, blogs, newsletter, mailing list, journals, etc.) and “shared media” (social media, listservs, etc.) that will reach mission-driven professionals. Thank you for your understanding and cooperation.

**Here are some ideas and language to use when sharing this resource.**

Below, we've provided sample language to guide your efforts in announcing this toolkit to your corners of the nonprofit sector. Feel free to use this language verbatim or edit to suit your organizational style—either way is just fine!

#### **Sample copy for your website, blog, or newsletter:**

A healthy mouth is essential to overall health, but this understanding isn't reflected in either public thinking or public policy. A communications toolkit from the FrameWorks Institute, commissioned by the DentaQuest Foundation, offers evidence-based recommendations and sample communications for shifting thinking and building understanding. <LINK>.

#### **Sample LinkedIn or Facebook post:**

*Given the separation between our medical and dental systems, it's no wonder that most Americans don't understand the connections between oral health and overall health. It's time to connect the dots for the public—and spread the word that oral disease can be eradicated through a public health approach. New communications toolkit shows advocates how:*  
<LINK>

### **Tips for Spreading the Word Further, and Faster, on Twitter:**

- To help your tweets go further and reach new audiences, always include a hashtag. For this project, consider especially: #oralhealth, #ExpectOralHealth, #OH2020, #publichealth, #healthequity  
Also, to help the sector think about itself as a partnership and begin to use a common language that is well framed and based in evidence, follow others in the field, cc them in your tweets, and retweet their posts. For this project, consider especially: @OralHealth2020 and @DentaQuest

### **Sample Tweets:**

- Just out: New communications toolkit by @FrameWorksInst shows the connection between #oralhealth and overall health: <LINK>
- Proud to have helped launch + lead the effort for this new toolkit to reframe #oralhealth. Check out it out: <LINK>
- #Oralhealth is part of #healthequity. New @FrameWorksInst communications toolkit gives guidance to help you make the case, whether talking to clients or lawmakers: <LINK>
- ICYMI: This resource can help you help the public to #ExpectOralHealth. <LINK>

**One more idea:** If you'd be interested in hosting a guest column/blog post from FrameWorks, or a quote from a FrameWorks expert for your own piece, contact Allison Stevens, our senior writer, at [astevens@frameworksinstitute.org](mailto:astevens@frameworksinstitute.org).

### **Last, but not least:**

When appropriate, please use this language to attribute this project and its sponsors:

*FrameWorks Institute's research and resources on reframing oral health were supported by a grant from the DentaQuest Foundation.*