



## **World Cavity-Free Future Day 2021**



Building Your Campaign

# World Cavity-Free Future Day 2021 Campaign

The COVID-19 Pandemic has shaken global healthcare structures since the start of 2020. In addition to the intense stress placed on wider health systems, it is becoming apparent that oral health is also experiencing the knock-on effects of the pandemic, with an upturn in the numbers of people suffering from untreated dental issues, which is leading to an increase in cavities. This may be due to a lack of access to care, with teams re-focused or dental practices closed, or perhaps through a personal decision to forgo care due to fear of 'unnecessary' close contact with others. It may also be through a lack of focus on oral hygiene, or maybe due to not having access to the right tooth-paste or other tools needed to maintain oral health.

That is why, for the 2021 WCFFDay campaign, we're looking to support care providers in re-connecting with their patients and the public, helping them to send the message '**help us to help you keep cavity-free**'. This campaign aims to break down any barriers that may be prevalent in local communities and encourage people back into the offices of people who are keen to help them **#keepcavityfree**.



## How do I decide what to do / what is relevant?

### Your community

Every community is different, so look at both the general population in your community and at your patients and ask yourself some questions about them.

- Are there any groups in your community that are in need of extra help?
- Is there an area of economic deprivation where people cannot always access the oral healthcare they need?
- Is there a group that is reluctant to attend a check-up in the office, especially over the course of the COVID-19 pandemic?
- Are there a large number of a particular demographic (such as children or older people) in your area, meaning that a single event targeting one group has the potential to affect many people.

### Time

Time is an important factor when it comes to delivering a campaign. Be imaginative and try to help as many people as you can, but be careful of being overly ambitious as this could lead to problems delivering all that you have promised. Realistic planning is successful planning.

- Do you have the time to run a campaign that includes planning, preparing, and running an event?
- If you have less time, could running a campaign solely digitally, such as via email or on social media work for you? (E.g., encouraging people to come for a check-up and highlighting some simple tips for them to follow at home?)
- Would getting friends, work colleagues and other healthcare organisations involved help share the work and allow you to deliver a better campaign and increase your reach?

### Finance

Just as with time, be careful when you are deciding what to do that you can afford to deliver it before you promise. You can always add things to your campaign once you are sure of your finances. Some key questions to ask:

- Do I have a budget? If so, what is it?
- A digital campaign is very cheap if you have easy access to the internet.
- Flyers and posters are also a cheap way of advertising and spreading your message if you have access to a printer and the paper needed.
- Locations for events can sometimes be a larger cost, but many event spaces will give you a discount or even let you use the space for free if you explain that you are running the event for charity or community reasons.
- Are there any other healthcare organisations in your area you could join with to share the costs?

## Examples of campaigns

A campaign will usually be a combination of digital activity and events. Some examples of campaigns which might be adapted to your community might be:

- Teaching a toothbrushing class at a local school. Bring leaflets for each of the children to take home that shows in simple steps how to brush their teeth so they can remind themselves at home.
- Running a question-and-answer session at a community centre (or digitally, via a local social media group). Bring some flyers with the address and contact information for your office so that people can book a check-up with you when they get home.
- Hold a pop-up clinic for new and expectant parents. Bring leaflets with some important tips for looking after children's teeth during their first few years. Include the details of how parents can book their child's first check-up.
- Visit a local care home or community group for older people. Bring along supplies of toothpaste and toothbrushes for those that have maybe run out or have difficulty accessing more.



## How do I plan an event?

Running events in and for your local community is a great way to engage both your current patient base, bring in new patients and generally help people to engage with their oral health. When planning an event you should keep the following things in mind:

### 1. Know your target group

Decide who your target group will be before you decide what kind of event you are wanting to organise. Once you know your group the options for what kind of event you can run will become smaller, making the decision easier for you. Focusing on your target group will also help decide the time and location of your audience.

Wanting to help children? Then a toothbrushing class at a local school during the daytime might work best.

Want to connect with parents? Maybe a weekend information stand at a local community centre, or attending a parent and child group could be a better plan.

## 2. Have a clear plan

Once you have decided on your audience it is time to make a clear plan of the event before you go ahead with booking anything or advertising it. Make sure you are agreed on the '5Ws':

- **Who** the event is aimed at - a specific target group gives you more focused options to target your attendees.
- **What** the event is - have a clear idea of what activity the event will be centred around so that you don't try to put too much on at once and lose the focus.
- **When** the event is being held - think about what time would best suit your audience.
- **Where** the event is being held - try to make this as accessible for your target audience as possible.
- **Why** the event is being held - this will help you decide the activities and aims. Knowing this will also help you measure the success of your event and help you decide what you might change next time.

Here is an example of what a quick plan might look like:

<b>Who</b>	Parents with Toddlers
<b>What</b>	Oral Health Awareness- drop-in event
<b>When</b>	Thursday 14th October, 9am – 4pm
<b>Where</b>	Local Community Centre
<b>Why</b>	In celebration of World Cavity-Free Future Day we are hosting an educational drop-in event for parents of young children, including children's dental screenings, healthy snacks for purchase and advice on oral health at home. We will be aiming to engage people in their (and their children's) oral-health and encourage those that have not yet arranged for a regular check-up for their child to contact their oral-health team.

## 3. Advertise your event

To ensure that your target group attends your event, you need to advertise it. Word of mouth is the best way to reach the most people, and social media is a great way to start. We have a full guide to social media in our **WCFFDay Social Media Starter Pack** that is freely accessible on our website here: <https://www.acffglobal.org/acff-projects/wcffday/>

Remember to start advertising your event far enough in advance that people can put it in their calendar. Try and post on social media multiple times in the lead up to the event, preferably over the weeks or month beforehand to make sure it's visible to your potential attendees.

Flyers and posters are also a great way to advertise your event. Ask your local healthcare centres, community centres, schools and anywhere that you believe your intended audience will be if you can put up posters or hand out flyers. Our **WCFFDay Resources Pack** includes template flyers and posters that you can edit with details of your events. This is freely accessible here: <https://www.acffglobal.org/acff-projects/wcffday/>



#### 4. Have contingency plans

When you are planning, try and think about what might go wrong on the day and have a plan for these situations. It is always better to have a plan in place and not have to use it, then have something go wrong and have no way of resolving it. This way, you will be more relaxed on the day, safe in the knowledge that you are prepared.

Some things you might think about:

- Do you require a specific number of volunteers to run the event? If one of your volunteers is ill and unable to attend, who would cover their role?
- Are you relying on the delivery of a specific resource, such as toothbrushes and toothpaste? How can you ensure you have the resource if the delivery does not arrive on the day?
- Using a screen or projector for a Q&A session? Make sure you can deliver the information without them just in case there are technical issues.

#### 5. Have fun

If you're relaxed and having fun then your attendees will be too.



## How do I tell people about my local campaign?

Even if you are not advertising an event, advertising your campaign is crucial to ensuring that your message reaches the intended groups.

Posters and handing out flyers is another great way to spread your message. (We have included some template posters and flyers in our **WCFFDay Resources pack**, available here <https://www.acffglobal.org/acff-projects/wcffday/>, which you can edit to include the details of your campaign.)

If your campaign is entirely digitally based, then a regular series of posts across multiple social media platforms over the course of a month will be much more effective at spreading your message to a wide audience than a single post. Use the hashtags **#WCFFDay2021** and **#keepcavityfree** to connect your posts to the global campaign.

Try to encourage engagement with your audience by encouraging them to spread the word, maybe by sharing your post on their own social media profiles. Perhaps you could offer a prize to one random winner who has shared one of your campaign posts? For more tips on creating effective social media posts, see our **WCFFDay Social Media Starter Pack** available here <https://www.acffglobal.org/acff-projects/wcffday/>.

For larger campaigns, local media (newspapers, magazines, television or radio) can also be a very useful way of engaging people. Look at the websites of your local media outlets and get in touch, letting them know what you will be doing and why, and they may wish to give you some coverage. It is best to do this well in advance to allow enough time for the stories to be created.

And remember, every time you post on social media, create a poster and flyer, talk on radio or write a piece for a newspaper, include the 5Ws (Who, What, When, Where, Why). This way your audience will always know the details and how to get involved.

## Resources

All WCFFDay resources can be found at: [acffglobal.org/acff-projects/wcffday](https://www.acffglobal.org/acff-projects/wcffday)

If you need any assistance or advice then please do not hesitate to get in touch at [admin@acffglobal.org](mailto:admin@acffglobal.org).

### Include Socials contact details:



[facebook.com/ACFFGlobal](https://www.facebook.com/ACFFGlobal)



[Twitter.com/ACFFGlobal](https://twitter.com/ACFFGlobal)



[Instagram.com/ACFFGlobal](https://www.instagram.com/ACFFGlobal)

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### About the Alliance for a Cavity-Free Future (ACFF)

The ACFF is a Global not-for-profit organisation which seeks to promote integrated clinical and public health action to confront the disease burden of caries, fight caries initiation and progression, and, along with a global community of supporters, progress towards a Cavity-Free Future for all age groups. The ACFF was established in collaboration with a worldwide panel of experts in dentistry and public health who share a fervent belief in joining together across professional, geographic, and stakeholder lines, to create a unified global movement dutifully committed to combating caries in communities around the world.

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Stop Caries NOW for a Cavity-Free Future