### I-SMILE @ SCHOOL (IS@S) COMMUNICATION PLAN: 5 YEAR AT A GLANCE

<table>
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<tr>
<th>Goal</th>
<th>Target Audience(s)</th>
<th>Objectives</th>
<th>Key Messages</th>
<th>Communication Strategies</th>
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<th>Evaluation Methods and Measures</th>
<th>Progress</th>
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<tr>
<td>Increased school and student participation in the IS@S program</td>
<td>School administrators, Teachers, School nurses</td>
<td>By September 2019, IPDH will provide report template to IS@S contractors. Beginning in FFY20, IS@S contractors will provide student data to each school to show value of services received.</td>
<td>Dental sealants are valuable for children’s health and school readiness.</td>
<td>Report Card template will be created to show number of services provided and the value of services received and will be distributed at the completion of services at each school; report card will be distributed to each school at completion of services.</td>
<td>DDIAF, ISNO, ISEA, School nurses, Dept. of Ed, Local public health, I-Smile Coordinators, IS@S Coordinators</td>
<td>One report card will be distributed to each classroom/school. Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups).</td>
<td>P = in progress; C = completed; B = barrier is delaying</td>
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| Increased school and student participation in IS@S program | Parents | School children | School staff | By FFY21, develop and disseminate electronic communication templates to increase awareness of the benefits of IS@S | • Oral health is important for children’s health and school readiness  
• Dental disease is preventable  
• Dental sealants are a simple, cost-effective and painless way to prevent decay | Newsletter or infographic templates will be created for school nurses to share electronically with students and their families  
Templates will be developed by IDPH based on needs of school staff | DDIAF  
ISNO  
ISEA  
School nurses  
Dept. of Ed  
Local public health  
I-Smile Coordinators  
IS@S Coordinators | Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups) |
|---|---|---|---|---|---|---|---|
| Increased school and student participation in IS@S program | Parents  
Professionals  
School children  
School staff  
Public | By April 2019, implement monthly social media messaging to increase awareness of the benefits of IS@S | IS@S program can assist students with:  
• preventive dental sealants,  
• care coordination and  
• oral health education | Develop oral health and IS@S electronic messaging; disseminate through IDPH Facebook and Twitter platforms on a monthly basis | DDIAF  
ISNO  
ISEA  
School nurses  
Dept. of Ed  
Local public health  
I-Smile Coordinators  
IS@S Coordinators | Facebook and Twitter traffic will be monitored by Communications Coordinator  
Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups) |
### Increased school and student participation in IS@S program

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<th>Stakeholders</th>
<th>Activities</th>
<th>Tools and Resources</th>
<th>Outcomes</th>
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| Teachers, School nurses, School children | By FFY22, create and disseminate oral health toolkit to increase oral health education and knowledge of teachers and students | Toolkit will include classroom lesson plans on:  
- Teeth are important  
- Tooth decay can be prevented  
- What are sealants and fluoride  
- Healthy foods for teeth  
- Brushing and flossing | An oral health ‘toolkit’ including teacher lesson plans will be used to educate teachers and students on the importance of oral health; toolkit will be developed by IDPH and distributed through IS@S contractors. |

### Increased school participation in IS@S program

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<td>School nurses, Parents, Community partners</td>
<td>Beginning in March 2019, OHC staff will participate in a minimum of one state conference per year to promote oral health</td>
<td>IS@S program can assist students with preventive dental sealants, care coordination and oral health education</td>
<td>OHC staff will provide an exhibit table at conferences targeting to school nurses to increase awareness of and participation in the IS@S program; written materials and promotional items will be distributed</td>
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Teacher survey will be requested for feedback.
| Increased student participation in IS@S program | Dentists  
Physicians  
School nurses  
Community organizations | By FFY21, OHC staff will create materials to be provided to dentists and physicians to promote IS@S. I-Smile and IS@S can provide preventive dental care to Iowa children. Care coordination and referrals are provided for all children with identified needs. | Written and promotional materials will be created and distributed to dentists and physicians to increase their awareness of and local support for the IS@S program; outreach will be conducted by IDPH staff and by local IS@S contractors. | DDIAF  
ISNO  
ISEA  
School nurses  
Dept. of Ed  
Local public health  
I-Smile Coordinators  
IS@S Coordinators | Distribute materials to physician and dental offices. Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups). |
| Increased positive consent return for IS@S program | School children  
Parents  
School nurses | By FFY21, create and provide visual reminders to encourage consent form return. Consent forms must be signed and returned to receive preventive dental services provided by the IS@S program. | Bracelets or other visual reminders will be created to promote consent form return; items will be developed by IDPH staff and distributed through IS@S contractors to school staff. | DDIAF  
ISNO  
ISEA  
School nurses  
Dept. of Ed  
Local public health  
I-Smile Coordinators  
IS@S Coordinators | Increased numbers of consent forms returned. Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups). |
| Increased positive consent return for IS@S program | School children | By September 2021, create and provide visual reminders to encourage consent form return | Consent forms must be signed and returned to receive preventive dental services provided by the IS@S program | Window clings or similar product promoting the IS@S program will be created to increase consent form return; items will be developed by IDPH staff and distributed through local IS@S contractors to school staff. | DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators | Increased numbers of consent forms returned Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups) |
| Increased student participation in IS@S Program | Parents Children Community members | By September 2019 and ongoing (as funding allows), conduct annual Back-to-School campaign to promote IS@S program and positive oral health habits through multiple advertising channels | ● Cavities don’t take vacations ● Brush twice a day ● Drink fluoridated water ● Schedule a dental visit ● Sealants are important for prevention | Use multiple advertising channels (statewide radio, print news, billboards, social media) to promote oral health and IS@S during summer months | DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators | Facebook traffic will be monitored by Communications Coordinator Success stories Learfield radio impressions Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups) |