

MAKING ORAL HEALTH THE NEXT OBESITY: ADAPTING SUCCESSFUL STRATEGIES FROM OBESITY TO ORAL HEALTH

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With so many health issues, you
need to be aggressive, very
aggressive!

And yet you need to be
strategic

Know your constituencies and
make them partners in your fight

The Golden Triangle

Funders

Media

Policy
Makers

COMMON INFORMATION NEEDED FOR THE THREE GROUPS

Define the problems.
Identify the solutions.

Policy Makers

Tours

Policy Briefs

District Office visits

Informational hearings

Creative Capitol events

One on one meetings with members and staff

Media

Tours

Human spin

National media

Letters to the editor

Invite to visit facilities/schools

FUNDERS

Tours

Visits to facilities

One on One meetings

Invite to legislative briefings and workshops

WORDS TO LIVE BY

Never assume that people know that a problem exists

There is no such thing as too much education

Offer advise and counsel on anything pertaining to
oral health – become the go to people