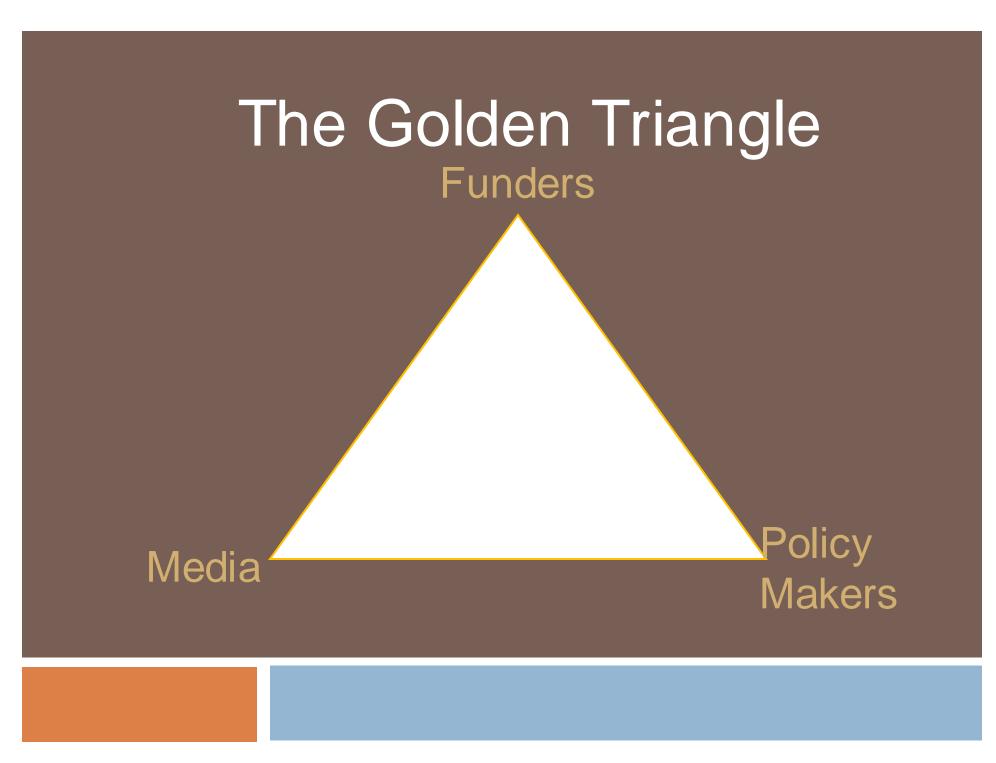
MAKING ORAL HEALTH THE NEXT OBESITY: ADAPTING SUCCESSFUL STRATEGIES FROM OBESITY TO ORAL HEALTH

Joel Cohen
Policy and Community Education Director
The Dental Health Foundation

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







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