

Self Assessment: Public Education and Media Advocacy

1. Who in your community has expertise in:

- Designing health education materials and campaigns for underserved populations?
- Working with various media outlets?
- Designing materials for multicultural populations?
- Writing articles for newsletters or newspapers?

2. What languages are most often a) spoken and b) read by populations that will be primary audiences for oral health education in your community? Who are resource people who could help develop or review materials in these languages?

Language	Resource People

3. Collect some oral health pamphlets from dental offices or health departments. Review them to assess literacy level and their sensitivity to the different cultural groups in your community. What recommendations would you make to improve the materials?

4. Try to find some newspaper or magazine article on oral health for young children. What key messages do they convey? What techniques do they use to “frame” their stories?

5. What public education efforts related to children’s oral health already have been tried in your community? Describe them (add more rows/space if needed).

Type/name of effort	Target audience	Focus	Key messages	Resources used	Expected outcomes	Effectiveness