ORAL HEALTH PROMOTION REPORT

We have used a similar strategy to last year's promotion activities.

- Provincial radio coverage this year through AM channels in Saskatoon, Regina, Moose Jaw, Prince Albert, Estevan, Weyburn, Swift Current, Kindersley/Rosetown. North Battleford, Meadow Lake and Waskesiu (primarily April/summer month coverage). We have been running the same ad for 5 years now, which is material from the Canadian Dental Association (CDA) that is cobranded with SK.
- We are still working with CKOM/CJME on 'Ask the Experts' airing segment every Saturday in April. Dr. Gerry Uswak is still our spokesperson on this panel. Numerous topics are being repeated from previous years such as general oral health maintenance, the importance of oral health care and community water fluoridation benefits.
- We are running transit ads on buses and bus shelters in Regina and Saskatoon. We also used previous material from CDA/SK cobranded material that we have been using for about 5 years.
- YouTube ads have also been run using original and CDA/SK cobranded ads, same as the past 5 years as well.
- We have run print advertising in April using material from the SOHP.
- Our new website is up and running.
- We are still struggling with the implementation of Social Media in our advertising. This is due to the sensitive nature of our regulatory activities and function. Social Media is not difficult to 'set up' or create, but does take a significant amount of human resources to manage, with many organizations having entire departments devoted to the management of social media. The CDSS may be unable to manage this type of media with the current resources allocation.

Budget:

Radio:	$30,000
YouTube:	$20,000
Print:	$20,000
Transit:	$20,000
Consultants:	$20,000
Total 2016	**$110,000**

We have had a last minute request from the other SOHP organizations to combine forces for dental health month. The initial idea is funding the joint ads with the sohp conference fund, and placing ads that are profession neutral. This is currently in the works. I plan on updating council at the meeting.

A topic of discussion for the meeting, adding a budget item for next year, setup and promotion of CDSS website as authority for online dental information in Saskatchewan. We could incorporate social media with the website.

It may mean outsourcing or hiring a staff member at some level to properly manage this item.
With authenticity of internet information often unverified, I think it would be a valuable resource to develop and PROMOTE our website as a provider of trusted information. As part of the CDA agreement, we can have access to other jurisdictions information to populate our site.

Thanks to Jerod for doing the heavy lifting on this committee.

Respectfully Submitted:

Dr. Mike Prestie