



# The Mighty Mouth: Social Marketing Campaign to Improve Oral Health of Older Adults

Multiple locations throughout Washington

## Program Overview

The Mighty Mouth Social Marketing Campaign to Improve Oral Health of Older Adults launched in 2014 in the state of Washington. Sponsored by the Washington Dental Service Foundation, the educational campaign uses social media, local media (earned and paid), a website, partnerships, and events to improve the oral health of adults (ages 25 and older). The goals of the campaign are to improve the oral health of older adults and increase awareness about the importance of planning for oral care in retirement (since Medicare does not include dental benefits).

## Program Contact Information

Program Website: <http://www.themightymouth.org/>



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## Program Features

Note: A checked box below indicates an existing program feature.

Age	Service Delivery Model	Dental and Oral Health Services
<input type="checkbox"/> 0-17 (Children and Youth) <input checked="" type="checkbox"/> 18-60 (Adult) <input checked="" type="checkbox"/> 60+ (Older Adult)	<input type="checkbox"/> Dental clinic model (e.g. permanent setting) <input type="checkbox"/> Mobile-portable model <input type="checkbox"/> Eligibility and enrollment model (e.g. referrals, care coordination) <input type="checkbox"/> Virtual model (e.g. telehealth) <input type="checkbox"/> Event-based model <input checked="" type="checkbox"/> Outreach and education model	<input type="checkbox"/> Emergency services <input type="checkbox"/> Basic services <input type="checkbox"/> Screenings <input type="checkbox"/> Cleanings <input type="checkbox"/> Fluoride varnish <input type="checkbox"/> Sealants <input type="checkbox"/> X-rays <input type="checkbox"/> Comprehensive services <input type="checkbox"/> Fillings <input type="checkbox"/> Scaling/root planing <input type="checkbox"/> Extractions <input type="checkbox"/> Oral surgery <input type="checkbox"/> Root canals <input type="checkbox"/> Dentures, partials, relines, repairs <input type="checkbox"/> Crowns <input type="checkbox"/> Bridges <input type="checkbox"/> Orthodontics
Specific Populations	Staffing	Other Program Services
<input type="checkbox"/> Homeless individuals <input type="checkbox"/> Individuals with intellectual and/or developmental disabilities <input type="checkbox"/> Individuals with physical disabilities <input type="checkbox"/> Individuals with specific or complex medical conditions <input type="checkbox"/> Individuals with low income <input type="checkbox"/> Individuals with no dental insurance <input type="checkbox"/> Individuals with Medicaid <input type="checkbox"/> Veterans <input type="checkbox"/> Refugees/immigrants	<input type="checkbox"/> Dentist <input type="checkbox"/> Dental hygienist <input type="checkbox"/> Dental therapist <input type="checkbox"/> Dental assistant <input type="checkbox"/> Dental/dental hygiene students <input type="checkbox"/> Nursing staff <input type="checkbox"/> Community health workers <input type="checkbox"/> Non-dental clinical staff <input type="checkbox"/> Non-clinical staff	<input type="checkbox"/> Referrals to dental and oral health services <input type="checkbox"/> Care coordination/care management <input checked="" type="checkbox"/> Patient education <input checked="" type="checkbox"/> Caregiver education <input type="checkbox"/> Provider education <input type="checkbox"/> Advocacy/coalition
Geography	Payment for Care	Integration with Services
<input checked="" type="checkbox"/> Rural <input checked="" type="checkbox"/> Urban	<input type="checkbox"/> Medicaid <input type="checkbox"/> No charge to client <input type="checkbox"/> Sliding fee scale <input type="checkbox"/> Out of pocket <input type="checkbox"/> Commercial dental insurance	<input type="checkbox"/> Medical services <input type="checkbox"/> Behavioral health services <input type="checkbox"/> Vision services <input type="checkbox"/> Pharmacy services <input type="checkbox"/> Transportation services <input type="checkbox"/> Translation services <input type="checkbox"/> Nutrition services
Service Delivery Setting	Program Funding	
<input type="checkbox"/> Hospital <input type="checkbox"/> Dental school <input checked="" type="checkbox"/> Community/safety net clinic <input checked="" type="checkbox"/> Private dental office <input type="checkbox"/> Long-term care facility <input checked="" type="checkbox"/> Senior center/community center <input type="checkbox"/> Private residence <input type="checkbox"/> Fairgrounds/stadium/parking lot <input type="checkbox"/> Church <input type="checkbox"/> School <input type="checkbox"/> Homeless shelter <input checked="" type="checkbox"/> Public housing	<input checked="" type="checkbox"/> Foundation/organization grant <input type="checkbox"/> Public funding (e.g. local, state, federal) <input type="checkbox"/> Private donations (e.g. individuals, businesses)	

This profile was prepared using publicly available information. Date of last update: March 2016