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/
**Age**

- 0-17 (Children and Youth)
- 18-60 (Adult)
- 60+ (Older Adult)

**Specific Populations**

- Homeless individuals
- Individuals with intellectual and/or developmental disabilities
- Individuals with physical disabilities
- Individuals with specific or complex medical conditions
- Individuals with low income
- Individuals with no dental insurance
- Individuals with Medicaid
- Veterans
- Refugees/immigrants

**Geography**

- Rural
- Urban

**Service Delivery Setting**

- Hospital
- Dental school
- Community/safety net clinic
- Private dental office
- Long-term care facility
- Senior center/community center
- Private residence
- Fairgrounds/stadium/parking lot
- Church
- School
- Homeless shelter
- Public housing

**Service Delivery Model**

- Dental clinic model (e.g. permanent setting)
- Mobile-portable model
- Eligibility and enrollment model (e.g. referrals, care coordination)
- Virtual model (e.g. telehealth)
- Event-based model
- Outreach and education model

**Staffing**

- Dentist
- Dental hygienist
- Dental therapist
- Dental assistant
- Dental/dental hygiene students
- Nursing staff
- Community health workers
- Non-dental clinical staff
- Non-clinical staff

**Dental and Oral Health Services**

- Emergency services
- Basic services
- Screenings
- Cleanings
- Fluoride varnish
- Sealants
- X-rays
- Comprehensive services
- Fillings
- Scaling/root planing
- Extractions
- Oral surgery
- Root canals
- Dentures, partials, relines, repairs
- Crowns
- Bridges
- Orthodontics

**Payment for Care**

- Medicaid
- No charge to client
- Sliding fee scale
- Out of pocket
- Commercial dental insurance

**Program Funding**

- Foundation/organization grant
- Public funding (e.g. local, state, federal)
- Private donations (e.g. individuals, businesses)

**Other Program Services**

- Referrals to dental and oral health services
- Care coordination/care management
- Patient education
- Caregiver education
- Provider education
- Advocacy/coalition

**Integration with Services**

- Medical services
- Behavioral health services
- Vision services
- Pharmacy services
- Transportation services
- Translation services
- Nutrition services

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