



SmileHelpNow,

SMILE HELP NOW  
TOOLKIT

# SMILE HELP NOW



## TOOLKIT CONTENTS

Everyone deserves a healthy smile—regardless of insurance status or ability to pay. That's why the Delta Dental Foundation (DDF) created [Smile Help Now](#), a web-based, searchable directory that will make it easier for uninsured, underinsured and publicly insured people to establish a dental home. In this toolkit, you'll find:

- ▶ Sample social media posts and graphics
- ▶ A promotional video
- ▶ A drop-in newsletter article and fast facts
- ▶ An FAQ
- ▶ Collateral material for print and digital distribution

**AND MORE!**

## QUESTIONS?



Remember, the DDF team is here to support you. If you need help or have any questions about these materials, please contact:



**Jen Anderson**

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☎ 517-375-5507

# SAMPLE SOCIAL MEDIA CONTENT

## Facebook and LinkedIn

- ▶ Finding low-cost dental care shouldn't be hard. That's why the @DeltaDentalFoundation created Smile Help Now. Smile Help Now's Dentist Finder Tool helps people living in Michigan, Ohio and Indiana find affordable dental care. Simply enter your address to see a list of clinics near you! SmileHelpNow.com
- ▶ One in three American adults has no form of dental benefits coverage, and many more are underinsured. Now, there is a tool to help. Smile Help Now, created by the @DeltaDentalFoundation, helps you locate low-cost care in Michigan, Ohio and Indiana. SmileHelpNow.com
- ▶ You deserve a healthy smile—regardless of your insurance status or ability to pay. Smile Help Now, brought to you by the @DeltaDentalFoundation, can help connect you to a dentist in Michigan, Ohio or Indiana who provides no- or low-cost care, charges on a sliding-fee scale or accepts Medicaid. SmileHelpNow.com
- ▶ Have you ever visited the emergency department for a dental issue? If so, it's time to find a dental home. Visit SmileHelpNow.com to connect with an affordable provider today.
- ▶ Do you have a dentist you trust and can visit if you have a dental emergency? If not, now's the time to establish a relationship. To start your journey toward better oral health, visit SmileHelpNow.com for low- or no-cost dental options in Michigan, Ohio and Indiana.

## DOWNLOAD GRAPHICS



# SAMPLE SOCIAL MEDIA CONTENT

## Twitter

- ▶ Finding affordable #dental care shouldn't be hard. That's why @DDFGivesBack created #SmileHelpNow for people living in MI, OH and IN. Simply enter your address to see a list of low-cost clinics near you! SmileHelpNow.com
- ▶ 1 in 3 American adults don't have dental benefits—and many more are underinsured. But affordable #dental care is available! #SmileHelpNow, created by @DDFGivesBack, helps you locate low-cost care in MI, OH and IN. SmileHelpNow.com
- ▶ You deserve a healthy smile—regardless of insurance status or ability to pay. #SmileHelpNow, by @DDFGivesBack, can help connect you to a dentist in MI, OH or IN who provides no- or low-cost care, charges on a sliding-fee scale or accepts #Medicaid. SmileHelpNow.com
- ▶ Have you ever visited the #EmergencyRoom for a #dental issue? If so, it's time to find a #DentalHome. Visit SmileHelpNow.com to connect with an affordable provider today. #SmileHelpNow
- ▶ Do you have a #dentist you trust and can visit if you have a #DentalEmergency? If not, now's the time to establish a relationship. To start your journey toward better #OralHealth, visit SmileHelpNow.com for low- or no-cost dental options in MI, OH and IN. #SmileHelpNow

## DOWNLOAD GRAPHICS

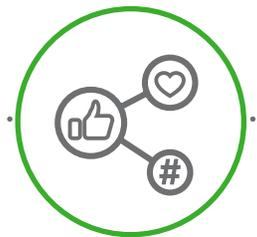


# SAMPLE SOCIAL MEDIA CONTENT

## Instagram

- ▶ Finding affordable #dental care shouldn't be hard. That's why the #DeltaDentalFoundation created #SmileHelpNow for people living in MI, OH and IN. Simply enter your address to see a list of low-cost clinics near you! SmileHelpNow.com
- ▶ 1 in 3 American adults don't have dental benefits—and many more are underinsured. But affordable #dental care is available! #SmileHelpNow, created by the #DeltaDentalFoundation, helps you locate low-cost care in MI, OH and IN. SmileHelpNow.com
- ▶ You deserve a healthy smile—regardless of insurance status or ability to pay. #SmileHelpNow, created by the #DeltaDentalFoundation, can help connect you to a dentist in MI, OH or IN who provides no- or low-cost care, charges on a sliding-fee scale or accepts #Medicaid. SmileHelpNow.com
- ▶ Have you ever visited the #EmergencyRoom for a #dental issue? If so, it's time to find a #DentalHome. Visit SmileHelpNow.com to connect with an affordable provider today. #SmileHelpNow
- ▶ Do you have a #dentist you trust and can visit if you have a #DentalEmergency? If not, now's the time to establish a relationship. To start your journey toward better #OralHealth, visit SmileHelpNow.com for low- or no-cost dental options in MI, OH and IN. #SmileHelpNow

## DOWNLOAD GRAPHICS



### Associated Hashtags for Twitter and Instagram

#AffordableDentalCare #DeltaDentalFoundation #DentalCare #DentalCoverage  
#DentalEmergency #DentalHome #EmergencyDental #HealthySmile #HealthySmiles  
#OralHealth #OverallHealth #SafetyNet #SmileHelpNow

# VIDEOS AND MATERIALS

## Promotional Video

- ▶ [YouTube Promotional Video](#) (32 seconds)

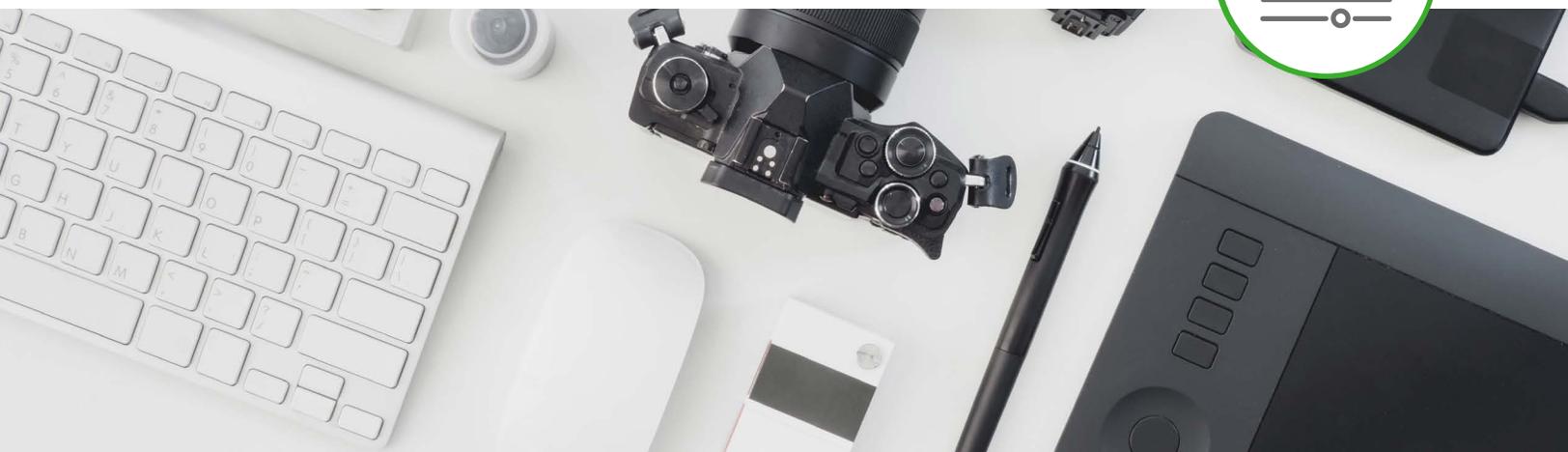
## Collateral Material

You can download digital files below. For print versions, fill out an in-kind request [here](#).

- ▶ [Rack Card](#)
- ▶ [Business Card](#)

# FAST FACTS

- ▶ [One in three adults has no form of dental benefits coverage](#), and many more are underinsured.
- ▶ Using the emergency department to address preventable dental conditions costs taxpayers, hospitals and the government around [\\$2 billion every year](#).
- ▶ Adult dental benefits under Medicaid vary on a state-by-state basis, and there's no dental benefit under Medicare.
- ▶ For those who do receive dental benefits under Medicaid, finding a dentist can be a challenge. Nationwide, only [43 percent of licensed dentists](#) accept Medicaid or the Children's Health Insurance Program.



## NEWSLETTER ARTICLE

Everyone deserves a healthy smile—regardless of insurance status or ability to pay. That’s why the Delta Dental Foundation (DDF) created **Smile Help Now**, a web-based tool designed to help people living in Michigan, Ohio and Indiana find affordable dental care.

At **SmileHelpNow.com**, users can enter their address in the Dentist Finder Tool to match with local dental care organizations that provide no- or low-cost care, charge on a sliding-fee scale or accept Medicaid.

**Smile Help Now’s** directory includes Federally Qualified Health Centers and Look-Alikes, volunteer or free clinics, dental and hygiene schools and other organizations that are dedicated to providing dental care to those in need.

To find an affordable dentist near you, visit [www.SmileHelpNow.com](http://www.SmileHelpNow.com).

## CORRECTIONS

Smile Help Now features Federally Qualified Health Centers and Look-Alikes, volunteer or free clinics, dental and hygiene schools and other organizations committed to providing dental care to those in need. To submit an addition or correct, click [here](#).



## How can I find out if I'm eligible for Medicaid?

Visit your state's website ([Michigan](#), [Ohio](#) or [Indiana](#)) to learn more—many families qualify for assistance.

## What is a sliding-fee scale?

Clinics that charge on a sliding-fee scale calculate the cost for services based on your ability to pay. Usually, that's based on your household income.

## What is a dental home, and why is it important?

Taking care of your mouth is just as important as taking care of your body. That's why it's important to establish a dental home—a place where you develop an ongoing relationship with a dentist. Your dental home can help you create good oral health habits for you and your family, resolve any dental issues you may have and give you a place to go in case of a dental emergency.

## I haven't been to the dentist in a long time. Where do I start?

First, find a clinic close to where you live and make an appointment. At your appointment, bring up any questions or concerns you may have about your mouth—your dentist will be happy to help educate you, develop a treatment plan and make you more comfortable.

## What if I have a dental emergency?

Call one of the safety-net clinics in this directory. They may be able to treat you or provide specific recommendations—saving you from a visit to a hospital emergency department.

