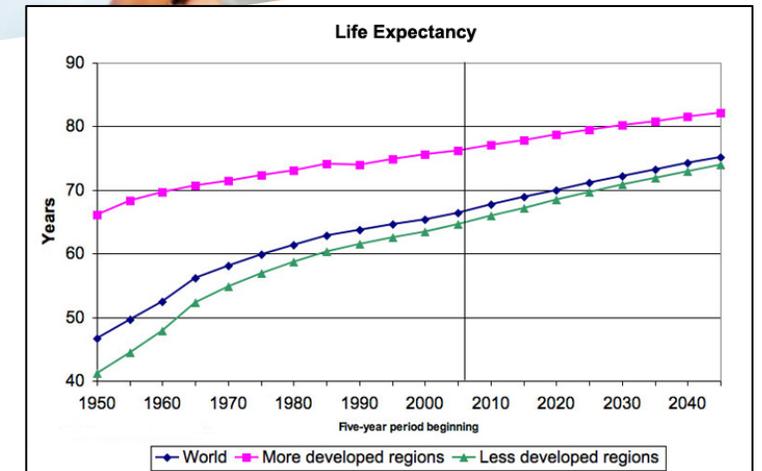
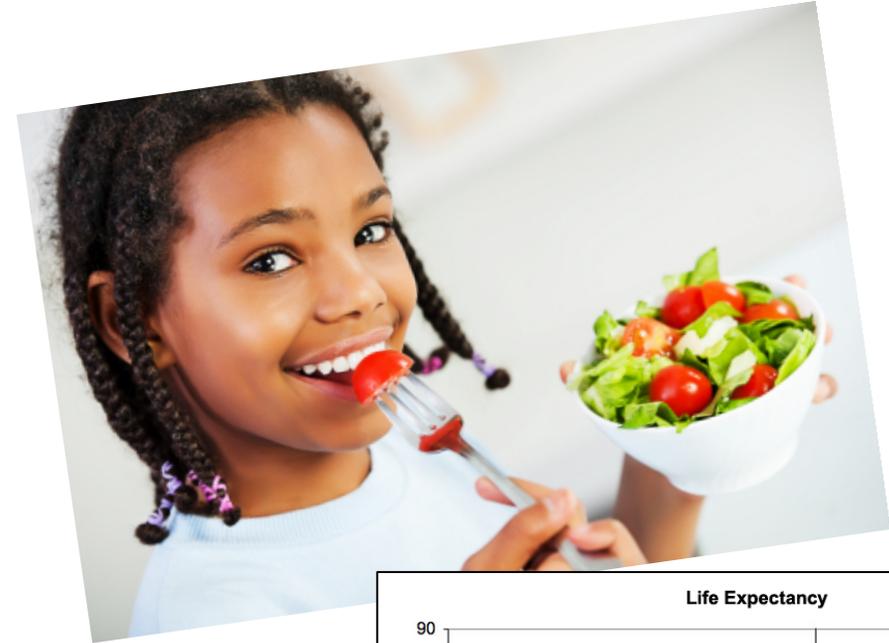
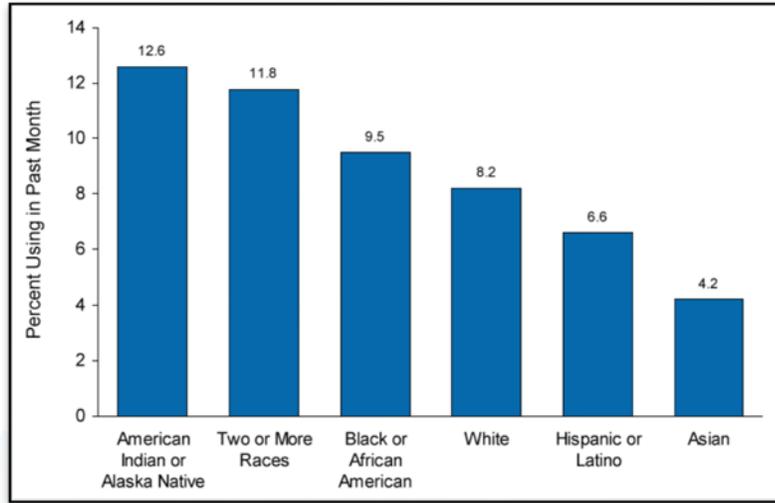


Breakout: Tailoring the Message



What is the outcome you'd like to see?



Who is your audience?



What do you want your audience to do?

BY BENJAMIN S. FISS, DDS

Dental Details

grapevine

Getting your teeth cleaned by a dentist isn't usually cause for alarm. But for people with allergies or sensitivities, visiting the dentist can mean exposure, often unwittingly, to problem substances.

I've been practicing dentistry since 1978, providing cosmetic, general and reconstructive dentistry in an allergy-friendly, state-of-the-art facility in downtown Chicago. My interest in down-sensitivities is both professional and personal. My wife has celiac disease and she was diagnosed, she was frequently quite ill with headaches, gastrointestinal distress and general malaise. It wasn't unusual for her to be bedridden for days at a time.

We were both delighted when she found that avoiding gluten was the key to restoring her health. Through my wife's experience with celiac disease, I discovered, quite accidentally, that routine dental cleaning may expose patients to return every time her teeth were cleaned. It took a while to find the source of her reaction but after we did, I was able to confirm that most polishing agents, including the brand I used in my office, contain gluten. My office has used only gluten-free polishing paste ever since. Gluten isn't the only substance that may cause problems. Here are some of the other materials commonly used in dental offices that patients may be sensitive to:

- **Eugenol:** Most cements used to seat temporary dental work contain eugenol, a sedative agent (refined from oil of cloves) that quiets tooth nerves. It can cause local inflammation, tissue damage and generalized allergic response. Ask for latex-free and latex-free cement.
- **Latex:** This is the allergy dentists see most. If latex is your concern, ask for (and powder-free) gloves.
- **Metals:** Crowns and fillings can be made with metals. All porcelain restorations are an option for people with metal sensitivities.

Follow these suggestions on your next visit to the dentist:

Speak Up! Tell your dentist about your allergies and sensitivities. Your dentist can substitute eugenol-free dental anesthetics. Most dental anesthetics contain epinephrine, which prolongs the time the drug is in sensitive patients. Ask for an epinephrine-free anesthetic.

Smile!



FROM THE NATIONAL POLL ON CHILDREN'S HEALTH: Top 10 Children's Health Concerns

Percent rated as a "Big Problem" by parents in 2012

1. Not enough exercise 39%
2. Childhood obesity 38%
3. Smoking & tobacco use 34%
4. Drug abuse 33%
5. Bullying 29%
6. Stress 27%
7. Alcohol abuse 23%
8. Teen pregnancy 23%
9. Internet safety 22%
10. Child abuse & neglect 20%

visit www.motnpch.org for more information

Health Advisory

EBOLA

Have you been to West Africa in the last three weeks?

pennsylvania DEPARTMENT OF HEALTH

Are you experiencing any of the following symptoms:

- Fever
- Severe headache
- Muscle pain
- Vomiting
- Diarrhea
- Stomach pain
- Unexplained bleeding or bruising

If so, please contact your healthcare provider immediately or call 1-877-PA-HEALTH



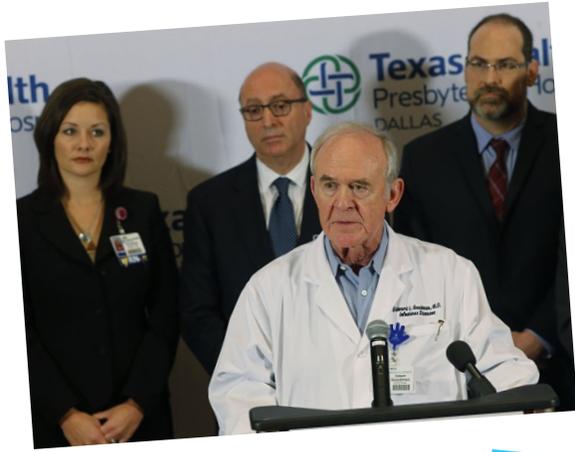
What are your key message?



**ENROLL
NOW!**



What tools work best with communicating to your audience?



Tailor Your Message

- Pick an outcome
- Describe your audience
- State what you'd like your audience to do and how it connects to the outcome
- Come up with 2-3 key messages
- Select a tool to disseminate your content
- Tell your story

