

# Dental Drive Campaign

# Global Citizens

# Assignment

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## Wimauma Dental Care Drive

### **1. Statement:**

#### Problem:

Residents of Wimauma are lacking the necessary dental care and hygiene tools.

#### Background:

Wimauma is a rural town in southern Hillsborough county. The demographic comprises a population size of 6,373 with 73% Hispanic/Latino. With over 40% of residents under the poverty line in Wimauma, this population lacks sufficient dental care insurance options.

The Dental Care Drive is targeting donations throughout the Tampa Bay area to help provide toothpaste, toothbrushes, floss, and mouthwash for children in Wimauma area. Along with holding an annual dental care drive to provide dental care products, the Dental Care Drive would also provide discounted or free services to Wimauma in family.

### **2. Research:**

When conducting our own informal and library research, we focused on learning more about previous dental care drives that have been held. Smile Drive is an event held by America's Toothfairy where various drives can be held around the nation to provide oral care products to areas in need. After reading about a dental care drive in Bend, Oregon, we can help form our objectives to similarly mirror theirs by providing free screenings in schools and providing oral health care kits. Wimauma held a dental care drive in 2010 that seems moderately successful. An article published about the event let us know which contacts were made that might possibly be helpful for our Dental Care Drive. In 2015, a Community Dialogue event where stakeholders were

Throughout our research, we looked at different campaigns that specifically targeted not only low income families, like those affected in Wimauma, but Spanish speaking families as well. One of the campaigns that was very inspiring was the Ad Council and The Partnership for Healthy Mouth Healthy Lives, 2013 Children's Oral Health Public Service Advertising Campaign. This campaign centered on targeting the parents of children by presenting information in English and Spanish. By being aware and conscious of the diversity of languages present within the target audience, this campaign was able to be successful by giving parents the tools they needed in order to empower their children to take care of their dental hygiene. Another thing that was noted about this campaign was how they thought outside of the box and created a virtual tooth game for children. This gave children a different perception about dental hygiene and turned it into a fun activity rather than a chore.

One thing that we noticed throughout researching various campaigns was that the objectives of all these campaigns centered around ending tooth decay. A minor problem that was noticed was that almost all of the campaigns found within exception of two (1. The Campaign

for Dental Health “I like My Teeth” and 2. Frameworks Institute’s “Watch Your Mouth” Campaign) , only specifically targeted children. This is bad because dental health is not only for children, but for adults too. Our campaign will not only target children to practice good dental hygiene, but adults as well.

### **3. Objectives:**

- Reach out to dentists with the goal of having them participate in free screenings.
- Raise awareness to collect toothbrushes and toothpaste from local dentists and pitch the drive ideas to Tampa community members, communications organizations, and local media partners.
- Provide dental care services and dental hygiene tools to 4,000 people of the Wimauma population.

### **4. Tactics and Strategies:**

In order to bring bilingual dentists to the families of Wimauma, we will reach out to bilingual dentists throughout Hillsborough County, in communities such as Plant City, Tampa, Brandon and Riverview. Reaching out to dentists in these various communities brings awareness to the issue in Wimauma, as well as provides these dentists with access to a new demographic of clients. We will work with the dental offices to provide affordable teeth cleanings during the Dental Care Drive.

As the main event of the Dental Care Drive, we will provide each family with toothbrushes, toothpaste, mouthwash and floss. In order to collect these items, we will place drop boxes around Hillsborough County encouraging people to donate brand new and unused items. To reach the potential donors, we will use social media to spread the word, as well as local radio and television news stations. We would also reach out to area businesses such as Publix, Y.M.C.A. and Walgreens, to set up drop boxes at their locations for members of their community to leave donated items. In addition to this, we will negotiate with Publix and Walgreens to set up a program that every toothbrush or toothpaste donated at their store from their customers donate, the company would match the items up to a certain number.

We will reach out to the Wimauma R.C.M.A. Academy to provide a location for the dental care drive. R.C.M.A. is an organization dedicated to providing education to migrant children and thus is a location the families in the community are aware of. In order to accommodate the demanding work hours of the families, we will host the Wimauma Dental Care Drive from 8:00 a.m. to 8:00 p.m. to allow for ample time for the entire family to be seen by the dentists and pick up their dental hygiene kits. These hours also will accommodate the farmworker’s demanding hours.

### **5. Evaluation**

Evaluation would require us to revisit our objectives after the completion of the campaign in order to see if they were achieved. The first objective was to reach out to dentists with the goal of having them participate in free screenings. This could be measured a few different ways, including counting the number of dentists reached out to, the number of dentists who participated and the number of free screenings provided at the event. The second objective was to collect toothbrushes and toothpaste from local dentists and pitch the drive ideas to Tampa community members, communications organizations, and local media partners. This can be measured in the number of donated goods, as well as media impressions from reaching out to local media partners. Finally, the last objective is relatively easy to measure: provide dental care services and dental hygiene tools to 4,000 people of the Wimauma population. This can be gauged by whether or not we are able to provide dental hygiene services and goods to 4,000 Wimauma residents.

## **6. Plan Evaluation**

A community- wide event in Wimauma would promote dental health, as well as, create a culture of smiling. 48% of those surveyed said they avoid smiling due to their poor dental health. Additionally, a family of four shares a single toothbrush in Wimauma due to their limited access to dental care. Therefore, we will provide each family member with a brand new toothbrush, toothpaste, mouthwash and dental floss. Each family member will then be able to better take care of their teeth, gums, and ultimately their smile.

According to the research provided, 73% of Wimauma residents are Hispanic or Latino ethnicity, posing another barrier to their access to care. In order to address this concern of the citizens, we will invite bilingual dentists from all over Hillsborough County to our Wimauma Dental Care Drive to provide free/discounted services. These dentists can easily communicate with patients about their oral health. Additionally, these discounted services will provide quality dental care, while being affordable. Median income in Wimauma is \$24,950 per household versus the Florida average median income at \$47,661. Furthermore, we chose the R.C.M.A., as a location for the drive. The R.C.M.A. provides quality migrant child care and education to the Wimauma citizens. The facility is one that is trusted by families in the area and the Dental Care Drive aligns with their goals to raise awareness of the lifestyle of migrant farm workers and their families, as well as providing opportunities to improve the health of the children and their families.

Resources:

<http://www.ncohf.org/smile-drive/>

<http://www.ktvz.com/news/bend-childrens-dental-clinic-launches-toothbrush-drive/317895816>

[http://www.lexisnexis.com.ezproxy.lib.usf.edu/hottopics/Inacademic/?verb=sr&csi=145459&sr=HEADLINE\(Free+dental+care+comes+to+Wimauma+school\)%2BAND%2BDATE%2BIS%2B2010](http://www.lexisnexis.com.ezproxy.lib.usf.edu/hottopics/Inacademic/?verb=sr&csi=145459&sr=HEADLINE(Free+dental+care+comes+to+Wimauma+school)%2BAND%2BDATE%2BIS%2B2010)

**FOR IMMEDIATE RELEASE**

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**Tampa Bay Healthcare Collaborative Holds Dental Care Drive For Forgotten City**

TAMPA, Fla. — After years of being neglected, the citizens of Wimauma, Florida, are finally receiving the dental care they need with help from The Tampa Bay Healthcare Collaborative and citizens of Hillsborough County.

The Wimauma Dental Care Drive will be held for the residents on March 3, 2018 at the Redlands Christian Migrant Association (RCMA) Wimauma Academy at the DeSoto Street location. Wimauma is a small town located 30 minutes south of Tampa. Many of its Spanish-speaking residents are employed as migrant workers on produce farms.

“A resident of Wimauma told me once that they felt forgotten,” said Carrie Y. Hepburn, Executive Director at The Tampa Bay Healthcare Collaborative.

Residents of Hillsborough County can help by donating brand new or unused dental hygiene products, such as toothbrushes, toothpaste, floss and mouthwash. Donation boxes can be found at any local Publix, Young Men’s Christian Association (YMCA) or Walgreens within the county.

Wimauma residents not only have limited access to dentists, but due to high poverty rates and language barriers, they have limited access to dental hygiene products. More often than not an entire family can be using one single toothbrush.

The donations will be given to residents at the Wimauma Dental Care Drive taking place from 8 a.m. to 8 p.m. on March 3, 2018. In addition to receiving these donations, residents will also receive dental health screenings and exams by bilingual dentists for free or at a discounted rate.

**About Tampa Bay Healthcare Collaborative**



***The Tampa Bay Healthcare Collaborative envisions a community that values health and health services for everyone, including underrepresented groups within the community. Learn more at [www.tampabayhealth.org](http://www.tampabayhealth.org)***