The College of Dentistry serves as part of the dental safety net for the State of Nebraska. Our outreach programs and activities allow our students, faculty and staff to provide patient care and education to underserved populations across the state.

### 2022-2023 Academic Year

#### COLLEGE-RUN PROGRAMS

**Lincoln Children’s Dental Day**
- 146 children treated
- 1,203 procedures performed
- $127,247 value
- 400 volunteers

Patient communities: Columbus, Crete, Grand Island, Hastings, Lexington, York

**Western Children’s Dental Days**
- 80 children treated
- 442 procedures performed
- $42,380 value
- 70 volunteers

Patient communities: Alliance, Chadron, Gordon, Hay Springs, Kilgore, Merriman, Rushville, Sidney

**Dental SHARING Clinics**
- 60 patients treated
- 139 procedures performed
- $25,307 value
- 220 volunteers

Held in Grand Island & Lincoln

**SEALANT PROGRAM**
- 666 children treated
- 14 Nebraska schools
- $112,305 value

#### OTHER OUTREACH / PATIENT RECRUITMENT

Going out into the community to promote our services while providing education, oral health items and/or screenings.

- **21,386** reached
- **48** events/activities
- **755** screenings

**Key Partnerships:**
- Asian Community & Cultural Center,
- Lincoln Public Schools (Goodnight Bag Project, Health & Wellness Fairs, Student Pantries, Screenings),
- Lincoln Inspire Girls Program, Nebraska Head Start, Project Connect Lincoln,
- Partnership for a Healthy Lincoln, UNL & UNO (East Campus Community Events, Health & Wellness Fairs), Special Olympics, World Oral Health Day

**UNMC Partnerships:**
- Bridge to Care Refugee Fair,
- Minority Health Month Health Fair, Nebraska Science Festival

#### PATIENT CARE PARTNERSHIPS

**Clinic with a Heart**
- 32 D3, D4 volunteers
- 38 sessions
- 824 hours volunteered
- 456 patients

**People’s City Mission**
- 24 D3, D4 volunteers
- 5 sessions
- 128 hours volunteered
- 100 patients

#### STUDENT ORGANIZATION OUTREACH

American Student Dental Association (ASDA)
- Presentations for elementary students
- Simulation clinic for high school & college students

UNMC Student Alliance for People of All Abilities (SAPA)
- Special Olympics Special Smiles screenings
- Trunk-or-Treat for children with special needs

Students report that outreach activities:
- Enhance their educational experience, clinical skills and patient communication skills
- Help them become better dental professionals
- Help them understand the impact of health disparities and the importance of helping the underserved

### RESULTS

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<tr>
<td>2,263</td>
<td>368,394</td>
<td>value of free care</td>
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<td>from the college</td>
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<td>from the college</td>
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<td>40,894 total reach</td>
<td>7,725 hours volunteered</td>
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<tr>
<td>122 activities</td>
<td>71 community partners</td>
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College of Dentistry Outreach & Engagement

Engagement (communications, marketing, events & public relations) professionals are strategic partners who help move the College forward to enhance visibility with key constituencies, solve problems and reach college goals.

2022-2023 Academic Year

EXTERNAL

749,640 social media reach
  46 video & photography projects
  48 published news stories
17,381 new website users, main & patient microsite
  26 media mentions

Brand Awareness Campaign with 1011
2.5 million views of 4 educational interviews
240 times Lincoln Clinic commercial aired
150,000 views on streaming channels
150,000 views of digital ads promoting services

COLLEGE INITIATIVES

Supporting 9 academic programs, 5 departments, 4 dental clinics, faculty practice and student organizations to help them reach their goals, including:

Student Recruitment
7 events, 6 promotional materials, promotional campaigns

Staff Recruitment
4 events, promotional materials, promotional campaigns

Patient Recruitment
3 integrated campaigns, including events, social media, digital marketing, media and referral campaigns

Research
Materials - 22 posters & 3 journal graphics, promotional campaigns

UNMC Brand Awareness
Contributed to 9 UNMC reports and other projects

Continuing Education
Promotional materials, promotional campaigns

Educational Campaigns & Classroom Resources
External - Oral health educational outreach
Internal - DEI & career exploration
Events, publications, promotional campaigns, classroom presentations and other educational materials

COLLEGE COMMUNITY

122 strategic communications
27 college events
28 operational communications projects
24 employee engagement/recognition events
4 employee engagement campaigns, including peer recognition & service anniversary celebrations

153,440 document views, COD Intranet

DEVELOPMENT & ALUMNI

3 campaigns - Innovation Fund, Only in Nebraska & UNMC Giving Day
16 development materials created
14 alumni publications
6 alumni events - Dean's Club, Reunion, receptions

57,900 impressions

KEY ACCOLADES 2020-2023

Public Relations Society of America Awards
7 Statewide Winner
community relations, brand & reputation management/marketing campaigns, internal communications, social media, special projects, videos

3 Statewide Runner-Up
crisis communications, internal communications, publications

American Marketing Association Awards
8 Prism Awards
direct marketing, guerilla marketing, newsletters, public relations, publications, social media, videos, webpage design

RESULTS

4.58 million impressions
440 projects