

# College of Dentistry Outreach & Engagement

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

### EARLY DENTAL HEALTH STARTER KITS

**18,000** packed **13** packing events **243** volunteers

### RESULTS

**2,263** received free care from the college  
**\$368,394** value of free care from the college  
**40,894** total reach  
**7,725** hours volunteered  
**122** activities  
**71** community partners

### 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

# 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

**1.16 million** impressions, 9 target audiences

### 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