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

**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

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
- 6 Statewide Winner
  community relations, external communications, internal communications, special projects, social media, videos
- 2 Statewide Runner-Up
  crisis communications, publications

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

RESULTS

4.58 million impressions
440 projects