2019 AADR and FNIDCR Advocacy Day on Capitol Hill Communications Toolkit

On February 26, 2019, the American Association for Dental Research (AADR) and the Friends of National Institute of Dental and Craniofacial Research (FNIDCR) will host the annual Advocacy Day on Capitol Hill, an opportunity for the dental, oral and craniofacial research community to join together on Capitol Hill to raise visibility for and promote the value of this important work.

To amplify the message of those who will be in Washington, D.C. on the 26th, AADR is encouraging all its members and dental, oral and craniofacial research stakeholders to participate in our Advocacy Day virtually using #AADRFNIDCRAdvocacyDay.

*Please remember that as a participant of the #AADRFNIDCRAdvocacyDay, whether in-person or remote, you are representing AADR and the Friends of NIDCR. Therefore, we ask that all of your communication be professional and respectful. This event is important for establishing relationships with congressional offices and laying a foundation for important conversations moving forward.

TWITTER

There are several ways to promote the value of dental, oral and craniofacial research in the lead-up to Advocacy Day as well as on the day of the event.

Individuals can:

- Send general Tweets about the importance of this research
- Highlight research case studies and success stories
- Share personal and professional stories in the context of the field
- Share photos from congressional offices at Advocacy Day
- Provide details about how funding for research could benefit your work or society more broadly
- Engage directly with members of Congress by sending them Tweets

Tweeting at your elected officials by using their Twitter handles will ensure that your member(s) receive a notification of your “mention.” Members’ Twitter handles can be found here: https://twitter.com/cspan/lists/members-of-congress/members?lang=en.

If you need help determining who your elected officials are, instructions can be found in the “Helpful Resources” section below.

Below is a selection of sample Tweets that you may use prior to or during Advocacy Day, but we invite you to create your own and make them personal – and use photos and graphics, when available and appropriate.
KEY TWITTER HANDLES:

@DentalResearch – AADR
@NIH – National Institutes of Health
@NIDCR – National Institute of Dental and Craniofacial Research
@CDCgov – Centers for Disease Control and Prevention
@AHRQNews – Agency for Healthcare Research and Quality

GENERAL TWEETS

• Oral health is integral to overall health. Continued investments in @NIH and @NIDCR are critical to improving the health of our nation. #AADRFNIDCRAdvocacyDay @DentalResearch

• The work of @NIDCR has led to vast improvements in the oral health of Americans. Congress, please ensure this research is sufficiently funded in FY20 so that we can continue to improve our citizens’ overall health! #AADRFNIDCRAdvocacyDay @DentalResearch

• Absent a deal to #RaiseTheCaps, non-defense discretionary programs, including scientific research, will face a $55B cut. Congress, please ensure your budget deal supports both NDD and defense! #AADRFNIDCRAdvocacyDay @DentalResearch

• The oral cavity holds tremendous promise for indicating disease and health issues. Congress, please protect the important work of @NIH and @NIDCR and #RaiseTheCaps! #AADRFNIDCRAdvocacyDay @DentalResearch

• The U.S. spent $117.5 billion on dental services in 2015, and that number is expected to rise to $185 billion by 2025. @NIDCR is the largest institution in the word dedicated exclusively to research to improve dental, oral and craniofacial health. #AADRFNIDCRAdvocacyDay @DentalResearch

• [INSERT MEMBER TWITTER HANDLE], research is critical to our nation’s health and well-being. Please support federal research at @NIH, @NIDCR, @CDCgov, @AHRQNews and others in FY20. #AADRFNIDCRAdvocacyDay

  *Determine your member of Congress by using the “Find Your Representative” and “Find Your Senator” tools in the Helpful Resources section below. Then, find their handle doing a quick search online or viewing this list.

• As conversations on American infrastructure evolve, we encourage Congress to consider the role of the biomedical research infrastructure, which is part and parcel to our mission of making Americans safer and healthier. #AADRFNIDCRAdvocacyDay @DentalResearch

TWEETS FOR HILL DAY PARTICIPANTS

• Excited to be on Capitol Hill today for the #AADRFNIDCRAdvocacyDay to champion federal funding for dental, oral and craniofacial research and programs at @NIH and @NIDCR! @DentalResearch

• Thank you [INSERT MEMBER TWITTER HANDLE] for meeting with us today to discuss the importance of dental and craniofacial research! #AADRFNIDCRAdvocacyDay @DentalResearch

  *If possible, include photo of yourself/AADR members outside of the member’s office.
• Research is making a real difference in the lives of Americans. I’m proud to represent [PATIENT ADVOCACY GROUP] on Capitol Hill to share the perspective of the patient and how we can benefit from federal research. #AADRFNIDCRAdvocacyDay @DentalResearch

• Thank you to the staff of [INSERT MEMBER TWITTER HANDLE] for a great discussion on the role oral research plays in our state! Investments in @NIH and @NIDCR are vital for moving our nation’s health security forward. #AADRFNIDCRAdvocacyDay @DentalResearch *If possible, include photo with staffer.

• I am proud to be on the Hill for #AADRFNIDCRAdvocacyDay to share the work of my team! Our [GRANT/CONTRACT] from [INSERT HANDLE OF FEDERAL AGENCY] is looking at ________.

WORK/RESEARCH-SPECIFIC TWEETS

• Dental research is making a real difference in [INSERT STATE]. [INSERT MEMBER TWITTER HANDLE]. Our work at [INSTITUTION] is ________. #AADRFNIDCRAdvocacyDay

• [INSERT MEMBER HANDLE], we at [INSTITUTION] extend an open invitation for you to visit our laboratory next time you’re in the district! #AADRFNIDCRAdvocacyDay

FACEBOOK AND LINKEDIN

The content of Facebook posts can be similar in nature to posts on Twitter. However, given the larger character limits available on these platforms, Advocacy Day participants can expand upon their key messages.

Additionally, don’t forget to take the audience of these respective networks into account:

• Facebook tends to be a more personal platform (this is a great place to share your personal story with friends and to post dynamic content, such as videos).

• LinkedIn gravitates toward professional connections. Use LinkedIn to talk about your research, to offer opportunities for collaboration and information-sharing, and share statistics and case studies about dental research.

HELPFUL RESOURCES

• Find Your Representative
  https://www.house.gov/representatives/find-your-representative

• Find Your Senator:
  https://www.senate.gov/general/contact_information/senators_cfm.cfm?OrderBy=state

• NIDCR’s News Releases
  https://www.nidcr.nih.gov/research/ResearchResults/NewsReleases/

• NIDCR Research Investments & Advances (snapshots of NIDCR’s work on salivary diagnostics, HPV & oropharyngeal cancer, oral health & opioids, and regenerative medicine)
  https://www.nidcr.nih.gov/grants-funding/funded-research/research-investments-advances

• CDC Division of Oral Health
  https://www.cdc.gov/oralhealth/index.html
• Overview: Surgeon General Commissions 2020 Report on Oral Health

EXAMPLES OF NIDCR-SUPPORTED RESEARCH

More research examples can be found in the AADR/FNIDCR FY19 Funding Recommendations document, which can be accessed here.

• Point-of-Care Diagnostics
Salivary diagnostics are measures that draw and analyze saliva to test for conditions such as HIV, human papillomavirus (HPV), substance abuse, caries (tooth decay), periodontitis and oral cancer. As a result of research supported by NIDCR over the last decade, diagnostics also are showing great promise in screening for diabetes, heart disease, lung cancer, ovarian cancer and pancreatic cancer.

• Responding to Emerging Threats
Research by NIDCR-funded scientists has the potential to respond to emerging threats, such as the Zika virus. NIDCR-funded scientists are developing diagnostic tools to detect Zika infections in saliva and are also conducting research to understand how Zika causes birth defects. This research could lead to future treatments.

• E-Cigarettes
According to the Surgeon General’s Advisory on E-cigarette Use Among Youth, the use of e-cigarettes among middle and high school students increased 900% during 2011-2015, before declining for the first time during 2015. In 2018, more than 3.6 million U.S. youth, including 1 in 5 high school students and 1 in 20 middle school students, used e-cigarettes. Currently, there is no scientific evidence to support the safety of electronic cigarettes, and initial studies indicate that a variety of chemicals and metal particles are produced during the vaporization of nicotine and additives by these devices. To help address this research gap, in 2016 NIDCR funded 7 research projects in 5 different states to investigate the biological impact of e-cigarettes on oral health, including the development of new tools and clinically relevant model systems to assess their effects on oral and periodontal tissues.

• Precision Health
Precision health is an emerging approach for disease prevention and treatment that considers people’s individual variations in genes, environment, and lifestyle. NIDCR supports a diverse precision health research portfolio related to diseases and conditions of the dental, oral, and craniofacial region, including research on cancer; craniofacial developmental disorders; salivary diagnostics; and practice-based networks.

• Oral Health Disparities
NIDCR supports a broad portfolio of research strategies to reduce and eliminate oral health disparities. The Institute in 2015 funded a new consortium that will combine health promotion and disease prevention, community-based participation, and multilevel interventions to take decisive action to reduce oral health disparities in vulnerable children. Some of the innovative strategies include the use of interactive parent text-messaging, social networks, and financial incentives.