Improving oral health is our shared responsibility – and you have an important role to play. Help AADR, ADEA and the Friends of NIDCR raise the visibility and promote the value of dental, oral and craniofacial research and oral health programs among federal policymakers and their staff on March 17 during the 2020 AADR, ADEA and FNIDCR Virtual Hill Day.

By participating in the 2020 Capitol Hill Day virtually, we encourage you to take to social media, send an email and/or make a phone call to champion these programs and share stories about their connection to oral and overall health.

Using social media, Hill Day supporters can:

- Send Tweets and social media messages about the importance of oral health in the context of overall health
- Highlight federal research and how it’s making a difference
- Share your personal and/or professional connection to this work
- Engage directly with members of Congress

Remember to personalize your messages and use the hashtag #FundOralHealth to amplify our collective voice!

*Please remember that as a participant of the 2020 Capitol Hill Day, you are representing AADR, ADEA 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**

Tweeting at your elected officials by using their Twitter handles will ensure that your member(s) receive a notification of your “mention.” Twitter handles can be found on the sheet attached.

A list of Members’ Twitter handles can be found here.
Key Twitter Handles

<table>
<thead>
<tr>
<th>Associations</th>
<th>Federal Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>@DentalResearch – AADR</td>
<td>@CDCgov – Centers for Disease Control and Prevention</td>
</tr>
<tr>
<td>@ADEAAGR – ADEA Government Relations</td>
<td>@HRSAgov – Health Resources and Services Administration</td>
</tr>
<tr>
<td></td>
<td>@NIDCR – National Institute of Dental and Craniofacial Research</td>
</tr>
<tr>
<td></td>
<td>@NIH – National Institutes of Health</td>
</tr>
</tbody>
</table>

General Tweets

Use the Tweets below or create your own. The more personal the message, the better!

- Excited to take part in the @ADEAAGR/@DentalResearch Capitol Hill Day! Oral health is integral to overall health. #FundOralHealth

- I advocate to #FundOralHealth because [REASON].

- As a constituent, [@MEMBER OF CONGRESS TWITTER HANDLE], I am asking you to appropriate $44.7B for @NIH and $512M for @NIDCR in FY 2021. #FundOralHealth

- As a constituent, [@MEMBER OF CONGRESS TWITTER HANDLE], I am asking you to support $40 million in funding for @HRSAgov Title VII Oral Health Training Programs in FY 2021. #FundOralHealth

- I’m proud to ask Congress to #FundOralHealth. [@INSERT HANDLE OF FEDERAL AGENCY] is important to me because [REASON].

- Continued investments in @NIH @NIDCR and @HRSAgov are critical to improving the health and well-being of people across the country. #FundOralHealth #FundDentalEd

- Oral health training programs at @HRSAgov are important for America’s public health. HRSA is important to me because [REASON]. #FundOralHealth

- Applying sealants in schools to the nearly 7M low-income children who don’t have them could prevent more than 3M cavities and save up to $300M in treatment costs. Learn more about @CDCgov school dental sealant program at https://www.cdc.gov/oralhealth/dental_sealant_program/index.htm #FundOralHealth

- Dental research is making a real difference in [STATE], [@MEMBER OF CONGRESS TWITTER HANDLE]. Our work at [INSTITUTION] is _________. #FundOralHealth
• . [INSERT MEMBER HANDLE], we at [INSTITUTION] extend an open invitation for you to visit our laboratory next time you’re in the district! #FundOralHealth

FACEBOOK AND LINKEDIN

The content of Facebook posts can be similar in nature to Twitter posts. However, given the larger character limits available on these platforms, Hill 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](https://www.house.gov/representatives/find-your-representative)

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

• NIDCR’s News Releases
  [https://www.nidcr.nih.gov/research/ResearchResults/NewsReleases/](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](https://www.nidcr.nih.gov/grants-funding/funded-research/research-investments-advances)

• HRSA Oral Health

• CDC Division of Oral Health
  [https://www.cdc.gov/oralhealth/index.html](https://www.cdc.gov/oralhealth/index.html)