

**Florida Medicaid  
Oral Health Consumer Engagement Campaign**



***Stakeholder Social Media Campaign Packet***

Dear Stakeholder,

You are receiving this packet about the Florida Medicaid Dental Social Media Campaign because of your interest in improving the oral health of children in Florida who enrolled in Medicaid.

Florida Medicaid is dedicated to improving the oral health of children in our state. We hope to continue our work with you, our valuable stakeholders, in helping us to continue increasing the preventive dental utilization rate. So far we have increased the rate for children in Medicaid from 19% in 2012 to 33% in 2016. No other state achieved this level of improvement during this time period. Over two million children receive health care from Florida Medicaid, so this impacts many children.

Let's keep going! As a state, we have come a long way, but many more children need dental care.

Please help us raise awareness and spread the word about Medicaid dental benefits and the importance of oral health care on your social media platforms. In this packet you will find:

- **Suggested Facebook/Twitter Messages**
- **Links to the Medicaid Dental consumer webpage & hashtags**
- **Official Medicaid Dental logos**
- **Social Media campaign tracking sheets**

We request that you post one time per week for six months. We will send weekly reminders and suggestions for posting on Facebook and Twitter. Once per month, we will ask that you complete our tracking sheet so that we are able to measure the effectiveness of this initiative.

Also, please follow the campaign on our Facebook & Twitter pages:

- **[facebook.com/AHCAFlorida](https://www.facebook.com/AHCAFlorida)**
- **[twitter.com/ahca\\_fl](https://twitter.com/ahca_fl)**

We appreciate your time and dedication to helping with this initiative, and ultimately improving the health of Florida's children enrolled in Medicaid.

This is entirely voluntary. If you are unable to complete all aspects of this campaign, we would appreciate your participation in whatever aspects you can.

Sincerely,

*The Florida Medicaid Dental Team*

For questions, comments, or feedback please contact:

Megan Weiland, Government Analyst II

850-412-4145

[Megan.Weiland@ahca.myflorida.com](mailto:Megan.Weiland@ahca.myflorida.com)

## Facebook Messaging

The following messages reflect the mission and goal of this campaign: to educate our consumers and increase the number of children enrolled in Medicaid who see a dentist in the state of Florida. We encourage you to include the website link to the consumer-friendly webpage that we have built especially for this campaign [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental), as well as the hashtag **#FLMedicaidDental**. Using a consistent hashtag will also help us see how and where this message spreads online.

1. Is your child enrolled in Florida Medicaid? He or she can receive a dental exam and cleaning, as well as other services-*for free!* Find out more about oral health and schedule your appointment today by following this link: [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental
2. Taking care of your teeth is an important part of your overall health. Children enrolled in Medicaid can receive dental exams and cleanings, as well as many other services for free. Find a dentist and schedule your appointment today. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental
3. Tooth decay is the most common chronic disease among children-and it's preventable. Children on Florida Medicaid are covered for dental services. Schedule your child's free dental exam today. The services at the dentist are free too! [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental
4. Visit Florida Medicaid Dental's website to learn how oral health and overall health are connected [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental
5. Let's make Florida's kids the healthiest in the nation! Oral health is an important part of overall health, so schedule your child for a free dental exam and services today! Visit [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) to learn more and find a dentist! #FLMedicaidDental
6. Learn how oral health and overall health are connected. Visit Florida Medicaid Dental to learn about oral health and the free dental services your child can receive today. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental
7. Baby teeth need care: Ignoring oral health just because the baby teeth are going to fall out can lead to a lifetime of dental problems. Learn about your child's oral health needs and the free dental services covered by Florida Medicaid. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental

## Twitter Messaging (must be 140 characters)

The following messages reflect the mission and goal of this campaign: to educate our consumers and increase the number of children enrolled in Medicaid who see a dentist in the state of Florida. We encourage you to include the website link to the consumer-friendly webpage that we have built especially for this campaign [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental), as well as the hashtag **#FLMedicaidDental**. Using a consistent hashtag will also help us see how and where this message spreads online.

1. FL Medicaid Kids receive a dental exam, cleaning & other services -Free! Learn more: [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (139 characters)
2. Oral Health=Overall Health. FL Medicaid Kids are covered. Plan your visit today! [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (136 characters)
3. Tooth decay is preventable. Medicaid Kids are covered for dental services. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (130 characters)
4. Why is oral health important for kids? Find out! [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (104 characters)
5. Help Florida's kids be the healthiest in the nation. Oral health=overall health. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (132 characters)
6. Children on Medicaid are covered for dental services! Learn more: [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (121 characters)
7. Baby gums & teeth need care too. Make an appointment for baby today. [ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental) #FLMedicaidDental (124 characters)

## Consumer-Friendly Dental Web Page

In our research, we have found that some of the major barriers to accessing dental care are:

- Recipients are unaware of the dental benefit
- Low oral health literacy
- Confusion about what Medicaid covers
- Finding a dentist
- Transportation to dental appointments

This website was built to address these barriers. We encourage you to share this page.

[ahca.myflorida.com/MedicaidDental](http://ahca.myflorida.com/MedicaidDental)

Public Meetings Public Records Contact Us Site Map

AGENCY FOR HEALTH CARE ADMINISTRATION

HOME ABOUT US MEDICAID LICENSURE & REGULATION FIND A FACILITY REPORT FRAUD

Local Navigation

- Medicaid
- Medicaid Policy and Quality

Medicaid Quality

- Performance Evaluation and Research
- Clinical Quality Review and Initiatives
- Clinical Quality Review and Compliance
- Fee-for-Service Utilization Management

Medicaid Policy

- Federal Authorities
- Federal Waivers and Progress
- Managed Care Contracting and Policy Development
- Medical and Behavioral Health Coverage Policy
- Primary and Preventive Care Policy
- Health Care Policy Research
- Specialized Health Services
- Behavioral Health and Health Facilities
- Pharmacy Policy
- Program Policy
- Florida KidCare
- Medicaid
- Rules

**Florida Medicaid Dental**  
*Dental Care for Your Health*

**Dental Care for Children Ages 0-20: What Florida Medicaid Covers**

Florida Medicaid wants to make sure your child is healthy. Part of being healthy is taking care of your teeth. Below is a list of services that will help your child have healthy teeth, with no cost to you.

- Office Visits
- Cleanings
- Fluoride Application
- Sealants
- Space Maintainers
- Oral Exams (initial and every 6 months)
- X-rays
- Fillings and Crowns
- Root Canals
- Periodontal Services
- Prosthodontics (Dentures)
- Anesthesia and Sedation
- Injectable Medications
- Palliative Treatment
- Hospitalization

Some Services may require permission from your health plan before the dentist performs the service. This is called a prior authorization. For more details about dental services, contact your health plan.

**Dental Care for Children: Why It's Important**

It is important for babies and children to see a dentist. The earlier children see a dentist, the healthier their gums and teeth will stay for their whole life. Children should begin seeing a dentist by age 1, even if they do not have teeth yet.

Problems with your child's teeth can be avoided by seeing a dentist early in life and on a regular basis. Children should also brush, floss and avoid sugary foods and drinks. If a tooth problem does occur, it can have serious effects on your child. If they are not able to bite and chew food they may lose weight, which can delay growth. Your child may not do well in school, or miss school because of pain. Also, unhealthy teeth can cause problems with speaking.

**Find a Medicaid Dentist**

If your child has Medicaid, your Medicaid health plan will help you find a dentist. The following link will provide you with the list of Medicaid health plans, as well as links to their lists of dentists: [Online Provider Directory \(82KB PDF\)](#)

If you do not know which Medicaid health plan you have, that's okay. Use a computer and go to [www.flmedicaidmanagedcare.com](http://www.flmedicaidmanagedcare.com) or call 1-877-711-3662 to talk to a Choice Counselor. Once you know your health plan, contact them to find a dentist for your child.

**Transportation to the Dentist**

Your Medicaid health plan provides transportation to your child's dentist appointment if you do not have a way to get there. Ask your health plan for help if you need a ride.

**Have a Problem?**

Your child's oral health is important and we are committed to ensuring that you receive high quality care. If you have any problems, such as getting a ride to the dentist, scheduling an appointment or receiving prior authorization for a service, please contact the Florida Statewide Medicaid Managed Care Program Complaint Center if you need assistance filing your complaint or wish to tell a person, please call toll free 1-877-254-1055; Telecommunications device for the deaf (TDD) 1-866-467-4970 to speak to a Medicaid representative. Fee-for-Service recipients please call 1-877-254-1055.

Privacy Policy Doing Business with AHCA Refund Policy Disclaimer Contact Webmaster Find a Facility Download Adobe Reader

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## Official Medicaid Dental Logo

Successful social media campaigns have graphics with the message. Graphics increase the likelihood consumers will read the message, click links, comment and “like” the message. Florida Medicaid has worked with graphic designers and communications professionals to develop a logo for this campaign. We encourage you to use the official Medicaid Dental Logo when posting on Facebook and Twitter.



## Social Media Campaign Measurement

One of the important components of this social media campaign is measurement. We have chosen specific metrics based on literature.

**About the metrics:** ‘A metric is any single variable that gets measured (e.g., number of posts, tweets, fans, etc.). Process evaluation, or the measurement of factors that contribute to the success or failure of a program, including tracking the number of products, services, or participants, as well as key performance indicators and metrics, is recommended as an overarching evaluation strategy for social media.’

Niger B, Thackeray R, Van Wagener S, Hanson C, West J, Barnes M, Fagen M. **“Use of social media in health promotion: purposes, key performance indicators, and evaluation metrics”** March 2012. Available at: <http://hpp.sagepub.com/content/13/2/159.short>

TABLE 1  
Key Performance Indicators and Metrics Related to Social Media Use in Health Promotion

<i>Key Performance Indicator</i>	<i>Definition</i>	<i>Metric</i>
Insights	Consumer feedback from social media applications	Number and types of suggestions or recommendations
Exposure	The number of times content on a social media application is viewed	Visits Clickthroughs Number of comments Number of ratings Number of reviews on rating site Facebook impressions Views on a video Viewed blog posts (page views) Asset popularity (which content is viewed most often) Proportion of posts and videos viewed
Reach	The number of people who have contact with the social media application and the related content	Fans/page likes Number of people participating in discussions Unsubscribed fans Number of followers or subscribers Demographics of subscribers/fans/followers Virality (growth rate of fans, followers, and friends)
Engagement (low)	The number of people who acknowledge agreement or preference for content	Ratings Likes on Facebook posts Like rates Frequency of favorites Likes or dislikes on videos
Engagement (medium)	The number of people who participate in creating, sharing, and using content and the degree to which they influence others	Posts or tweets by users User-generated content (e.g., videos) Comments on posts Comment rate Number of threads on discussion topics Frequency of new discussions, new topics Downloads Uploads Klout scores (see Klout.com) Number of retweets Retweet rate Mentions
Engagement (high)	The number of people who engage in offline events (which may be in addition to continued online activity) as a consumer or as a program partner, volunteer, or sponsor	The number of times a post, video, or link was shared Number of people who register for services/make an appointment Number of people who participate in off-line advocacy events as volunteers or sponsors Number of people who attend off-line events as participants Number of people assisted Number of participants satisfied

## Facebook Tracking Tool

Please complete the following tracking tool and submit one time per month to [Megan.Weiland@ahca.myflorida.com](mailto:Megan.Weiland@ahca.myflorida.com). A reminder with the tracking tool attached will be sent each month.

Date	Message	# of "likes"	Other "reactions"	# of "shares"	Comments	Private messages
Week 1- enter date/time						
Week 2- enter date/time						
Week 3-enter date/time						
Week 4-enter date/time						



## Twitter Tracking Tool

Please complete the following tracking tool and submit one time per month to [Megan.Weiland@ahca.myflorida.com](mailto:Megan.Weiland@ahca.myflorida.com). A reminder with the tracking tool attached will be sent each month.

Date	Message	# of "likes"	# of "retweets"	Comments	Private messages
Week 1- enter date/ time					
Week 2- enter date/time					
Week 3-enter date/time					
Week 4-enter date/time					

## Stakeholders

The following list of stakeholders have volunteered or have been chosen to receive this packet to participate in the Florida Medicaid social media campaign. Upon reviewing this list, if you know of any additional individuals or organizations that would be interested in helping this initiative, we encourage you send suggestions to:

Megan Weiland, Government Analyst II  
850-412-4145  
Megan.Weiland@ahca.myflorida.com

American Fluoridation Society  
Catalyst Miami  
Centers for Medicare and Medicaid Services  
Early Learning Coalition  
Florida Alliance for Oral Health  
Florida Association of Community Health Centers  
Florida Association of Health Plans  
Florida Association of School Nurses  
Florida CHAIN  
Florida Community Health Worker Coalition  
Florida Dental Association  
Florida Dental Hygiene Association  
Florida Dental Schools  
Florida Department of Children and Families  
Florida Department of Education (to include school boards & nurses)  
Florida Department of Health (to include County Health Departments)  
Florida Institute for Health Innovation  
Grass Roots Partners  
Head Start/Early Head Start  
Healthy Kids  
Healthy Start  
Medicaid Health Plans  
NAACP  
National Association of Social Workers Florida  
Nicklaus Children's Hospital  
Nurse Family Partnership  
Oral Health Florida  
Ounce of Prevention Fund of Florida  
Special Olympics Florida  
Tampa Bay Health Care Collaborative  
The Children's Trust  
United Way

\*Other potential stakeholder social media accounts: barber shops, radio stations, nail salons (these have been effective areas of outreach for the managed care plans)