Delaware State Dental Society
Community Engagement Initiative

Why It’s Important
Partnering with the community is not only a great way for DSDS members to build awareness of and promote the Society, but it is another way to expand reach and overcome obstacles to delivering important messages and educational tips regarding oral health. By communicating to the public that we are active members of our communities, DSDS will be able to prove its commitment to Delaware and that making communities healthier and better educated are our top goals.

What are the benefits of community partnerships?

<table>
<thead>
<tr>
<th>Earn trust of key players in the community</th>
<th>Gain patients and referrals</th>
<th>Spread important oral health messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prove commitment to Delaware</td>
<td>Build long-lasting, personal relationships with community members</td>
<td>Promote business activities and initiatives of DSDS members</td>
</tr>
</tbody>
</table>

The Process
Before you take on the task of launching a community engagement program, you need to plan out specific ways to ensure a successful one. Start with these tips:

Establish Your Goals:
• What specific benefits do you hope to gain from working with the community?
Determine Your Resources:

- What and how much is necessary to move forward with this program?
- Money
- Staff
- Time
- Supplies

Prioritize:

- Which events or partnerships are most aligned with your goals?
- Who can you work with to garner the most success?

Select Events & Organizations

- Don’t try to do everything all at once
- Choose one organization and focus on forming a strong partnership to get things off the ground

How to Get Started

A great way to initiate an organized, and successful, community engagement program is by forming a Community Engagement Team. The team you form will be responsible for helping you with tasks such as establishing partnerships with community organizations, locating sponsorship opportunities, reaching out to influential members of the community and communicating your efforts to the public.

Select members of your staff who are:

<table>
<thead>
<tr>
<th>Organized</th>
<th>Skilled Communicators</th>
<th>Dedicated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Leaders</td>
<td>Personable</td>
<td>Reliable</td>
</tr>
</tbody>
</table>
**Suggested Organizations/Events to Work With**

*Contact/website information included on last page of this document*

<table>
<thead>
<tr>
<th>YMCAs of Delaware</th>
<th>Big Brothers/Big Sisters of Delaware</th>
<th>Boy Scout Troops of Delaware</th>
<th>Girl Scout Troops of Delaware</th>
<th>Boys &amp; Girls Clubs of Delaware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Little League Teams</td>
<td>Career Days at local schools</td>
<td>Local Community &amp; Recreation Centers</td>
<td>Cause Marketing for Local Charities</td>
<td>Local Senior Centers</td>
</tr>
<tr>
<td>Sponsor Local Events: Concerts, Fairs, etc.</td>
<td>Blood Bank of Delaware</td>
<td>Special Olympics of Delaware</td>
<td>United Way of Delaware</td>
<td>Ronald McDonald House of Delaware</td>
</tr>
<tr>
<td>SPCA</td>
<td>Mental Health Association of Delaware</td>
<td>Religious Institutes &amp; Events</td>
<td>VFW of Delaware</td>
<td>Meals on Wheels Delaware</td>
</tr>
</tbody>
</table>
### Suggested Actions to Consider

<table>
<thead>
<tr>
<th>Action</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Host a booth at a local health fair or carnival</td>
<td></td>
</tr>
<tr>
<td>Sponsor a Little League Team</td>
<td></td>
</tr>
<tr>
<td>Hold a fundraiser for a specific charity</td>
<td></td>
</tr>
<tr>
<td>Donate toothbrushes or toothpaste to a homeless shelter</td>
<td></td>
</tr>
<tr>
<td>Speak at a local school’s career day</td>
<td></td>
</tr>
<tr>
<td>Organize an oral health education day at a community center</td>
<td></td>
</tr>
<tr>
<td>Sponsor an afterschool program at the YMCA</td>
<td></td>
</tr>
<tr>
<td>Volunteer time at a food bank</td>
<td></td>
</tr>
</tbody>
</table>

### Share Your Success

If you have a particularly effective event or experience with your community engagement program, share your success with the Delaware State Dental Society. We are accepting case studies to provide as examples to all members on how and why to get started on this initiative. You might also consider sharing your program with the media. A sample press release is available to use as a template on the DSDS Members Only site.
Partnership Contacts

- Big Brothers/Big Sisters—http://bbbsde.org/
- Boys and Girls Clubs of Delaware—http://bgclubs.org
- Delmarva Council Boy Scouts of America—http://www.delmarvacouncil.org
- Girl Scouts of the Chesapeake Bay—http://www.gscb.org
- Bear-Glasgow Family YMCA—http://www.ymcade.org/bear-glasgow/
  o Executive Director Terry Mullan — tmullan@ymcade.org
- Brandywine YMCA—http://www.ymcade.org/brandywine-ymca/
  o Executive Director Jim Ryan — jryan@ymcade.org
- Central YMCA—http://www.ymcade.org/central-ymca/
  o Executive Director Lee Bunting — lbunting@ymcade.org
- Dover YMCA—http://www.ymcade.org/dover-ymca/
  o Executive Director Sue Herr — sherr@ymcade.org
- Sussex Family YMCA—http://www.ymcade.org/sussex/
  o Executive Director Lauri Weeks — lweeks@ymcade.org
- Western Family YMCA—http://www.ymcade.org/western-ymca/
  o Executive Director Pam Kennedy — pkennedy@ymcade.org
- Walnut Street YMCA/Resource Center—http://www.ymcade.org/walnut-street-ymca/
  o Executive Director Lee Bunting — lbunting@ymcade.org
  o membership@bbd.org
- Delaware SPCA—http://www.delspca.org
- Special Olympics Delaware—http://www.sode.org
  o info@sode.org
- Meals On Wheels Delaware—http://mealsonwheelsde.org
  o info@mealsonwheelsde.org
- Mental Health Association Delaware—http://www.mhainde.org/wp/
  o information@mhainde.org
- Ronald McDonald House of Delaware—https://rmhde.org