

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?

Earn trust of key players in the community	Gain patients and referrals	Spread important oral health messages
Prove commitment to Delaware	Build long-lasting, personal relationships with community members	Promote business activities and initiatives of DSDS members

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:

Organized	Skilled Communicators	Dedicated
Natural Leaders	Personable	Reliable



Suggested Organizations/Events to Work With

Contact/website information included on last page of this document

YMCAs of Delaware	Big Brothers/Big Sisters of Delaware	Boy Scout Troops of Delaware	Girl Scout Troops of Delaware	Boys & Girls Clubs of Delaware
Local Little League Teams	Career Days at local schools	Local Community & Recreation Centers	Cause Marketing for Local Charities	Local Senior Centers
Sponsor Local Events: Concerts, Fairs, etc.	Blood Bank of Delaware	Special Olympics of Delaware	United Way of Delaware	Ronald McDonald House of Delaware
SPCA	Mental Health Association of Delaware	Religious Institutes & Events	VFW of Delaware	Meals on Wheels Delaware



Suggested Actions to Consider

Host a booth at a local health fair or carnival	Sponsor a Little League Team	Hold a fundraiser for a specific charity	Donate toothbrushes or toothpaste to a homeless shelter
Speak at a local school's career day	Organize an oral health education day at a community center	Sponsor an afterschool program at the YMCA	Volunteer time at a food bank

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/>
 - Executive Director Terry Mullan — tmullan@ymcade.org
- Brandywine YMCA-- <http://www.ymcade.org/brandywine-ymca/>
 - Executive Director Jim Ryan — jryan@ymcade.org
- Central YMCA-- <http://www.ymcade.org/central-ymca/>
 - Executive Director Lee Bunting — lbunting@ymcade.org
- Dover YMCA-- <http://www.ymcade.org/dover-ymca/>
 - Executive Director Sue Herr — sherr@ymcade.org
- Sussex Family YMCA-- <http://www.ymcade.org/sussex/>
 - Executive Director Lauri Weeks — lweeks@ymcade.org
- Western Family YMCA-- <http://www.ymcade.org/western-ymca/>
 - Executive Director Pam Kennedy — pkennedy@ymcade.org
- Walnut Street YMCA/Resource Center-- <http://www.ymcade.org/walnut-street-ymca/>
 - Executive Director Lee Bunting — lbunting@ymcade.org
- Blood Bank of Delmarva-- <https://www.delmarvablood.org>
 - membership@bbd.org
- Delaware SPCA-- <http://www.delspca.org>
- Special Olympics Delaware -- <http://www.sode.org>
 - info@sode.org
- Meals On Wheels Delaware-- <http://mealsonwheelsde.org>
 - info@mealsonwheelsde.org
- Mental Health Association Delaware-- <http://www.mhainde.org/wp/>
 - information@mhainde.org
- Ronald McDonald House of Delaware-- <https://rmhde.org>

