March 3-9, 2019

TODAY’S DENTAL ASSISTANT
POLISHED, POISED & PROFESSIONAL

American Dental Assistants Association
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Please Support our Proud Sponsor!

DENTAL STAFFING
The Nationwide Dental Staffing Job Board

Thank you, DentalStaffing.org for sponsoring and supporting Dental Assistants Recognition Week!
2019 Dental Assistants Recognition Week (DARW)™

DARW™ will take place March 3-9, 2019. The 2019 theme, “Today’s Dental Assistants - Polished, Poised & Professional,” provides areas to explore for recognition as we work with our dental assisting schools, dental associations, dental assisting associations and other auxiliary groups. Our goal is to make the public and our fellow professionals aware of the contribution that dental assisting makes to the betterment of public health.

We hope you will use the ideas in this kit as a starting point to make your mark for dental assistants recognition. We’ve included:

• Standard ideas for news releases
• An overview on utilizing social media and promoting DARW online
• Proclamations
• Public service announcements
• In-house promotions

You can also see how people celebrated DARW 2018 by reviewing the May/June and July/August 2018 issues of The Dental Assistant or directly downloading the DARW 2018 materials from the ADAA website.

ADAA invites everyone to share how they celebrated Dental Assistants Recognition Week. These celebrations--in words and photos--will be recognized in the May/June and July/August 2019 issues of The Dental Assistant journal. We look forward to hearing about your activities and urge you to participate. Take the time to tell the world about the important work you and your peers accomplish every day. Join us in observing Dental Assistants Recognition Week 2019!
Contact Name: ____________________________  Position: ____________________________

Business or School Name: ____________________________

Business or School Street Address: ____________________________

City: ____________________________  State: _______  ZIP: ____________

Primary Phone Number: ________________  Email (required): ____________________________

Category (You must choose one):

☐ Dental Assistants Association  
☐ Dental Assisting School  
☐ Dental Office  
☐ Other Organizations  (i.e., Dental Associations, Military, etc.)

Please provide 100 words or less that describe the activities and success of your 2019 DARW observance using a separate word document that can be emailed directly to the editor at: publications@adaausa.org. Include good quality photos (minimum resolutions 150 dpi) and where possible, samples of any materials used. Activities must have been implemented during Dental Assistants Recognition Week. All entries must be received by May 1, 2019, to be included in the publication.

Note: Your signature acknowledges that you understand any submissions may be used by ADAA publications and publicity efforts.

Signature: ____________________________

Every person appearing in a photo must complete and sign the Photo Release Form or the photo cannot be used. Please print off the Photo Release Form and copy as many times as needed and then return all signed forms along with the Publicity Form.

Email this form as an attachment to: publications@adaausa.org. The form may also be mailed to the American Dental Assistants Association, 140 N. Bloomingdale Rd., Bloomingdale, IL 60108-1017 or faxed to the attention of Publications at: 630-351-8490.
PHOTO RELEASE FORM

I hereby grant the American Dental Assistants Association permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration. I understand and agree that these materials will become the property of the American Dental Assistants Association and will not be returned.

I hereby irrevocably authorize the American Dental Assistants Association to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing the American Dental Assistants Association's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the American Dental Assistants Association from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 21 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

__________________________  ____________________________
(Signature)  (Date)

__________________________
(Printed Name)

If the person signing is under age 21, there must be a consent by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of ______________________________, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

__________________________  ____________________________
(Parent/Guardian Signature)  (Date)

__________________________
(Parent/Guardian Printed Name)
TODAY'S DENTAL ASSISTANT
POLISHED, POISED & PROFESSIONAL

LETTHEMKNOWTHEYAREAPPRECIATED

MARCH 3-9, 2019

Dental Assistants Recognition Week™
is the time of year when you can demonstrate
the importance of dental assistants.

Show appreciation for yourself,
your profession, staff, colleagues and friends
with gifts from the American Dental Assistants
Association. This is a great way to increase
employee morale, along with increasing
awareness of dental assistants.

American Dental Assistants Association

SHOP NOW AT:
www.jimcolemanstore.com/da
Social Media

Social media is a powerful promotional tool that can enable you to reach more people who care about your event and your profession. Social media platforms allow people to share information about events with their networks, which makes them perfect tools to generate buzz others can find and share with far more reach, power and accessibility than traditional media outlets. Don't just tell people what's going on and who is there when you post – engage your audience by telling compelling and interesting stories. Think visually, include interesting, eye-catching photos with your stories and posts, or even use video.

Facebook and Twitter are the most visible social media outlets, but others are available as well. Choose the outlets that best fit your needs, style, comfort level and audience. If you’re media savvy and using multiple social networks at once, you might benefit from using a program, such as Hootsuite or Tweetdeck, which would sync multiple social media platforms to a single account and allow you to schedule and manage your posts from a centralized platform. Regardless of what social media network you're using there's no “one size fits all” approach, so here are a few tips for how to tailor your promotion of DARW™ to various networks:

**Facebook**

Many dental practices, schools and dental assisting student organizations have created Facebook Group or fan pages for themselves, so Facebook offers multiple avenues for promoting DARW participation:

**Create an Event Page:** A Facebook Event page creates a centralized information hub that allows you to easily invite your friends and fans, and makes it easy for them to share event information with their friends and fans. Be sure to title your event specifically for your group, for example: “[Dental Practice] Celebrates Dental Assistants Recognition Week 2019” or “DARW 2019 at [Dental Assisting School],” and include the correct start and end dates for the event to correspond with DARW.

**Promote DARW through status updates, pictures and video** taken during DARW activities on your group’s wall, or even on your personal account. For example: “Thank you [Guest Speaker] for sharing your thoughts about the importance of promoting oral hygiene at our DARW 2019 festivities at [Name of School]!” If available, attach a tagged picture or video of the guest speaker at the event to your post.

If your practice, school or group has plans to do something different over multiple days during DARW, be sure to post updates at least once per day with a short description of what you did to celebrate DARW that day. Don't forget to tag people, your practice and/or your group in photos, videos and status updates as needed.

**Twitter**

More than 300 million people are on Twitter, so it’s an excellent and simple way to share information. A few rules to follow when tweeting information:

**Get to the point:** Twitter has a 140 character limit, so choose your words wisely and keep your tweet on point about your DARW activity or event, using keywords/terms, such as “DARW 2019” to make your tweets more visible in searches.

**Hashtags are your friends:** A hashtag is the # symbol used in tweets to label keywords and topics so they show up easily in searches (ex: #DARW19). Rule of thumb: Don't spam hashtags! Pick what is most relevant to your event location, a unique identifying label, a local celebrity/visiting professional, and don't use more than two to three per tweet.

**Making networks work for you:** Twitter allows you to tag people similarly to Facebook, using the @ symbol. By mentioning people in your tweets, you can target their followers and hopefully get them to re-tweet your information about DARW.

**Keep it interesting:** Show people why they should care about DARW. Tweet “behind the scenes” photos of what a dental assistant does in the office or operatory, or short video interviews with students and educators about what DARW means to them so followers can get a better understanding of what DARW means in the dental assisting world. If there's a link to a news story or an article online about DARW, tweet it.
Sample tweets: “DAs treated to #DARW™ with pizza party and cake. Thank you @DrNameDDS. #NameofPractice.” (preferably tweeted with picture of party); “@Localpaper mentions SchoolName #DARW celebration: [weblink]”

Instagram

Instagram is a photo-focused platform, making it an ideal choice for anyone who prefers visual media for promotion and storytelling. Using Instagram, you can post images showing how Day 1 of DARW was celebrated, Day 2, Day 3 and so forth; post photos that give an “inside look at a day in the life of a dental assistant”; or show people how dental assisting students spent the day volunteering at a clinic. Use keywords and phrases such as “DARW 2019” and “Dental Assistants Recognition Week 2019” to make sure your photos will show up in any searches for DARW material on Instagram.

Google+

Google+ operates in much the same fashion as Facebook, so if you have a Google+ account, the same basic rules apply: you can create a public event page, invite friends and post status updates, photos and video about your event. Google+ doesn't yet have the same reach as Facebook and the event page navigation and set up isn't as user friendly as Facebook, but that may change in the future. All materials should include the keywords “DARW 2019” or “Dental Assistants Recognition Week 2019” to make sure that they appear during any searches for DARW 2019 material on internet search engines.

Pinterest

Pinterest is another platform that relies heavily on visual appeal and storytelling. As with Instagram, any promotion of DARW on Pinterest will require more images than text. There are a few general rules to keep in mind when promoting DARW on this network:

- **Keep it visually interesting:** Put up images and videos that will pique interest in DARW events: action shots from activities, video of speakers and lectures, photos of your office or operatory.

- **Don’t let your boards get cluttered:** It's easy to let your boards get messy, so if you have several events planned for DARW and you know you're going to take a lot of pictures or it's going to be a very busy week, have one board per day. This will make it easier for your followers to keep track of what you're doing.

- **Use keywords and descriptions:** Don't just pin things with comments like “Yum!” or “Love this!” because it makes it harder for people to find what you've pinned. Those keywords are homing beacons that will direct people to your boards, so be sure to use words like “DARW 2019” or “Dental Assistants Recognition Week 2019” in your descriptions.

Other social media options, such as LinkedIn, Snapchat, are YouTube, are also available, so use the channels that will best help you meet your goals.

Websites & Blogs

Many dental practices, school programs and dental assisting groups now have websites that they use to share information about their services and organizations, making them the perfect promotional vehicles. If your practice, school or dental assisting group has a website, why not use it to promote DARW and reach more people who care about the profession of dental assisting? If your practice's website has a blog component, post an entry sharing how your office showed its appreciation for dental assistants. If your dental assisting department has an online newsletter, share your stories and photos about how dental assisting students participated in DARW this year. Blogs also provide the opportunity to write longer, more personal pieces about what DARW might mean to you as a dental assistant. As always, make sure to use keywords, such as “DARW 2019” or “Dental Assistants Recognition Week 2019” in your blog entry title(s) to ensure your article(s) show up in online searches.
The ADAA has created ads and DARW™ logos for distribution on behalf of dental assistants. A copy of these ads and information has been offered to dental editors throughout the U.S. as well as to most state associations. Watch your state’s dental association journal to see if it’s used, and let the ADAA Central Office know if you see it!

Why not use one of these ads as a filler in your state or local dental assistants newsletter? Or distribute copies to the members of your local association and use them as bulletin board items in the waiting room. Spread the word. Dental Assistants Recognition Week is meant to call positive attention to you.

Download copies of the DARW Kit, along with high-res/print quality copies of the full page, partial page or column size DARW ads and logos (see next page), and reprint them yourself from www.adaausa.org. To download the kit and/or ads and logos from the ADAA’s website, go to the “About ADAA” tab and click on Dental Assistants Recognition Week. The kit, ads and logos will be individually linked as part of the event listing for DARW, March 3-9, 2019.
Today’s dental assistants strengthen the entire practice and enhance patient satisfaction around the world. Dental assistants are committed to professional development and quality dental care.

March 3-9, 2019, has been designated by the American Dental Assistants Association as the perfect time to acknowledge and recognize this versatile, multi-talented member of your dental team.

American Dental Assistants Association
Press Release Primer

A press release is a simple, cost effective means of promoting your state or local organization and the dental assisting profession. Writing an effective press release is not enough; you must get the press release placed in newspapers and other media. This will take time, organization and follow-up, but it is often worth the effort. The publicity that press releases generate for your group is invaluable. If you have not established a regular “media contact” (a local reporter, columnist or editor who prints items about your group), then follow these pointers:

• Get an early start. Publications generally work well in advance of their publishing date.

• Make a list of local newspapers and publications. Be sure to include suburban, community and neighborhood papers. If you're not sure how to find them, do an internet search for “[name of your city] newspapers” or ask the librarian in the reference section to acquaint you with Bacon's Newspaper Dictionary.

• Scan the publications you are interested in to determine which reporters and columnists usually print community news items. Address your release to those individuals.

• Retype the press release on your organization's letterhead. Use double space typing. Be sure to include your own name and phone number in case the editor needs additional information. If you do not use your organization's stationery, include a cover letter with your name and phone number. Also, state when the press release should be published.

• If you prefer to send the release by email, you will find this information in Bacon's too. Be sure to include all contact information and release data in your email.

• Address the release to a specific person rather than to “the editor” or the newspaper office. If you cannot determine an appropriate recipient for your material, at least try for a specific department (such as community calendar or coming events, etc.) Bacon's can help here, too.

• If you cannot decide who should receive the press release, follow these guidelines: address the CITY DESK for daily newspapers; NEWS ASSIGNMENT DESK for radio and television stations; and LOCAL NEWS for wire services and periodicals.

Note: If you’re fortunate enough to receive a Proclamation, this information should be included with your press release, including a photo of the event (if available) and information on when and where the signing took place, along with the names of those appearing in the photo. You can also email it if it is more convenient, but a hard copy of a proclamation would, of course, have to be mailed.

Find local newspaper and periodicals here:
http://www.usnpl.com

PRESS RELEASE SAMPLE

DATE: Month and Year

CONTACT: Your name and phone number

FOR IMMEDIATE RELEASE:

Smile! It’s Dental Assistants Recognition Week™

Dental Assisting continues to diversify and expand. Whether working chairside with the dentist, taking X-rays or managing the business office, teaching or working in insurance or sales, dental assistants are vital to the success of the dental practice. [Name of your state or local or school here] is excited to recognize the contributions of dental assistants.

Dental Assistants Recognition Week™ scheduled for March 3-9, 2019, is a week-long tribute to the commitment and dedication dental assistants exhibit throughout the year.

“Today’s Dental Assistants - Polished, Poised & Professional” is the theme for the 42nd annual Dental Assistants Recognition Week. It is a time for dental assistants to receive greater recognition for their own unique and diverse contributions to the dental profession and the dental health care of the public.

The American Dental Assistants Association (ADAA) has been the recognized voice of dental assisting for more than 90 years. It remains committed to promoting quality dental health care to the public and enhancing the public image and stature of the dental assisting profession.

Dental Assistants Recognition Week is sponsored by the ADAA and DentalStaffing.org.
Spot Announcements

Most television and radio stations set aside time for public service announcements that are aired free of charge. Getting your announcement aired is usually a matter of submitting it early enough for the station to broadcast. Try following these simple steps:

• Call your local radio and television stations to get the name of the public service manager. You may also ask how far in advance announcements should be sent.

• Retype the spot announcements on separate sheets of paper. Be sure to double space and type in the name of your state or local organization. Type the contact information (your name, organization, phone number, etc.) in the upper left hand corner of each page.

• Address the announcements to the Public Service Manager.

• Follow up with a phone call to make sure that the stations received the announcements.

• Keep a log of the aired announcements. You may ask members of your organization to let you know if they hear the announcement. If the radio or television station can tell you when and if the announcement will be aired, your job will be easier.

• Visit your local stations’ websites. Some will tell you the names of the personnel you need to contact and how to reach them through email or by post.

SAMPLE 30-SECOND SPOT ANNOUNCEMENT

NAME: (Your State Association or Local Organization)

CONTACT: (Name of your Public Relations Chairperson or other contact)

ADDRESS:

PHONE NUMBER:

Flash That Smile —
It’s Dental Assistants Recognition Week™!

Dental assistants apply their skills and training to make your visit to the dentist productive, safe and as pleasant as possible. March 3-9, 2019, is Dental Assistants Recognition Week™, a time to remember the contributions dental assistants make to the dental profession and the dental health care of the public.

Dental Assistants Recognition Week is sponsored by the (State or Local name here) of the American Dental Assistants Association, the voice of dental assisting for more than 90 years, and DentalStaffing.org.

SAMPLE 60-SECOND SPOT ANNOUNCEMENT

NAME: (Your State Association or Local Organization)

CONTACT: (Name of your Public Relations Chairperson or other contact)

ADDRESS:

PHONE NUMBER:

Flash That Smile —
It’s Dental Assistants Recognition Week!

When you visit your dentist, your first and last contact is probably with the dental assistant at the front desk or at chairside with the dentist. The (name of your State association or Local organization) wants to remind you that March 3-9, 2019, is Dental Assistants Recognition Week, a time to remember that dental assistants help make your visit to the dentist productive, safe and as comfortable as possible. The theme of this year’s celebration is “Today’s Dental Assistants - Polished, Poised & Professional”

Dental Assistants Recognition Week is sponsored by the (State or Local name here) of the American Dental Assistants Association, the voice of dental assisting for more than 90 years, and DentalStaffing.org.
Gubernatorial & Mayoral Proclamations

Many state and local dental assisting organizations have been very successful in obtaining gubernatorial and mayoral proclamations or greetings for Dental Assistants Recognition Week™ observations.

Often, a short ceremony accompanies the signing of such proclamations. The event offers state and local societies an ideal opportunity to have photographs taken and also increases the likelihood that news of DARW will appear in local newspapers.

If you would like to try to obtain a proclamation from your governor or mayor, you will have to contact the proper authorities well in advance of DARW (at least four weeks).

You are welcome to use the sample letters included in this packet. Retype the letter on your organization’s stationery and fill in the missing information. Be sure to enclose a sample proclamation with your request and follow up with a polite call as indicated in the letter.

If the governor or mayor consents to issuing a proclamation, he or she may have a staff photographer record the event. If not, after you receive word that a proclamation will be issued, ask the communications manager or media relations coordinator if you may bring your own camera to record the event.

Regardless of whether you have a photo, you should try to use the proclamation to gain some publicity for your organization and for DARW. Send the photo (if you have it), a copy of the proclamation and copies of the press release to your local newspaper and state/local dental publications. Be sure to check if your local newspaper and state/local dental publications prefer hard copy or electronic file submissions. Make sure to follow up with the publications to see if your efforts have been successful. Make a personal follow up phone call about a week after you send the press release to find out whether the material has been routed to the appropriate person. This phone call may also give you some indication as to whether the item will be used. When you call, identify yourself, your group and your connection to the release. For example, “I’m Kathy Phillips from the Chicago Dental Assistants Society, We’re promoting Dental Assistants Recognition Week. Have you received our press release?” If the reporter cannot locate the release, offer to email it. If the reporter has received it, he or she will probably mention if and when it will be used.

Check the papers daily to see if the release has been printed.

SAMPLE LETTER REQUESTING GUBERNATORIAL OR MAYORAL PROCLAMATION

(Enclosure)

PUBLICITY OPPORTUNITY

The ADAA’s professional journal, The Dental Assistant, might be able to use a good quality photo in the Association journal. Please note that the journal prefers photos to be submitted as high resolution (minimum 150 dpi) image files in .jpeg file format.
Sample Proclamation

WHEREAS, dental assistants, working with the dental profession, play an important part in maintaining the dental health of the citizens of (Name of State or City) and of the United States; and

WHEREAS, dental assistants, through their skills and knowledge, make dental care possible for increasing numbers of our citizens; and

WHEREAS, for over 90 years the American Dental Assistants Association has encouraged and made possible continuing education for dental assistants in order to enhance the delivery of dental health care to the public; and

WHEREAS, the American Dental Assistants Association and (Name of State/Local Association) have designated the week of March 3-9, 2019 as Dental Assistants Recognition Week™ in (Name of State or City) and throughout the United States.

NOW, THEREFORE, I (Name of Elected Official), (Governor or Mayor) of the (Name of State or City), do hereby proclaim the week of March 3-9, 2019 as Dental Assistants Recognition Week in (Name of State or City), and bring its importance to the attention of the citizens of (Name of State or City).

WHEREAS, I have set my hand and caused the seal of (Name of State or City) to be affixed.

Signature

Date