



*The Heart of Dental Offices Through  
Education, Commitment, & Safety*

---

March 5–11, 2023



American  
Dental  
Assistants  
Association

[adaausa.org/darw](https://adaausa.org/darw)

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Dental Assistants Recognition Week will take place **March 5-11, 2023**. The 2023 theme, **“The Heart of Dental Offices Through Education, Commitment, & Safety”** 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 the profession of 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,
- ◆ A “how to” guide to receiving mayoral and gubernatorial proclamations,
- ◆ Sample radio and television public service announcements, and
- ◆ In-house promotions.

You can also see how people celebrated DARW 2022 by reviewing the May/June issue of *The Dental Assistant* or by checking out the DARW 2023 page at [www.adaausa.org/darw](http://www.adaausa.org/darw).

ADAA invites everyone to share how they celebrated Dental Assistants Recognition Week. These celebrations—in words and photos—will be recognized in the upcoming issues of *The Dental Assistant*. 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 2023!

**Thank you to the  
DARW supporting  
organizations:**

**ADA** American  
Dental  
Association®

**ADEA**

 The **DALE** Foundation™  
Interactive E-Learning for  
Oral Healthcare Professionals



 **igniteDA**

**OSAP**.org  
The Safest Dental Visit™

DA01 UNISEX TSHIRT



## Dental Assistants Recognition Week MARCH 5-11, 2023

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.



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DA05 NEW! COLOR BASICS COOLER



DA06 COTTON CANVAS TOTE



DA07 NEW! BEWELL SOCKS



## Social Media (#DARW2023)

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 them. Be sure to title your event specifically for your group, for example: "[**Dental Practice**] Celebrates Dental Assistants Recognition Week 2023" or "**DARW 2023 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 2023 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 280 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 2023**" 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: #DARW2023). 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 operator, 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, then 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 2023**” and “**Dental Assistants Recognition Week 2023**” to make sure your photos will show up in any searches for DARW material on Instagram.



## 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 operator.

**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 2023**” or “**Dental Assistants Recognition Week 2023**” in your descriptions.



## YouTube

Video is an excellent way to promote DARW 2023, so please take advantage of ADAA’s YouTube channel. Visit [www.adaausa.org/publications/YouTubeGuidelines](http://www.adaausa.org/publications/YouTubeGuidelines) for instructions on posting to the channel.

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

## Websites and Blogs

Many dental practices, school programs, and dental assisting groups have websites to share information about their services and organizations, making them 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 events 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 2023**” or “**Dental Assistants Recognition Week 2023**” in your blog entry title(s) to ensure your article(s) show up in online searches.

# SHOW

*and*

# TELL

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 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 this DARW promotional toolkit, 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](http://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 2023.

Seal



Banner



Quarter Ad



The ♥ of Dental Offices Through Education, Commitment, & Safety

## SHOW YOUR APPRECIATION!

March 5-11, 2023

### Dental Assistants Recognition Week™

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 5-11, 2023 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.




Column Ad



The ♥ of Dental Offices Through Education, Commitment, & Safety

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## 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. To find all media sources, use internet searches or ask a local librarian for assistance.
- 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 (double-spaced) on your organization's letterhead. 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.
- 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 upcoming events, etc.)
- 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.

## PRESS RELEASE SAMPLE CONTENT

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 5-11, 2023, is a week-long tribute to the commitment and dedication dental assistants exhibit throughout the year.

**"The Heart of Dental Office Through Education, Commitment, & Safety"** is the theme for the 46th 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.

###

*Dental Assistants Recognition Week is sponsored by the American Dental Assistants Association (ADAA). 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.*

## Radio and Television 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 Chair 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 5-11, 2023**, 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.

### SAMPLE 60-SECOND SPOT ANNOUNCEMENT

NAME:

*Your State Association or Local Organization*

CONTACT:

*Name of your Public Relations Chair 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 5-11, 2023**, 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 **"The Heart of Dental Office Through Education, Commitment, & Safety."**

## Gubernatorial and 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 request letter included in this packet. Retype the letter on your organization's stationery and fill in the missing information. Be sure to enclose the 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, they 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 Jody from the Springfield 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, they 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

(Name of State/Local Association)  
(Address)  
(Phone Number)

Hon. (Name of Elected Official)  
(Title)  
State of (Name of State or City)  
(Address)

Dear (Title and Name):

Each year, many of the nation's (*governors or mayors*) salute the dental assisting profession by issuing a proclamation or sending greetings to state dental assisting leaders during **Dental Assistants Recognition Week**.

This year, Dental Assistants Recognition Week is scheduled for **March 5-11, 2023**. The 46th such celebration to be held acknowledges the vital role the nation's more than 200,000 dental assistants play in providing quality dental health care to the American public.

We of the (*Name of state/local association*) would feel very honored if you, as (*governor or mayor*) of (*name of state or city*), would agree to salute dental assistants by signing a proclamation or by sending a greeting on this occasion.

If you decide to honor us with such a tribute, we shall request the privilege of sending representatives of our association to your office for a brief ceremony at the time you sign the proclamation.

We will telephone your press secretary within the next two weeks to verify receipt of our request.

We appreciate your time and attention and sincerely hope to receive a favorable reply in the near future.

Sincerely,

President,  
(*Name of state/local association*)  
Enclosure

### PUBLICITY OPPORTUNITY

If you receive a proclamation, please let us know! We'd love to include an announcement with a photograph in *The Dental Assistant*.

## 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 5-11, 2023** 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 5-11, 2023 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.

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Signature

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Date



## Join the American Dental Assistants Association

### ADAA MISSION STATEMENT

*To advance the careers of dental assistants and to advocate for the dental assisting profession in matters of education, professional activities, credentialing, and legislation. To promote the ideals and growth of the Association which aid in the accessibility and delivery of quality oral health care to the public.*

### ABOUT THE ADAA

The ADAA is the oldest, largest group representing professional dental assistants in the United States. Its members include —

- Chairside/clinical personnel
- Administrative personnel (office managers, practice managers, receptionists)
- Educators
- Business personnel (dental product sales, insurance)

Founded in 1924, the ADAA provides continuing education to dental professionals through online courses; professional journals; and local, state and national meetings with educational agendas. The Association encourages education, registration and certification for dental assisting professionals while providing a network of personal services for its members.

In most areas, there are also state associations and local organizations for ADAA members. Student membership in the ADAA includes membership in the relevant state and local groups as well.

### ADAA Professional Membership includes:

- Free Online Continuing Education Available 24/7
- Discounts on Hard Copy Continuing Education
- \$50,000 Professional Liability Insurance
- \$2,000 Accidental Death and Dismemberment Insurance
- Premium Job Board powered by DentalWorkers.com
- Peer Recognition: Be recognized by your peers as a leader in your industry
- Participation in the ADAA Fellowship and Mastership Programs
- ADAA Member Search
- Free Subscription to *The Dental Assistant* journal
- Monthly ADAA Update E-newsletter
- Membership in State and Local Chapters
- ADAA Membership Pin for New Members

**And much more!**

The ADAA also offers **student membership** at a reduced rate! Student dues are only \$35 for a full year. Benefits include all of the above except that a student must pay an additional \$10 to receive the liability insurance. Once a student membership expires, former students will receive **graduated student dues discount.**

Join online now today at [www.adaausa.org/join!](http://www.adaausa.org/join!) For more information, contact [info@adaausa.org](mailto:info@adaausa.org).

