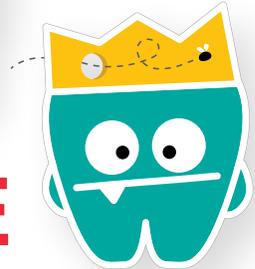
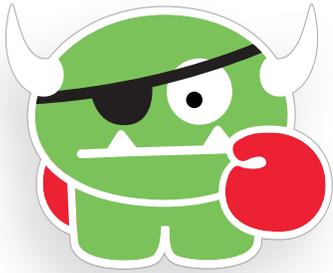


FEATURE

# Keeping Up with the MONSTER-FREE MOUTHS Movement



AAPD is excited about the continued buzz being generated by our consumer-awareness campaign, first launched in January 2014. Known as the Monster-Free Mouths Movement, the campaign has educated and engaged thousands of consumers through media interviews, online resources and AAPD's Facebook community. Most recently, AAPD has brought the popular Mouth Monsters directly to AAPD members with an online toolkit available exclusively on *AAPD.org*. Check out the latest updates from the Monster-Free Mouths Movement!



*The new Mouth Monster hub on mychildrensteeth.org*



Dr. Hijjawi and Chase in the Pine Dental Care office in Chicago.



Popular post on AAPD's consumer-facing Facebook page.

## A NEW HOME FOR THE MOUTH MONSTERS

In early October, AAPD launched a new hub on [mychildrensteeth.org](http://mychildrensteeth.org) with the goal of sustaining and building on the consumer awareness and engagement garnered from the launch of the Monster-Free Mouths Movement. This new on-line destination will continue to house educational resources including tip sheets, check lists and, of course, the Mouth Monster toolkit. In addition, the new hub will also feature AAPD original articles on important topics like pacifier weaning and the Dental Home concept. And because it is designed to be viewed on a variety of devices, from computers to tablets to smart phones, the hub allows for easy access to the information whenever parents and caregivers are searching for it – which is often on the go!

Another way the hub helps to increase awareness about the importance of early oral care and the unique expertise of pediatric dentists is that all content is shareable on the most popular social media channels. It's no secret that parents and caregivers value giving and receiving information from their social networks – the hub makes sharing AAPD expertise easy with one click of a button.

The hub is an excellent tool to elevate AAPD in the media as well. As media contacts discover engaging stories, images and tips on the hub they will continue to return to the same location for further information. Outlets such as *Philly.com*, *Boston.com* and *The Courier - Journal* have pulled content and images directly from the hub, furthering the reach of AAPD.

AAPD encourages members to visit the hub regularly and share as a resource for families!

## AAPD'S FACEBOOK COMMUNITY CONTINUES TO GROW AND ENGAGE

In 2014, AAPD's consumer Facebook community grew by leaps and bounds, increasing over sixfold by the end of the year and surpassing 40,000 followers! Additionally, you may have noticed we are helping to drive engagement within the community by commenting and responding to our fans. It's exciting to see AAPD's informative but fun content resonate so well with parents, caregivers and pediatric dentists alike. There's no doubt the built-in social sharing component of the new hub is helping build AAPD's social community and clout. If you have not already, be sure to "like" us and share AAPD's Facebook community with your patients!

## MAKE YOUR OFFICE MOUTH MONSTER-FREE!

In November 2014, AAPD rolled out its first-ever online toolkit exclusively for AAPD members. This "e-toolkit" includes Mouth Monster-themed materials to communicate with current families and patients and resources to help raise local awareness about their practice. Initially, this toolkit includes a template newsletter, posters, facts sheets for use in-office and at community events, and design-friendly images for use on websites or printed collateral. All materials are available for download in the member section of [AAPD.org](http://AAPD.org) – and keep an eye out in the *AAPD E-News* to alert you to new resources added to the toolkit!

Just as little patients grow and have changing needs, AAPD will continue to evolve how we educate consumers on our important messages, drive increased awareness about the unique expertise of pediatric dentists and support our members in their own communities. Through the hub, our social media community and e-toolkit, AAPD looks forward to continuing on our mission of optimal oral health and oral health care for children.