

Delta Dental of Colorado: Employer Communication Toolkit

Delta Dental of Colorado knows how difficult it can be to get your employees to use their benefits — especially dental benefits — wisely. People are so busy that they often put off going to the dentist for preventive visits and only go when they have pain. But preventive care can keep your employees healthy and productive and your dental claims costs lower. So we've created a toolkit to help you educate and encourage your employees to use their preventive dental benefits — for themselves and their dependents.

This toolkit gives you articles that you can use in employee newsletters or internal blogs, flyers and infographics that you can post on company intranet sites or on bulletin boards in break rooms, and videos that you can use to help your employees understand their dental benefits better. This document is interactive, so just click on the piece that you would like to use and the link will take you directly to that article, flyer, infographic, or video.



EDITORIAL CALENDAR

January

Themes and/or Observances:

New Year's Day

Oral Health & Wellness Newsletter/Blog Articles:

- Oral Health Resolutions
- Five Habits for Healthy Teeth
- Reach Your Resolutions
- Quit Smoking for a Healthy Mouth
- Dental 911! Coverage for After-hours Emergencies

Insurance Newsletter/Blog Articles:

- Choosing the Right Dentist for You
- Using Your Coverage at the Dentist

Infographics:

- How Oral Health Affects Overall Health
- Prevent Tooth Decay for a Healthier Future

Flyers:

- Using Your Benefits
- Delta Dental Mobile App
- Why Preventive Dental Care Matters

Videos:

Insurance Terms Decoded: Copay/Coinsurance

February

Themes and/or Observances:

National Children's Dental Health Month
American Heart Month
World Cancer Day

Oral Health & Wellness Newsletter/Blog Articles:

- Caring for Tiny Teeth
- Your Child's Dental Care Through the Ages
- Your Child's First Dental Visit
- The Heart of the Matter: Heart & Oral Health
- Keep Your Heart Healthy
- Understanding the Types of Oral Cancer

Insurance Newsletter/Blog Articles:

- Seeing a Specialist 101
- Coordination of Benefits Explained

Infographics:

- The Academic Impact of Cavities
- Keep Your Baby Cavity Free
- Healthy Teeth, Healthy Heart

Flyers:

- Give Your Child's Smile a Bright Start
- Life Stages of Oral Health: Ages 0-3

Videos:

- Cavities are Preventable
- Life Stages of Oral Health: Ages 0-3

March

Themes and/or Observances:

National Kidney Month
National Nutrition Month
American Diabetes Alert Day

Oral Health & Wellness Newsletter/Blog Articles:

- Healthy Lunch Ideas
- Vitamins & Minerals Your Mouth Craves
- Eat to Decrease Inflammation
- Why Children Need Calcium
- Tooth-friendly Foods for Kids

Insurance Newsletter/Blog Articles:

- Preventive Dental Care & Your Dental Plan
- Explanation of Benefits

Infographics:

- Diabetes & Oral Health
- Gum Disease & Diabetes (in English & Spanish)

Flyers:

- An Apple a Day...
- Life Stages of Oral Health: Ages 4-12
- Common Dental Procedures Decoded: Cleanings

Videos:

- Insurance Terms Decoded: Deductible
- Life Stages of Oral Health: Ages 4-12

April

Themes and/or Observances:

National Facial Protection Month
Tax Day
Earth Day
Every Kid Healthy Week

Oral Health & Wellness Newsletter/Blog Articles:

- Do You Need a Mouthguard?
- Caring for a Knocked-out Tooth
- Protect Your Child from Sports Injuries
- Dental X-rays: What to Expect?

Insurance Newsletter/Blog Articles:

- Teeth & Tax Season
- How Your Dental Benefits Can Save Trees

Infographic:

- Mouthguard Mania
- The Role of Baby Teeth

Flyers:

- Oral Health Myths & Realities
- Life Stages of Oral Health: Ages 13-19
- Common Dental Procedures Decoded: Exams

Videos:

- Cavities Get Around
- Life Stages of Oral Health: Ages 13-19

May

Themes and/or Observances:

National Asthma and Allergy Awareness Month
World No Tobacco Day

Oral Health & Wellness Newsletter/Blog Articles:

- Can Spring Flowers Cause Toothaches?
- How Tobacco Use Affects Your Mouth
- How to Tell if Your Child Needs Braces
- X-rays & Children
- Surviving Stress

Insurance Newsletter/Blog Articles:

- Pre-treatment Estimates
- Preventive Care & Your Dental Plan

Infographic:

- Teeth & Tobacco Use
- The Cost of Tooth Decay

Flyers:

- The Connection Between Oral & Overall Health
- Life Stages of Oral Health: Ages 20-35

Videos:

- Teen Oral Health: Smoking & Dip
- Life Stages of Oral Health: Ages 20-35

June

Themes and/or Observances:

National Insurance Awareness Day
National Safety Month

Oral Health & Wellness Newsletter/Blog Articles:

- Dental Emergencies: Know What to Do
- Using Dental Benefits Out of State
- Brush Up on Proper Teeth Cleaning

Insurance Newsletter/Blog Articles:

- Get Insurance Aware: 3 Benefits to Benefits
- What is an EOB?
- Dental Benefit Categories & Coverage
- Dental Insurance Basics: Common Terms Defined

Flyers:

- How to Handle Common Dental Emergencies
- Common Dental Procedures Decoded: Implants

Infographics:

- Smile Down the Aisle
- Dental Insurance 101

Videos:

Insurance Terms Decoded: Copay/Coinsurance

July

Themes and/or Observances:

Summer

Oral Health & Wellness Newsletter/Blog Articles:

- Keeping Your Child's Mouth Safe This Summer
- Dentists Can Spot the First Signs of Trouble
- Healthy Smile Hack: Summer Dentist Appointments
- Tips to Overcome Your Fear of the Dentist
- Sealants Protect Kids from Cavities
- Dental Emergencies in Children

Insurance Newsletter/Blog Articles:

- Using Dental Benefits Out of State
- One More App for Your Smartphone

Infographic:

- Make Time for Your Teeth
- Baby Teeth Matter

Flyers:

- Delta Dental Mobile App
- Common Dental Procedures Decoded: X-rays

Videos:

Teen Oral Health: Energy Drinks

August

Themes and/or Observances:

Back to School

Oral Health & Wellness Newsletter/Blog Articles:

- Summer's Almost Over: Don't Forget to Schedule a Dentist Appointment
- Oral Health Routine for Your Kids
- 4 Ways to Nail School Picture Day
- Kids' Back-to-School Dental Visit
- Lunchbox Ideas for Work

Insurance Newsletter/Blog Articles:

- Does One Size Fit All? PPO vs. Premier

Infographic:

- Cavities: You Know the Drill
- Academic Impacts of Tooth Decay

Flyers:

- Sealants: A Powerful Weapon Against Cavities
- Give Your Child's Smile a Bright Start
- Common Dental Procedures Decoded: Fluoride Treatments

Videos:

Cavities: The Most Chronic Childhood Disease

September

Themes and/or Observances:

National Childhood Obesity Month

Oral Health & Wellness Newsletter/Blog Articles:

- How Often Should You See the Dentist?
- High Weight, High Risk
- Exercise & Your Smile: Learn the Connection

Insurance Newsletter/Blog Articles:

- The Many Faces of Dentistry: Dental Specialists

Infographic:

- Prevent Tooth Decay For A Healthier Future
- Sealants

Flyers:

- An Apple a Day...
- Common Dental Procedures Decoded: Extractions

Videos:

Teen Oral Health: Candy & Junk Food

October

Themes and/or Observances:

Health Literacy Month

National Dental Hygiene Month

Breast Cancer Awareness Month

Open Enrollment

Halloween

Oral Health & Wellness Newsletter/Blog Articles:

- Healthy Halloween Treats
- Diseases Your Dentist Can Discover
- Beat These 5 Bad Brushing Habits
- Breast Cancer & Oral Health

Insurance Newsletter/Blog Articles:

- Dental Insurance Basics: Common Terms Defined
- Navigate Your Claim in 3 Easy Steps

Infographic:

- Keep Your Baby Cavity Free

Flyers:

- Life Stages of Oral Health: 36-64
- Common Dental Procedures Decoded: Fillings & Crowns

Videos:

- Three Reasons to Enroll in Your Company's Voluntary Dental Plan
- Life Stages of Oral Health: 36-64

November

Themes and/or Observances:

American Diabetes Month

Great American Smokeout

Oral Health & Wellness Newsletter/Blog Articles:

- Your Child's Oral Health Fight Against Diabetes
- Diabetes & Your Mouth: Keep Your Smile Healthy
- Healthy Teeth & Gums: An Important Part of Your Diabetes Management Plan
- Dentists Can Help Diagnose Diabetes
- Protect Your Child's Teeth
- How Tobacco Use Affects Your Mouth

Insurance Newsletter/Blog Articles:

- Evidence Based Dentistry
- Dental Benefit Categories and Coverage

Flyers:

- Gum Disease & Diabetes
- Preventing Periodontal Disease
- Common Dental Procedures Decoded: Scaling & Root Planing

Infographics:

- Diabetes & Oral Health
- Gum Disease & Diabetes

Videos:

- How Much Sugar is in Apple Juice? (English)

December

Themes and/or Observances:

Winter Holidays

Using Benefits Before the Calendar Year Ends

Oral Health & Wellness Newsletter/Blog Articles:

- Dental Procedures: Root Canals and Implants
- Wisdom Teeth 101
- Implants 101
- Get a Better Night's Sleep with a Mouthguard

Insurance Newsletter/Blog Articles:

- Evaluating Dental Plan Options
- Dental Definitions Decoded: Annual Maximum

Infographics:

- Four Tips for Good Oral Health
- Oral Health Risks During Pregnancy

Flyers:

- Dental Health During Pregnancy
- Common Dental Procedures Decoded: Root Canals

Sample Videos:

- Insurance Terms Decoded: Annual Maximum
- Life Stages of Oral Health: 65+



OTHER ONLINE & DIGITAL RESOURCES

Oral Health Information

The Wellness Connection, available on our website, is a great source for all things related to oral and overall health.

Delta Dental Oral Health Library

Dental Health Risk Assessment

Delta Dental Plans Association's *Grin!* Magazine

Subscriber Tools

Mobile App for iPhone | Android

Subscriber Portal

Find a Dentist Search Tool

Forms

Employer Tools

Employer Portal

Forms

General Oral Health Poster*

*Delta Dental of Colorado's marketing department is available for any customized materials. Please contact your account representative.

Spanish-language Resources

Cavities Get Around (Spanish)

Gum Disease & Diabetes (in English and Spanish)

How Much Sugar is in Apple Juice? (Spanish)

How Much Sugar is in Orange Juice? (Spanish)