



SmileHelpNow,

SMILE HELP NOW
TOOLKIT

SMILE HELP NOW



TOOLKIT CONTENTS

Everyone deserves a healthy smile—regardless of insurance status or ability to pay. That's why the Delta Dental Foundation (DDF) created [Smile Help Now](#), a web-based, searchable directory that will make it easier for uninsured, underinsured and publicly insured people to establish a dental home. In this toolkit, you'll find:

- ▶ Sample social media posts and graphics
- ▶ A promotional video
- ▶ A drop-in newsletter article
- ▶ A patient FAQ
- ▶ Collateral material for print and digital distribution

QUESTIONS?



Remember, the DDF team is here to support you. If you need help or have any questions about these materials, please contact:



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SAMPLE SOCIAL MEDIA CONTENT

Facebook

- ▶ Finding low-cost dental care shouldn't be hard. That's why the @DeltaDentalFoundation created Smile Help Now. Smile Help Now's Dentist Finder Tool helps people living in Michigan, Ohio and Indiana find affordable dental care. Simply enter your address to see a list of clinics near you! SmileHelpNow.com
- ▶ One in three American adults has no form of dental benefits coverage, and many more are underinsured. Now, there's a tool to help. Smile Help Now, created by the @DeltaDentalFoundation, helps you locate low-cost care in Michigan, Ohio and Indiana. SmileHelpNow.com
- ▶ You deserve a healthy smile. Smile Help Now, brought to you by the @DeltaDentalFoundation, can help connect you to a dentist in Michigan, Ohio or Indiana who provides no- or low-cost care, charges on a sliding-fee scale or accepts Medicaid. Visit SmileHelpNow.com.
- ▶ Have you ever visited the emergency department for a dental issue? If so, it's time to find a dental home. Visit SmileHelpNow.com to connect with an affordable provider today.
- ▶ Do you have a dentist you trust and can visit if you have a dental emergency? If not, now's the time to establish a relationship. Start your journey toward better oral health by visiting SmileHelpNow.com for low- or no-cost dental options in Michigan, Ohio and Indiana.

DOWNLOAD GRAPHICS



VIDEOS AND MATERIALS

Promotional Video

- ▶ [YouTube Promotional Video](#) (32 seconds)

Collateral Material

You can download digital files below. For print versions, [fill out an in-kind request](#).

- ▶ [Rack Card](#)
- ▶ [Business Card](#)

NEWSLETTER ARTICLE

Everyone deserves a healthy smile. That's why the Delta Dental Foundation created **Smile Help Now**, a web-based tool designed to help people living in Michigan, Ohio and Indiana find affordable dental care.

At **SmileHelpNow.com**, users can enter their address in the Dentist Finder Tool to match with local dental care organizations that provide no- or low-cost care, charge on a sliding-fee scale or accept Medicaid.

Smile Help Now's directory includes Federally Qualified Health Centers and Look-Alikes, volunteer or free clinics, dental and hygiene schools and other organizations that are dedicated to providing dental care to those in need.

To find an affordable dentist near you, visit www.SmileHelpNow.com.



PATIENT FAQ

How can I find out if I'm eligible for Medicaid?

Visit your state's website ([Michigan](#), [Ohio](#) or [Indiana](#)) to learn more—many families qualify for assistance.

What is a sliding-fee scale?

Clinics that charge on a sliding-fee scale calculate the cost for services based on your ability to pay. Usually, that's based on your household income.

What is a dental home, and why is it important?

Taking care of your mouth is just as important as taking care of your body. That's why it's important to establish a dental home—a place where you develop an ongoing relationship with a dentist. Your dental home can help you create good oral health habits for you and your family, resolve any dental issues you may have and give you a place to go in case of a dental emergency.

I haven't been to the dentist in a long time. Where do I start?

First, find a clinic close to where you live and make an appointment. At your appointment, bring up any questions or concerns you may have about your mouth—your dentist will be happy to help educate you, develop a treatment plan and make you more comfortable.

What if I have a dental emergency?

Call one of the safety-net clinics in this directory. They may be able to treat you or provide specific recommendations—saving you from a visit to a hospital emergency department.

