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COMM 339
May 2, 2012

Oral Hygiene is Important Among College Students

“Clean what’s unseen—improve your oral hygiene!”



SECTION 1:

Topic

On a day-to-day basis at the Monmouth College cafeteria, it’s not difficult to look around and observe that most of the tables are crowded with sugary drinks and acidic foods, which are often part of the college student goal to relieve stress. But the fact is that the average student’s preferences for sugar, acid, and mental stress all lead to physical signs of stress—not visible in a student’s posture or the bluish-blackish bags under his eyes, but in the detailed bumps and grooves of his mouth. On the surface, oral hygiene may not seem an exceptionally important topic to a majority of Monmouth College students, but it is my campaign strategy to raise the importance of the subject. This is a significant issue because a great deal of college students experience stress daily, as well as intake foods that risk their oral health, and, in addition, neglect oral hygiene altogether.

Exigence

The topic of oral hygiene’s significance is extremely important for everyone, but very much so in the case of my audience, college students (specifically Monmouth College scholars). As the latest energy drinks are becoming more popular with their multitude of sugars and acids, and as students’ schedules become more and more crammed with school activities, oral hygiene is often put “on the back burner,” so to speak. One might think the simple grooming techniques of brushing and flossing would be an easy, routine daily task. The ADA (American Dental Association), however, provides evidence suggesting otherwise. In February 2012, it was found that nearly 10 percent of the US population actually flosses daily while 32 percent of the population brushes their teeth only once a day (Schwartz). In addition, “71 percent of the population said in a recent study they would be less likely to date or marry someone with bad breath, a bad smile, or poor oral hygiene habits overall,” according to RemixYourHealth.com. In a recent study involving undergraduate students conducted at the University of Kentucky, it was discovered that more than two-thirds of college students suffer from oral diseases. Such diseases are not only painful and uncomfortable but add functional problems. It was also noticed that a great deal of students did not have the means or the right knowledge to become a patient under a

dental practice close to the college, which significantly contributed to a lack of oral hygiene. The results of the study only add to my foundational argument in the following ways:

“It was found that 21.5% of participants suffered from dental problems during their college years. Fifty-two percent of participants reported going to bed at least once a week without brushing their teeth. Of this 52%, 26.2% reported dental problems. On the other hand, of the 48% of participants who always brushed their teeth before bed, only 16.7% reported dental problems. In addition, it was found that the prevalence of dental problems increased with the consumption of coffee/tea and sugar-sweetened beverages. Also, those participants who reported utilizing dental services less were more likely to have dental problems” (Quinn).

My general hope for the campaign is that students will be considerably motivated to change or better their oral hygiene habits with the help of my message design. Main persuasive goals for my campaign will be discussed later on within my preliminary strategy segment.

Goals

The main goal of my campaign is to raise awareness of the risks of bad oral hygiene and the methods to prevent these risks as well as incite change in the oral hygiene practices of students. The chief part of my goal is to raise awareness and inciting change is a secondary goal in the campaign. In the end, I am anticipating that 30 % of students will become aware of my campaign and its implications. Of this percentage, my goal is that at least 100% of these students will comprehend my advocacy for good oral hygiene, while 50% of the 30% will actually take action to improve their oral health regimens. Many students already have a favorable attitude toward this subject, so I would like to persuade the audience members who do not see it in a favorable light, to change their minds. I want to encourage students who already have formed good habits and alter the attitudes of those who don't. My goal for the segment of pre-dentistry students is that at least 25% of the pre-professional program members will join my campaign to volunteer and serve as credible speakers or advocates. My goal for the students who currently do not practice good oral health is that 50% of them to change their existing practices (or non-practices). In addition, by the end of my campaign efforts, I anticipate 20% of freshmen and athletes to alter their oral health routine completely.

SECTION 2:

Audience: Characteristics/Key Dimensions

The demographic that I plan on targeting for my campaign is Monmouth College students. Research shows that oral hygiene is severely lacking across the nation, and this institution needs to be made aware of this fact and reflect upon and/or change their oral hygiene habits. While living the college experience is an enjoyable one much of the time, the combination of stress and being made free from parental discretion leave students with new, liberating ventures. One of these is deciding which health students will continue with or drop once they begin their college lifestyle. In many instances, college students consider their health, especially their oral health, to be unessential when they are under pressure in several areas of their lives. Studies, papers, exams, sports, platonic love, intimate love, and other factors sometimes play a much bigger role to this demographic than the simple act of brushing, flossing, and maintaining a balanced diet. Students also are not as receptive to being treated by a dentist with whom they are unfamiliar (presumably he/she would have a practice) located close to campus, and they are also unsure of which dentist has the best reputation in the area, as would be the case if they went to a local practice.

1. *Attitude toward topic*

Because oral hygiene can be a sensitive subject for some students (they don't *really* want others to know how often they brush/floss), I believe students tend to shy away from the subject—more so than if the conversation turns to their sex lives. If a student doesn't keep up with a healthy oral routine, his closest friends will probably be the last to know. Most students' attitudes toward having good hygiene, however, are positive ones. This type of hygiene is something most, if not all, college students would like to achieve daily, but it is not as central to their values or intense as perhaps it should be. As a whole, Monmouth College students believe that not habitually maintaining oral hygiene is a "big deal," as one male sophomore explained to me. This is due to the fact that a vast majority does not understand the shocking implications with which it is associated.

2. *Attitude toward relevant behaviors and message proposed*

Although Monmouth College students may fully understand me and recognize the dangers of poor oral hygiene, there will still be the percentage that does not follow through and change their routines. The reason for this is that they will still want to relieve stress by gravitating toward unhealthy foods/beverages, they may continue to be lazy in brushing/flossing/finding a local dentist, and they might not find more ways to stress relieve. In a conversation with themselves at 3:00 in the morning, they may say, "It's 3:00 a.m., I have to get my sleep—I'll brush my teeth in the morning." Through my campaign, they will come to understand that it is crucial that they realize that continued incidents like the one just mentioned, can lead to serious oral health complications. Although Monmouth College students will be aware of these issues through my campaign, in the end, they might not follow through with a better hygiene plan due to giving in to unhealthy foods and lazy habits.

3. Relevant audience beliefs

Much of the time, college students believe that if they neglect to brush their teeth here, or don't take the time to floss there, it will not matter in the long run. But the truth is that buildup of plaque can lead to inflamed gums, and even heart disease. Not establishing familiarity with a local dentist can also have an impact as well, a fact that many students disregard. It has become normal to neglect such a simple thing as oral hygiene in a college environment, that few students take the time to consider its importance. While men and women alike are to blame for this behavior, I feel it is necessary to "zone in" on men, who, because of their high metabolisms, often drink more beer, eat more pizza, and get less sleep. It is one of my objectives of this campaign to inform students of oral hygiene facts of which they may be unaware or of which they feel/believe they already know enough. The issues central to my topic of oral hygiene importance are that lack of oral hygiene increases tooth decay, and also that there are chances for suffering cardiovascular disease, gum disease, cavities, stained teeth, and bad breath. It is true that most students are aware of this, but the importance of these facts cannot be heightened enough. Not paying attention to stress levels can also lead to bruxism, which is the grinding and wearing away of teeth due to high stress. Most of these hygiene-related afflictions also result in social anxiety and self-image/esteem issues for students, if not prevented.

4. Relevant audience values and their saliency

College students value their teeth because, well, they are simply essential for existence. Once parental supervision and household standards are left behind for the college world, students often have a difficult time managing their responsibilities, oral hygiene being one of them. These values can become less valued over time with a new college family that certainly has different priorities than a primary family group. Students should come to realize that oral hygiene is just as important away from home as it is within their homes.

5. Situational variables

While the topic of obtaining and developing first-rate oral hygiene habits is a year-round one, the message might be more effective if given at the beginning of the school year when college students begin to form lasting routines for the year. Another appropriate time to address oral health could be right before the winter holidays when students will go home to home-cooked, and yes, even more unhealthy foods than the college cafeteria offers.

Audience: Specific Segments

1. Freshmen

The incoming students of Monmouth College are part of an audience I would really like to focus on creating a difference with. Freshmen students come to college with preconceived notions about the college lifestyle, and by catching their attention early, I can at least offer some well-grounded advice that they can carry through their four-year college careers. Students neglect oral hygiene essentials due to not following a balanced diet, laziness/exhaustion, and lacking the foresight to see the dangers of bad hygiene. These things can be prevented if I make freshman aware of these risks to their oral health. Freshmen will be more willing to take the advice of campaigns associated with Monmouth College and that are ones especially promoted by the school because of their new student status. The sooner freshmen hear about or become involved in the campaign, the sooner they can apply a habit of good dental hygiene to the rest of their college years and beyond. Through informing them of the pros of a healthy lifestyle for their teeth and gums, I hope to change their perception that oral hygiene is “no big deal.”

2. Athletes

While student athletes are the demographic within my audience that contain some of the most physically fit young adults on campus, they are a segment of my campaign plan for multiple reasons. Those involved in campus sports have high metabolisms, so they can burn off sugars and unhealthy foods more easily than those who are not as active. But this does not mean that sugar does not affect their teeth in an any less harmful way. In fact, athletes consume often consume more sugary/acidic foods, such as carbohydrates to maintain a strong metabolism, which just puts them at a higher risk for oral diseases and disorders. Students involved in sports also wear mouth guards much of the time; the importance of keeping these guards clean and free of malignant bacteria must be heightened.

3. Pre-dental Students

My final specific segment I would like to target is Monmouth College’s pre-dental students. As young adults who will soon be entering the study of dentistry, taking part in a campaign advocating the benefits of good oral hygiene, will offer credibility in my argument. Their background in health studies will assist in establishing trust and perhaps even change. This segment will not only see volunteering for this cause as beneficial for the student body, but will understand that it may open opportunities for them later in their careers. The fact that they can say, “I was part of an organization to improve college level students’ oral hygiene,” is a quality that future employers may consider exceptional.

SECTION 3: Promotion

Identity

1. *Theme:*

- Change your dental hygiene routine if it is lacking in any way.
- By improving your oral hygiene through brushing more, flossing more, or visiting a dentist frequently, you can prevent harmful risks and diseases that are ever-present within college life and you can also create a long-lasting, healthy habit.

2. *Symbol:*



- This symbol will be placed on any message created and/or distributed throughout my campaign. This is the official symbol for my oral hygiene improvement campaign because the tooth in the picture is showing shock at what is actually visible (a word relating to my heuristic) in the small mirror. When choosing a symbol for my campaign, I wanted to make sure to pick one that made a great connection to what I am trying to promote and connect to my original promotional ideas. This small “scene” is showing tooth inspecting itself, just as I want to enforce my audience to inspect their teeth carefully (as one would do in a mirror). By using this symbol, that much more vividness is applicable to my campaign ideas of emphasizing good oral hygiene.

3. *Slogans:*

- “Clean what’s unseen—improve your oral hygiene!”
 - This is the official slogan which demonstrates the main theme of my oral hygiene improvement campaign. It makes known the fact that firstly, there are oral health problems that students may be unaware of and secondly, the slogan reinforces that there is bacteria and plaque unseen in one’s mouth.
- “Too young for dentures? Want the real thing? It’s your choice.”
 - This second slogan of my own creation is specifically targeted at MC freshman students. It identifies with the idea that if students choose to take care of their teeth, they will over time create a habit that prevents the possibility of dentures later on or sooner than anticipated. It will be employed within the second half of my campaign to enforce preventative ways of receiving different oral diseases. I will use this slogan on more

central route messages later on throughout the campaign; this would be seen later on so as not to get the two slogans confused with one another.

4. *Values/Motives:*

- The key motive for students to improve their oral hygiene because overall health and dental health are closely related and because our health is the most significant factor in our existence.
- Another motivation tactic that I plan on using is having giving out a free “dentist’s goody bag” which will contain a toothbrush (which will display my first slogan across its length), floss, gum massagers, floss threaders, and whitening gum. This goody bag will be distributed to two of my segments (freshman and athletes) through MC’s campus mail system, but will also be distributed to my third segment (pre-dental students) as a “thank-you” for their participation in the campaign.

Credibility

- *Establish trust with my audience:* Because the topic of bettering one’s oral hygiene is well-known and already trusted throughout our nation, I should not be required to exert much effort when earning students’ trust in the ideas sponsored by my campaign. The majority of students are aware that maintaining an exceptional set of rules when it comes to dental health will contribute to a longer-lasting life as well as prevent several issues that could accumulate over time. I can, however, receive dedication from parts of my audience who do not have any previous knowledge of the risks and diseases involved in a lack of oral hygiene as well as specific foods to avoid to preserve tooth enamel and the strength of teeth overall.
- *Establish confidence with my audience:* Due to the fact that I will be one of the greatest representatives of my campaign, it is imperative that I inspire confidence in my audience through my outward appearance and actions. My verbal delivery as well as written communication skills must prove exceptional in order to establish credibility with my audience; if not, it might be difficult to re-establish credibility after if I faltered either because my audience might believe I have disregarded communication ethics reasons or not demonstrating that I have knowledge about the subject of oral hygiene. My overall image as a professional will not be effective if my communication skills do not show themselves to be well-established and efficient. I also plan on dressing in well-kempt, professional attire to gain confidence with MC students. It has been said time and again, probably because it is quite true—first impressions are everything. I want my first impression with my audience to be a memorable one for signs of my professionalism, not a negative characteristic. Seeing my professional attire will inspire confidence within me and my campaign’s goals. Finally, in order to establish confidence with my audience, it is necessary that I have confidence in myself and the information I plan on distributing. Part of accomplishing this factor is showing evidence for the effects of insufficient dental

health. I could explain the research that has been conducted by dental professionals and exhibit charts, graphs, articles, and other forms of research indicating the number of students who contract risks and diseases from insufficient oral hygiene as opposed to a well-cared for mouth.

- *Establish identification with my audience:* As has just been mentioned, I will make certain that MC students understand my credibility through the health facts I reveal when establishing confidence with these students. I will also show them that because I know the ins and outs of the research, I have taken the effort to be better aware of these risks and be conscious of what I am doing to keep my mouth/teeth at their cleanest and healthiest. Through my demonstrations that I have conducted the necessary research and that I myself have applied good oral hygiene habits to my own life, I am presenting the persuasive appeal of “practicing what you preach,” a key way to identify with an audience. Because I am of the same age and showing that I can make sure I take the necessary steps to protect my teeth and enhance their health, it will inspire within students a sense of identification with my ideas.

Case-building

Arguments: Listed below are the arguments for why my audience should respond positively toward my campaign ideas and, ultimately, act in a way that will fulfill my goals. It is imperative that I understand that just providing my audience with the information on the risks of not having good oral health will not change their attitudes and, most importantly, their behavior toward making a better change. While the main goal of my campaign is to raise awareness of the risks and the methods to prevent these risks, I would also like 50% of the students who are lacking in the oral hygiene department to change their habits. As previously mentioned, this section will feature the arguments behind my campaign for each specific audience, but it will also reveal the appeals and tactics used to raise awareness and incite action in MC students. Each audience has the possibility of resisting following or going through with the ideas presented in my campaign. It is my job to show each audience segment how practicing good oral hygiene or joining the efforts of my campaign will benefit them.

- *Monmouth College Students (entire student body)*
 - The students of MC do not count as a particular segment when it comes to my campaign, as they make up the overall audience. I find it crucial, however, that I explain my arguments behind my persuasion efforts for my audience as a whole. Through my general explanation of statistical evidence on oral hygiene concerning college students across the nation (explaining *why* this issue is important at this *time*—*exigence*) as well as through giving positive reinforcement to those already practicing good dental health, I anticipate drawing students in to listen to my advocacy of good oral hygiene. Having a good oral hygiene routine and showing the positives of said routine is not something most students will argue against; I hope to gain an active audience and make my argument known to the Monmouth College students in these ways.

- This argument will be seen around campus through multiple mediums which include a flier, a brochure, and at free dental care event—which will be discussed later on.

- *Freshmen*

- It is known that freshmen of the college are focused on for their new student status and attempts to become acclimated to their new environment; it is also common knowledge that the administration and college community go through great efforts to make these new students welcome and convince them to remain all four years of their undergraduate careers at the college. Because of the multitude of messages sent their way within the beginning months of their first college year, it is important that my arguments stand out from the rest and are just as welcoming as the others directed toward these new students. Part of my argument toward gaining freshmen attention is just making sure my messages are truly visible and accessible to their lives. As incoming MC students, they may have trouble finding new information; therefore, presenting information that through mediums that are easily accessible to a freshman student is my major argument for persuading this segment.
- This argument will be explained through the medium of a local dentist offering his card on the annual Freshmen Walk-Out within the first week of school, through email, a radio PSA, and fliers (all mediums that are visible to incoming students without a firm foot in the college network).

- *Athletes*

- Athletes act as another prime audience segment for my campaign due mostly to the type of food they intake. Because of the many kinds of carbohydrates they must eat to keep up their metabolism, not to mention sugary energy drinks, it is ever important that they concentrate on their oral hygiene as well. Student athletes also often have mouth guards whose cleanliness contributes to the quality of their overall oral hygiene. My argument is to make student athletes realize that oral health is a deciding factor of overall health which is the key to success in any sport.
- This argument will be presented in a radio PSA, a *Courier* PSA, and fliers.

- *Pre-dental students*

- Although pre-dental students will not be the segment focused upon most in my campaign, I plan on recruiting this group in order to help the oral campaign succeed and be instrumental in eventually showing successful results for the campaign. My argument presented toward the pre-dental

students of Monmouth College would be that it would be to their benefit to become involved in an oral hygiene campaign. Although they may not see the benefits of being involved in it right away, my argument to them will be that adding this activity to their resume will demonstrate to future employers their leadership within the promotion of a subject within their field. As mentioned previously in the “Audience” section, their background in health studies will assist in establishing trust and perhaps even change in the foundational habits of young adults within the campus community. Assuring pre-dental students that they are capable of helping to institute this change is a significant part of my argument for this segment.

- This argument will be explained through personalized emails to pre-dental students, through the free dental care event, and through letters sent to these students’ campus mailboxes.

Tactics (from AP)

1. *Heuristics* – “Phrases that come quickly to mind and imply that there is little time to think” (165).
 - Heuristics is a persuasive tactic that will have a great impact on my campaign in various ways. The use of heuristics is visible in the slogans for the campaign, “Clean what’s unseen—improve your oral hygiene!” and “Too young for dentures? Want the real thing? It’s your choice” both symbolize the ideas of my campaign rather well. The first heuristic rhymes and is easy to remember—it would come to mind quickly when one thinks or sees messages from the campaign. The second heuristic, although not as catchy, heads in a persuasive direction that is more central-route based. Because of this, it will probably be featured less in the campaign and shown on more central-route/rational model messages where I can provide more information on the subject of oral risks and diseases.
 - This kind of tactic will be featured on fliers, within speeches, at the free dental care event, and in tools (toothbrush, floss, etc.) within the free dental goody bags.

2. *Guilt* – “Can be induced by reminding the target of past sins. Once filled with guilt, thoughts and behavior are directed toward ridding ourselves of this feeling” (230).
 - The persuasive tactic of guilt is probably the key tactic employed in this campaign. The whole point of the campaign is to remind students of their past neglect to oral hygiene (as well of their present neglect) and to show them *what could happen* if they continue to have bad habits concerning their dental hygiene.
 - This type of tactic will be featured at the free dental care event, through speeches, and finally, through the WMCR PSA.

3. *One Flower Given* – “A technique made use of called the norm of reciprocity is used with the tactic that is ‘one flower given’” (231).
 - This tactic will be used to gain commitment from those who I would like to see make a change in their oral hygiene routines. Because it will be more difficult to reach a level of committed audience members due to the fact that the majority of college students believe they have “good enough” caretaking of their mouths, this tactic will be especially useful when convincing students to, in the end, act on the ideas spread by my campaign.
 - This type of tactic will be featured at the free dental care event, the Freshmen Walk-Out, and through the free dental goody bags.

Theories

1. *Rational Model*

- MC students must hold the **belief** that having good oral hygiene is good for your overall health.
- My campaign will demonstrate that there is **value** in maintaining a good oral hygiene routine.
- If students hold the belief that having good oral hygiene is of great benefit to them, and they value their health, they will have the **motivation** to act and make sure that they are aware of risks and diseases, visit their dentist at least twice a year, and improve their oral cleansing habits.
- I hope that by through my PSA message, my free dental care event, informative speeches, I can persuade MC students to have good oral hygiene.
- I also understand that the majority of students already have a favorable attitude toward this subject, so getting my specific segments to act might not be as difficult as originally imagined.

2. *McGuire’s 2-Stage Theory*

- McGuire’s 2-Stage Theory makes it clear that if my audience sees my **arguments** and **understands** them and then **yields** to the ideas of the arguments after **evaluating** them, they will be more likely to act.
- This theory will be seen in the emails sent to the pre-dental students, detailed brochures on oral health risks, and the WMCR PSA.

3. *Heider’s Balance Theory*

- Heider’s Balance Theory will coincide greatly with any speaker or dentist who comes onto campus to speak on the dangers of lacking dental hygiene.

- If my audience likes or is in favor of the speakers and dentists, they are more probable to agree with the concepts explained by the professionals, and therefore go along with the concepts.
- At these kinds of events, where the speaker(s) are seen as likeable and credible, and where the “one flower given” tactic is employed, is the part in my campaign where I would like to find visible the most commitment/change.
- The speakers will be likeable and relatable because one will be a victim of an oral disease caused by a lack of hygiene and someone who is also in his/her 20’s. And the second speaker, a dentist who will also provide the care for the free dental care event, will be relatable due to the fact that he has a practice in Monmouth.

SECTION 4: Activation

Events

1. PSA featured on WMCR:

- **Date:** Fourth week at school during various radio shows.
- **Audience Segment:** MC students as a whole, but particularly freshmen.
- **Event:** The PSA featured on WMCR’s live shows gives a scene between two football players discussing an injury one of them received at practice. The listeners will be drawn in due to the anecdotal quality of the clip. This message will surface within the first month that school begins and is also one of the first messages that my campaign will offer. It will become visible within the first few weeks of school as freshmen are becoming acclimated to college life. Freshmen will be more willing to take the advice of advertisements that are ones especially promoted by the school because of their new student status. The sooner freshmen hear this PSA, the sooner they can apply a habit of good dental hygiene to the rest of their college years and beyond. Also, in order to make sure that freshmen are tuning in, I will make sure that the PSA will air at certain times within the week and will continue to repeat throughout the semester.
- **Goals:**
 1. To increase MC students’ (more specifically, freshmen) awareness about oral hygiene risks.
 2. To have freshmen identify with the PSA’s characters based on shared values and beliefs about bodily health and comparing that health to dental hygiene.
 3. To make students understand how doing something smaller to improve their health can improve their overall health in the long run.
 4. To make Monmouth College student’s improve their oral hygiene routines.

- **Medium:** WMCR talk/music shows.

2. Free Dental Care Event

- **Date:** Mid-semester
- **Audience Segment:** MC students as a whole with an emphasis on athletes.
- **Event:** This event will consist of three local dentists (Steven Kent Murmann, D.D.S. from Maple City Family Dental and Orthodontics, Stephen Johnson, D.D.S., and Phillip Sexton, D.D.S.) who will come to speak to Monmouth College students on the risks and diseases associated with poor oral hygiene. Not only will Drs. Murmann, Johnson, and Sexton speak on this subject, they will also offer a free dental check-up (with the assistance of Maple City Family dental hygienists) after his presentation to any student who comes to the event. Because of the potential for a large outturn of students, the hygiene check-ups will be limited to the first 20 students per doctor and after that, students can fill-out a sign-up sheet to receive a free check-up voucher in their mailboxes so that these students can visit Dr. Murmann at his office (the number of these students will be limited to 20 per doctor as well). This will allow for a maximum potential of 60 students to receive a free visit. This incredible health service, however, will not come without a level of commitment. Students will be required to sign a pledge which will state that they will firstly, brush twice a day; secondly, floss once a day; and finally, that they will visit a dentist at least once a year. When signing this pledge they will leave their email and be reminded of this pledge when their dental appointment with a Monmouth dentist is approaching. Because this event will take place in the Huff Athletic Center, I am targeting athletes specifically due to the fact that this is an environment in which they spend a majority of their time.
- **Goals:**
 1. To have students commit to having good oral hygiene through signing the pledge.
 2. To further increase awareness of the health risks of poor dental hygiene.
 3. To have MC students establish trust and friendly relationships with the local dentists so that they will not hesitate to visit one should they experience any oral hygiene deficiencies.
- **Medium:** Event of speeches and health care.

3. Distribution of Dental Goody Bags

- **Date:** End of the semester
- **Audience Segment:** Freshmen and Athletes
- **Event:** This event will happen toward the end of the semester when students may be running out of dental supplies. Through the campus mail system, I will distribute dental goody bags containing toothbrush (which will display my first slogan across its length), floss, gum massagers, floss threaders, and whitening gum. This will reinforce students' good behavior learned through my multiple messages throughout the semester as well as remind those who still have not changed their ways to do so.
- **Goals:**
 1. To have students finally commit to having better oral hygiene because they will now be provided with the free (they will look at these tools in a more pleasing light because they are free) tools for doing so.
 2. To encourage students' good oral hygiene habits.
 3. To remind students who have not truly committed to the ideas of my campaign to commit at this point.
- **Medium:** Plastic bag of dental items distributed through the MC mail system.

APPENDIXES – SAMPLE MESSAGES

RADIO PSA SCRIPT

1 MINUTE SPOT

team huddle up, clapping

Male Athlete #1: Hey, dude, what's wrong with your hand?!

Male Athlete #2: Oh, that? It's just a small sprain from yesterday's football practice."

Male Athlete #1: You should really get that checked out at the clinic; you look like you're in pretty bad shape!

Male Athlete #2: I'm not too worried about it; I mean I don't really have the time to go see a doctor with my busy schedule. Plus, I have 8 other fingers that work perfectly fine.

buzzer

Female Narrator: We don't really have this kind of attitude toward our injured body parts so why don't we give our teeth the respect they deserve? Just because we can't see the harmful bacteria or the risks to our gums and teeth doesn't mean they are nonexistent. Brushing and flossing twice a day as well as visiting a dentist regularly can reduce risks for heart disease, gum disease, cavities, and stained teeth. You don't want to lose teeth just because of a busy schedule or because you have 27 other ones that work perfectly fine. "Clean what's unseen—improve your oral hygiene!"

Flier:



**Too young for dentures?
Want the real thing?**

It's your choice.

Come to the **free dental care** event sponsored by local
Monmouth dentists
Steven Kent Murmann, D.D.S.
Stephen Johnson, D.D.S.
Phillip Sexton, D.D.S.

*Sign the oral hygiene improvement pledge and receive a
free dental appointment!**

When: Monday, October 15, 2012
Where: Huff Athletic Center
Time: 2:00 p.m.

*Limited to the first 20 students per dentist.

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