



COMMUNICATIONS TOOLS

Elevator Speeches

“What do you do?” This routine interaction is a great framing opportunity, so make the most of it! Instead of starting with your title and organization, use a value or a metaphor that has been shown to help people understand why oral health matters to society and how to support it.

Elevator Speech #1: Disparities in access to oral health care

My work is about helping all people have good oral health. So, when it comes to oral health care, different people have different needs.

Some people need public transportation to get to dental offices. Some people can only see dentists on nights and weekends. And some people need to see providers who speak their language. At [name of organization], we advocate for policies that provide the supports people need for good oral health. When people have healthy mouths, they’re also more likely to have healthy bodies and minds. And when we have healthier people, we have a healthier society.

This short speech opens with the value of **Targeted Justice** to help the listener understand what a just oral health system looks like.

This section explains what differential access looks like.

This section connects oral health to overall health and puts the discussion in a societal context.

Elevator Speech #2: Systemic barriers to oral health

My work is about unlocking the doors to good oral health. At [name of organization], we work to open doors to things like nutritious food, dental insurance, and providers who provide culturally sensitive care. We advocate for programs and policies that give all people the keys they need to unlock these doors.

Oral health is linked to overall health, so our work is ultimately about making our nation as healthy and strong as it can be.

This speech uses the **Keys to Oral Health** to explain the systemic barriers to oral health and explains how the speaker is working to unlock doors.

This section connects oral health to overall health and puts the discussion in a societal context.