

Avance



RIGHT ON TARGET!

Wayne County Dental Program

Challenge

Wayne County Health Department (County) created a new program to encourage children, three- to 18-years old, (some with Medicaid coverage) in the County that visiting the dentist was just as important as visiting other healthcare professionals. The program needed to be branded and promoted.

Solution

One of Avance's most innovative and creative branding, promotions and collateral materials projects was the County's public health dental program. Avance developed the program's brand "Brush Up Your Smile," key messages, co-developed a story line about the "War Against the Plaque Spider," and created a play, a musical jingle, five-minute video, a brochure, posters, flyers and a coloring book. For the coloring book, Avance's graphic designer illustrated the story line characters, which included Flossie, Strengthor, Minty Fresh and the Plaque Spiders. Avance also worked with a seamstress to design the characters' costumes. To bring the characters, brand and messaging to life in the community, Avance scheduled the play and/or video at various schools, health/immunization fairs, public housing units, malls, churches, etc. Avance assisted the department in creating its Health Connector Van to provide onsite dental services. The van was branded and the characters accompanied the van. Avance also coordinated the campaign's kick-off press conference. The Avance team provided media training, developed press releases and media kits, implemented media speaking opportunities, coordinated editorial board meetings with daily, community, minority and electronic media outlets. Avance also provided event coordination, community relations, public relations and other marketing communications services. It is important to note that Avance developed this program in 2002, and Wayne County Health Department still uses the entire program, to date.

Brush Up Your Smile

Wayne County Health Department Dental Program

If you are eligible for **Medicaid**,
have children 18-years old or younger,
and live in Wayne County
(excludes Detroit):

Introduce your child to the

Wayne County DENTAL FORGE



Call for an appointment at one of the following center locations



Wayne Center
33030 Van Born Road
Wayne, MI 48184
(734) 727-7100



Sumpter Center
19130 Sumpter Road
Belleville, MI 48111
(734) 697-9455



Taylor Center
26650 Eureka Road
Taylor, MI 48180
(734) 955-3900



Hours:
Monday, Tuesday, Thursday and Friday
8 AM - 4:30 PM

Wednesday
11 AM - 7:30 PM

