

# Community Service How-To Guide



## How-To Guide: Community Service Events

This guide was created to help your chapter plan a community service event. Whether your chapter is providing oral health services to an underserved area or organizing a run to support a charitable organization, you will need to plan ahead for the event to be a success. This guide provides the resources and tools necessary to get you started.

### 1. Identify a project

What type of community issue would your chapter like to address? Remember to keep in mind your chapters level of interest and time available for the project. Students are very busy with both dental school and their personal lives; therefore, do not choose a project that will be too much for your chapter to handle. In addition, choose a project that can be easily scaled up or down, depending on the number of volunteers your chapter is able to attract. Remember, for a large event, you will need several months to plan.

### 2. Develop a plan

The project should be educational, fun and rewarding for your members, but also meet the needs of the community. Be sure to assess community needs. Because your time and resources—and those of your fellow ASDA members—are extremely valuable, your first step in planning a health education program or action project is to determine what issues need to be addressed. Besides considering your community needs, you will also want to consider what other groups are doing, and how you can fill in gaps between the needs and the services that exist in your community and your school.

### 3. Set a budget

Plan out a budget that includes all potential expenses associated with the project. Do not forget to include transportation and possible licenses when setting this up. Contact other organizations, corporate sponsors and local businesses to donate supplies to help cover some of the costs of the project.

### 4. Organize a core team

Identify a core team of 7-10 chapter members who will be involved in planning and executing the event. Delegate specific responsibilities to each person so they are clear on what is expected of them. Meet regularly with your team to make sure everyone is on track with their tasks and if not, others can step in to help out.

### 5. Choose possible dates

Choose several dates that might work with the event and your chapter. Have students commit to participating so that you can follow through with your commitment. Ensure that the date you choose does not clash with other events. When planning the event, set timelines and stick to them.

## **6. Volunteers**

Volunteers don't just show up—the whole chapter needs to put an effort in recruiting volunteers. Consider distributing a Volunteer Form to all of your members at the beginning of the school year to find interested individuals (*see sample form at the end of this guide*). If you can't get enough volunteers from your chapter, consider partnering with other student groups on campus and invite pre-dental students to participate. Once people sign up, keep in touch with them to keep them interested in the project. Hold a briefing for all volunteers the day before the event, so everybody is clear on what they will be doing the next day. Be clear on what time everybody should arrive and leave.

## **7. Working with an agency or association**

If you are planning a volunteer activity through an agency or association, allow for enough time to contact them. These organizations are often small and are overwhelmed with work. Remember to be patient and persistent. You may not hear back right away, but be sure to follow-up and leave a message with your name, purpose, affiliation, phone number, and best time to reach you.

## **8. Working with a school**

Your chapter's event can go a long way toward meeting the health education needs of preschool, elementary, middle, and high school students. When you plan to work with a local school, there are a few things you will need to research first. Some things to inquire about include:

- State and local policies on health education
- Support from school administration and teachers
- Any possible hindrances
- Influence by groups such as PTA, teachers' union, and other key organizations
- Utilize after school programs

Once you have considered these issues and developed a proposed plan of action, your committee should meet with the school administrators, and possibly teachers, to present your plan.

## **9. Getting materials for your event**

You may be able to obtain free resources for your event from the ADA, your state dental society, other governmental agencies (e.g., CDC, DHHS, etc.), and from public health advocacy organizations such as the American Heart Association, the American Cancer Society, and others. You can also contact companies, such as Crest/Oral-B and Procter & Gamble, to see if they will donate oral care supplies for your event.

If you are organizing an oral health education event at a school, you can download free materials and a curriculum from the ADA at <http://www.ada.org/public/education/index.asp>. If you are planning a Give Kids A Smile (GKAS) event, visit <http://givekidsasmile.ada.org/> to register your event and to request materials for your event.

## **10. Event Licenses**

Depending on the type of event you are planning, you may need to apply for one or more event licenses, from your local authority. You may need a temporary event license; certain music events may also require a music license. Contact your school's administration to assist you. You may also need to cover food hygiene regulations if you are planning on preparing food on site. Check with your local authority (Environmental Health Team). All good caterers will be able to provide you with the relevant food hygiene certification. If you are planning to sell alcohol, even via a raffle, you will need to complete an application at your local magistrate's court.

## **11. Arrange an orientation and finalize the plan**

At this orientation, develop a list of successes and challenges so nothing comes at you by surprise. Don't forget to plan travel and clean-up. Plan for your group to be wearing the proper clothes for the project and that any prerequisites and forms have been addressed. Be sure to send out reminders the night before the event to all volunteers. If you are working with a school or outside organization, be sure and send a confirmation the day before that includes the details of the event.

## **12. Media**

If you are planning a large project, advance coverage in local media outlets will draw attention to your event and attract additional volunteers. Media coverage the day of the event can heighten volunteer pride and ensure the success of future projects. Local radio stations are a good way of getting free publicity to the local community. Often they will do a recorded interview/advertisement that can be played regularly up until the event. The radio station may also like to do a live interview broadcast the day before or on the morning of the event with you. If your local radio station has a vehicle which they can broadcast live from, this is a real opportunity to get media attention throughout the day's event. You may also want to send a press release on your event to your local newspapers. Newspapers have tight deadlines so be sure to send your press release at least two weeks in advance.

## **13. Communicate to the chapter**

Provide effective reminders using flyers, emails, chapter newsletters and websites.

## **14. Organize transportation**

Options your chapter may want to consider are carpooling, public transportation, renting a van or asking everyone to meet there.

## **15. Say thank you**

Most importantly, be sure to thank everyone involved in the event. Send the volunteers a simple email thanking them for their participation and asking for feedback. If you worked with an outside organization or obtained supplies or donations from a company, send a handwritten thank you note.

For more information on planning a community service project at your ASDA chapter, please contact Danielle Bauer, Chapter Relations Manager, at [Danielle@asdanet.org](mailto:Danielle@asdanet.org).

## Chapter Projects

**Name of project:** American Cancer Society's Relay for Life

**ASDA chapter:** Boston

**Description (where, when, and details of project):**

Annual fundraiser for the American Cancer Society, usually the 2<sup>nd</sup> weekend in April at the Boston University undergraduate campus. Our ASDA Community Outreach committee organizes teams for the 12 hour walk, motivates participants to make money, and provides an oral cancer awareness booth at the event.



**Target audience (children, underserved population, dental students, etc.):**

Those affected by cancer, mostly adults and college aged students.

**Time it took to plan event:**

3-4 months

**Number of volunteers:**

3-4 members help to organize the event, usually between 20-30 participants at the event

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable):**

Cost to our chapter for snacks, water, etc is around \$150.

**Contact person and email:**

Courtney Brady, [cbrady@bu.edu](mailto:cbrady@bu.edu)

Dee Gulis, [dee.gulis@gmail.com](mailto:dee.gulis@gmail.com)

**Name of project:** Buffalo Public Schools Dental Screening

**ASDA chapter:** Buffalo

**Description (where, when, and details of project):**

Buffalo Public Schools Central Registration Center on June 5, 2010 from 9am – 4pm

Dental students and dental residents provided children with a dental screening to assess the oral health of each child. This screening helped these children and their families satisfy the New York State requirement of incoming kindergarten students to present a dental health certificate prior to entering school. The appropriate screenings and paperwork were conducted. Children received free toothbrushes. Oral health education was provided to families as well. For families without an existing dental home, contact information was taken so that referrals to appropriate providers could be made after the event. In addition, if urgent oral health problems were discovered, parents were made aware and arrangements were made to make dental appointments at the Women and Children’s Hospital of Buffalo Dental Clinic. (Dental residents and/or faculty members acted as the supervising dentists.)

**Target audience (children, underserved population, dental students, etc.):**

Underserved population of inner city children

**Time it took to plan event:**

ASDA only needed a couple of hours to organize volunteers. The dental school has a component called “The UB Smile Team,” which utilizes an outreach coordinator to help plan and organize events such as this. The coordinator then lets ASDA know about upcoming events and they provide necessary volunteers for the events. (This is part of an annual event that is put on by the Buffalo Public School to expedite forms being filled out for school registration for families. The “University at Buffalo Smile Team” participates as one of the vendors along with other health care providers and organizations so that families have access to lots of resources at once while they are registering their children for the upcoming school year.)

**Number of volunteers:** 30

**Other participating groups (if applicable):**

University At Buffalo Smile Team, Women & Children’s Hospital of Buffalo, and Buffalo Public School System

**Budget (including cost of the event and any funds raised by event, if applicable)**

This did not cost our chapter any money, simply volunteer hours. All gloves, disposable mirrors, toothbrushes, paperwork, and miscellaneous supplies were provided by the UB Smile Team.

**Contact person for more information:**

Amie Heim, [amieheim@buffalo.edu](mailto:amieheim@buffalo.edu) or Smile Team Coordinator – Debbie Licata, [Licata2@buffalo.edu](mailto:Licata2@buffalo.edu)

**Name of project:** Crest Healthy Smiles

**ASDA chapter:** Columbia

**Description (where, when, and details of project):**

Throughout the year, we plan several events where we go to nearby elementary schools and give kids oral health instructions. We bring along stuffed animals with big teeth, and show the kids how to brush. We usually deliver bags with toothbrushes and toothpaste.

**Target audience (children, underserved population, dental students, etc.):**

Children

**Time it took to plan event:**

This takes time to setup with nearby schools.

**Number of volunteers:**

Can be as big or as small as you want. We normally travel with 10-20 and put 2-3 dental students/class.

**Budget (including cost of the event and any funds raised by event, if applicable)**

It is about \$20 for 100 bags.

**Contact person for more information:**

Jen Wilbur, [jlw2162@columbia.edu](mailto:jlw2162@columbia.edu)

**Name of project:** Guatemala Mission Trip

**ASDA chapter:** Detroit Mercy

**Description (where, when, and details of project):**

Our school traditionally only has one dental mission trip to Honduras and that event is through the CDA. However, this year we decided to have our own trip to Guatemala. We went to La Reforma, Guatemala, a very poor town in the mountains with about 10,000 people and no dentist at all.

We treated over 200 people in just three days of operating the clinic. With those 200 patients, we suspect we did around 400 treatments from restorative, extractions, prophylaxis/fluoride, and scaling and root planning. We gave an enormous suitcase filled with baby clothes and shoes away to mothers at a very poor nearby village. We traveled to a school on a coffee farm and gave the kids OHI, toothbrushes, and toothpaste.

Future plans: Our goal is to establish a permanent clinic in La Reforma and make this a recurring trip during every UDM break. We are currently organizing a trip for August.

**Target audience (children, underserved population, dental students, etc.):**

The people of La Reforma work mostly on the coffee farms in the area. The town's water supply is polluted by a larger town in the valley that has made the road to La Reforma the city dump. Below the dump is a river where the local villages get their water supply from. The people have little to no dental IQ. Caries is rampant. One of their favorite ways to beat the heat is to suck on super sweet popsicles made from a fruit like mango.

**Time it took to plan event:**

With help from faculty, we planned this event in a little over 2 months.

**Number of volunteers:**

We had 9 UDM dental students, 3 from the 2nd, 3rd, and 4th year classes each. Only 2 were active ASDA leaders. We also had a periodontist originally from Mexico and another faculty member originally from the area, as well as her brother, parents, and grandmother.

**Other participating groups (if applicable):** None

**Budget (including cost of the event and any funds raised by event, if applicable)**

Johnson and Johnson supplied hundreds of toothbrushes, toothpaste, floss, and Listerine. VOCO supplied a ton of very high quality composite material. Dental Advisor supplied numerous essentials from gloves to bonding agent and restorative materials. Patterson supplied a bunch of masks and gloves, and Brassler supplied some instruments and a ton of burs. A few local dentists supplied instruments and other supplies. ASDA purchased the anesthetic, amalgam, IRM, formecresol, and hand sanitizer.

**Contact person and email:**

David Vasquez, [dientes07@yahoo.com](mailto:dientes07@yahoo.com)

**Name of project:** Turners Trot

**ASDA chapter:** Michigan

**Description (where, when, and details of project):**

We hold this event each year in memory of Ryan Turner, who was a dental student attending University of Michigan and an ASDA District Trustee. Anywhere from 50 to 150 runners will come to run the 5k race. In the past, we have used our proceeds to support the Give Kids a Smile program.

**Target audience (children, underserved population, dental students, etc.):**

We let anyone and everyone participate in the event. The proceeds go to children.

**Time it took to plan event:**

About a week

**Number of volunteers:**

10-15

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable)**

We try to get as much of the supplies, food, etc. donated. However, we probably spend \$100-\$200 on these items. Usually, we raise anywhere from \$500 to \$1,000 from this event.

**Name of project:** Salk School of Science Outreach

**ASDA chapter:** New York University

**Description (where, when, and details of project):**

Four lessons about dentistry and the medical field are taught to 8th graders, including PowerPoint presentations and some hands-on activities like impression taking. This is a really fun and rewarding experience!

**Target audience (children, underserved population, dental students, etc.):**

Students/Children

**Time it took to plan event:**

A few phone calls to the school.

**Number of volunteers:**

Approximately 30

**Other participating groups (if applicable):**

N/A

**Budget (including cost of the event and any funds raised by event, if applicable)**

\$0

**Contact person and email:**

Charlotte Milch, [Ch1154@nyu.edu](mailto:Ch1154@nyu.edu)

**Name of project:** Policeman's Athletic League (PAL) Oral Health Screening/Oral Health Promotion

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

The PAL has several locations throughout the city of Philadelphia, and is essentially an afterschool program for local children. Every other month to 2 months, the Penn ASDA chapter holds an oral health fair with dental screenings for the children in the program at one of the PAL sites. The program consists of poster presentations, proper oral healthcare techniques, and oral screenings.

**Target audience (children, underserved population, dental students, etc.):**

Children

**Time it took to plan event:**

Each health fair takes a few weeks to coordinate times, obtain supplies, and sign-up volunteers.

**Number of volunteers:**

20-25

**Other participating groups (if applicable):**

N/A

**Budget (including cost of the event and any funds raised by event, if applicable)**

Most of the supplies are donated either by the Penn's Community Health Office and/or P&G /Colgate. We typically spend \$60-75 purchasing healthy snacks for the kids (water, apples, pretzels, yogurt...).

**Contact person and email:**

Keta Radich, [keta.radich@gmail.com](mailto:keta.radich@gmail.com)

**Name of project:** "Reads for Peds" Book Drive

**ASDA chapter:** Pennsylvania

**Description (where, when, and details of project):**

From October 1<sup>st</sup> thru November 1<sup>st</sup> of 2009, we held a book drive at the dental school. We placed various drop boxes throughout the school for students, faculty, staff, and patients to donate new and gently used children's books. We distributed these books to the pediatric clinic at the dental school and to a local non-profit dental center for underserved children.

**Target audience (children, underserved population, dental students, etc.):**

Children

**Time it took to plan event:**

A week to plan and a month to collect.

**Number of volunteers:**

Several people helped to collect the books, but you really only need maybe 5 to run the entire event.

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable)**

None

**Contact person and email:**

Keta Radich, [keta.radich@gmail.com](mailto:keta.radich@gmail.com)

**Name of project:** Halloween Costumes for a Local Orphanage

**ASDA chapter:** Stony Brook

**Description (where, when, and details of project):**

Every October, our ASDA chapter throws a very successful Halloween party. With their overachieving nature, our members go all out with very detailed costumes. We found a local orphanage that does not have any funding for Halloween costumes for the children that reside there. Thus, during the weeks leading up to our Halloween party, we ask members to be mindful that they are able to afford fun, detailed costumes and to give back by donating some funds for costumes for the orphanage. It's a great event because it is a very unique cause that brings out the child in everyone.

**Target audience (children, underserved population, dental students, etc.):**

Children

**Time it took to plan event:**

It can take as little or as long as you'd like. The main work is advertising the charitable event and collecting funds.

**Number of volunteers:**

About 8 – ask two people from each class to help out.

**Other participating groups (if applicable):**

None

**Budget (including cost of the event and any funds raised by event, if applicable)**

\$5.00 to print flyers

**Contact person and email:**

Keith Bracy, ASDA Chapter President

[Keith.bracy@hsc.stonybrook.edu](mailto:Keith.bracy@hsc.stonybrook.edu)