

HOW-TO GUIDE

COMMUNITY SERVICE

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.

Included materials

- Appendix I: Budget template
- Appendix II: Volunteer interest form
- Appendix III: Event evaluation form
- Appendix IV: Chapter community outreach and volunteer event ideas
- Appendix V: Featured chapter events

1. Identify a project

What type of community issue would your chapter like to address? Remember to keep in mind your chapter's level of interest and time available for the project. Students are very busy with dental school and their personal lives. 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 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, 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 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. You can request free oral health supplies for your event simply by completing [Colgate's Product Request Form](#). **See Appendix I for a budget template.**

4. Organize a core team

Identify a chair and a core team of 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.

5. Choose possible dates

Choose several dates that might work well for chapter members. Narrow your decision by asking members for which date they can commit to participating. Ensure 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 should put in effort to recruit volunteers. Consider distributing a volunteer form at the beginning of the school year to find interested individuals. 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 updates to keep them interested in the event. Hold a briefing for all volunteers the day before the event so everybody is clear on event expectations. **See Appendix II for a Volunteer Interest Form.**

7. 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. Certain music events also require a music license. Contact your school's administration to assist you. You may need to cover food hygiene regulations if you are planning on preparing food on site. If you are planning to sell alcohol, even in a raffle, you will need to complete an application at your local magistrate's court.

8. 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 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.

9. 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 work with a local school, there are a few topics you should consider:

- 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
- Utilizing after school programs

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

10. 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. You may also want to send a press release to local newspapers. Be sure you are contacting outlets with appropriate time before the event.

11. 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 and public health advocacy organizations such as the American Heart Association, American Cancer Society and others. Colgate will donate free oral health supplies for your event simply by completing [their Product Request Form](#). If you are organizing an oral health education event at a school, you can [download free materials and videos](#) from the ADA. If you are planning a Give Kids A Smile (GKAS) event, [register your event and request materials](#).

12. Arrange an orientation and finalize the plan

At this orientation, run through the event from start to finish. Don't forget to plan travel and clean-up. Plan for your group to be wearing the proper clothing and that all required forms have been completed. Be sure to send out reminders the night before the event to all volunteers. If you are working with a school or outside organization, send a confirmation that includes the details of the event.

13. Communicate to the chapter

Provide reminders using flyers, emails, social media, chapter newsletters and websites. Make announcements during class to remind students of the event. Make sure you include #ASDAOutreach and tag @dentalstudents when posting on social media.

14. Organize transportation

Suggest carpooling, public transportation, renting a van or asking everyone to meet there.

15. Say thank you

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.

16. Evaluate and keep record of your event

Create an evaluation template or online form like a Google form or Survey Monkey to keep record of all your events. Future chapter leaders can use these records when determining event ideas, successes, and challenges. **See Appendix III for an event evaluation form.**

Appendix I: Budget Template

<i>Sample Budget Template for Chapter Outreach Event</i>	
<u>Expenses</u>	
Transportation	\$200.00
Photocopying/Printing	\$50.00
Advertisement/Promotional Materials	\$50.00
Food	\$200.00
Total Expenses	\$500.00
<u>Supplies</u>	
OHI Teaching Materials	\$100.00
Gifts (X toothbrushes)	\$100.00
Gifts (X toothpastes)	\$100.00
Total Equipment	\$300.00
<u>Miscellaneous</u>	
Thank You Card for Faculty	\$5.00
Other Expenses	\$20.00
Total Miscellaneous	\$25.00
Total Event Cost	\$825.00
<i>Less any sponsorships, funding, grants, etc.</i>	<i>(\$500.00)</i>
Local Chapter Funding Responsibility	\$325.00

Appendix III: Event Evaluation Questions

Use these questions to build either a paper or electronic evaluation form (like Google form or Survey Monkey) to keep record of your events. Future chapter leaders can use these records to plan and improve events.

1. Name of event
2. Date of event
3. Event location
4. State the objective of the event
5. Number of people in attendance
6. Description of the event
7. What was the total budget for this event?
8. Did you work with sponsors to help fund this event?
 - a. If so, who was the sponsor?
 - b. How much money was raised from sponsors?
9. Event schedule
10. What are suggestions this event could have been improved?

Appendix IV: Chapter Community Outreach and Volunteer Event Ideas

On campus:

- Host a public health fair – distribute oral hygiene packets & provide dental screenings
- Organize a mobile dental unit to come to campus
- Collect and donate scrubs to homeless centers
- Host a blood drive on campus
- Organize a toy drive on campus to donate to children in need
- Organize a Give Kids a Smile Day on campus

In the community:

- Attend Career Days at local middle schools to educate about the dental profession and provide resources
- Distribute oral health goodie bags around the holidays
- Help sort donations at a local shelter
- Restore gardens, playgrounds, and grounds in the community
- Serve hot meals at a community soup kitchen
- Visit residents of retirement facilities
- Volunteer with Habitat for Humanity to build a home for a family in need
- Help clean and care for rescued animals
- Participate in local Oral Cancer Walk to raise funds and awareness of oral cancer screenings and education
- Sign up for an Adopt-a-Highway cleanup
- Host a book drive for families that cannot afford books
- Visit elementary schools to teach proper oral health hygiene

Abroad:

- Coordinate service trips to provide dental care to communities in need

Appendix V: Featured Chapter Event: Midwestern Illinois

ASDA chapter: Midwestern IL

Name of event: Project CURE

Event description: Packaging medical supplies and equipment for shipments to hospitals and clinics in need, worldwide.

Target audience: Underserved clinics and hospitals worldwide.

Time it took to plan event: 1 week

Steps taken to organize your event:

- Reached out to the organization by phone and email.
- Selected a date that worked for both parties. We always have community outreach events on Saturday mornings, so we told the organization any Saturday morning that worked for them.
- Sent out participation signup link to members by posting the link on our Facebook, our school org website, and sent out emails to students. In our monthly committee meetings we also made an announcement.
- We came the day of, they explained how to pack the supplies and we loaded boxes for them!

Budget: \$0

Contact person for more information: Jackie Hassenplug (jhassenplug97@midwestern.edu)



Appendix V: Featured Chapter Event: Roseman



ASDA chapter: Roseman University of Health Sciences, College of Dental Medicine

Name of event: Give Kids A Smile

Event description Roseman (Utah campus). 2/1/2019. Give Kids A Smile is an event where we provide a caries risk assessment, screenings, and a cleaning to children ages 0-18 years old. Children also learn proper oral hygiene techniques through different stations of brushing, flossing, and nutrition. Vouchers for free comprehensive exams, radiographs, and \$50 worth of treatment were given to each child at the end of their screening. Prizes were available to families who filled out a survey before they left our event.

Goal: Improve the access to dental care to low-income children in greater Salt Lake area, and create a dental home.

Target audience: All children (0-18 years old) and their parents (educating) in the greater Salt Lake area, specifically targeting children of non-white low income origin without dental insurance and/or dental home.

Time it took to plan event: About 9 months

Steps taken to organize your event:

- Under our school, GKAS is not only a part of ASDA, but also considered a D3 community service project. Two D3's are selected to spearhead the GKAS committee, which is comprised of mainly D3 students. Then, there were sub-committees comprised of D2's and D1's.
- Grants were sent out to certain companies for oral health supplies. We received toothpastes, toothbrushes, floss, and PPE materials (bibs, coats, gloves etc.).
- Used social media, flyers (not only within the school, but local community as well), news broadcast, radio, and word of mouth to advertise.
- Due to the success of GKAS every year, Roseman has made it mandatory for every dental student and majority of faculty to be involved and volunteer for the event.

Other participating groups: The entire dental school is involved.

Budget: Every year, the university establishes "x" amount of money for the event. However, the amount differs each time.

Contact person for more information: Dr. Aaron Ferguson (aferguson@roseman.edu)

Appendix V: Featured Chapter Event: Columbia

ASDA chapter: Columbia University College of Dental Medicine

Name of Event: Dental Student for a Day

Event description: Columbia University College of Dental Medicine. March 30, 2019. The objective of this event was to introduce 15 disadvantaged, minority students from Pelham Preparatory Academy to a career in dentistry. We had a panel of dental students who shared their journey in choosing a career in dentistry, the steps to get into dental school, what a career in dentistry looks like, and why dentistry is such a great career option. The panel discussion was followed by a hands-on activity where the high school students drilled class I preparations and took alginate impressions on typodonts. Our event was a huge success! Not only was everyone pleasantly surprised at how interactive our event was, but it really sparked a curiosity for a career in healthcare in these adolescents.



Target audience: Disadvantaged, minority high school students

Time it took to plan event: At least 12 hours

Steps taken to organize the event:

- Much of the determination of the date was dependent on the schedule at Pelham Preparatory Academy. Final confirmation with the laboratory managers for the use of the space set the date.
- The ASDA Community Service Committee helped in the organization of this event.
- Requested permission of campus safety department as well as an inspection of the lab area by the Environmental Health and Safety Department at Columbia University.
- The only advertisement necessary was the request for volunteers among dental students to serve on the panel as well as oversee the hands-on activity.
- We had a total of 8 second and third year dental students, as well as a clinical professor oversee our event.



Budget: \$60 for breakfast food during the panel session

Contact person for more information: Lisa Nelson (lisa@brilliantpathways.org)

Appendix V: Featured Chapter Event: Colorado

ASDA chapter: Colorado

Name of event: Beat Tooth Decay 5k

Event description: 4/21/18. Sloan's Lake, Denver CO. 5k run and fundraiser for Dental Lifeline Network.

Target audience: All students, faculty and staff at CU Dental School and their families.

Time it took to plan event: 6 months

Steps taken to organize your event:

- Formed a committee of underclassmen and motivated students
- Worked with different classes to determine the best date based on school schedules
- Obtained parking permit and insurance
- Worked with the Multimedia department to create and publish flyers, videos and emails in the months leading up to the event
- Sent out a spreadsheet for volunteer signups
- Gave away electric toothbrushes as prizes



Budget:

- Fundraised \$5,550 plus registration dues came to \$9,900 total budget.
 - Timing system: \$800
 - Restrooms: \$590
 - Permit: \$520
 - Insurance: \$269
 - Tables: \$153
 - T-shirts: \$1,406
 - Awards: \$150
 - Food: \$92
 - Materials: \$203

Contact person for more information: Sam Lynass (Samuel.lynass@ucdenver.edu), Rebecca Ryan (Rebecca.ryan@ucdenver.edu)

Appendix V: Featured Chapter Event: Midwestern-Arizona

ASDA chapter: Midwestern University – AZ

Name of event: Team Smile

Event description: Salvation Army Kroc Center. April 13th, 2019. The event is held annually in April.

Objective: Team Smile partners oral health professionals with professional athletic organizations to provide free dental and preventative care to underserved children. For our dental students in Arizona, Team Smile partners with the Arizona Cardinals football team to provide dental treatment to children in need.

Details of event:

- Dental students were split up based off of their clinical experience:
 - D1s and D2s took X-rays of patients
 - D1s scribed and assisted the D2s and D3s
 - D2s and D3s provided cleanings
 - D2s and D3s provided oral screenings
 - Miscellaneous remaining dental students assisted dentists on procedures



Target audience: Underserved children (2-15 years of age)

Time it took to plan event: Team Smile is an established, non-profit organization in our community that has full time employees to plan the event. Our Community Service Team worked with the staff via phone and email to help coordinate and assess student and doctor volunteer needs from the dental school. The next step was to recruit the volunteers from Midwestern via email and Facebook. This was a very successful means of advertisement and recruitment. After working through all of the logistics, it was approximately 4 hours of planning time total.

Steps taken to organize event:

- This event was managed by the Community Service Committee. The lead was taken by the Community Service Chair.
- We advertised and recruited volunteers via word of mouth, Facebook posts, and email sign-ups.

Participants: There was 1 Midwestern faculty, 25 Midwestern dental student volunteers, the Arizona Dental Association, numerous dentists, hygienists, and assistants from local dental offices, along with AT Stills University Dental School Students, and Rio Salado and Maricopa County Hygiene Students

Contact person for more information: Hunter Hinton (hhinton67@midwestern.edu)