



**AMT**  
American Medical Technologists  
Certifying Excellence in Allied Health

# Dental Assistants Recognition Week Promotional Kit



# Dental Assistants Recognition Week

## MARCH 1-7, 2020

Registered Dental Assistants (RDA) and the American Medical Technologists (AMT) will be celebrating Dental Assistants Recognition Week March 1-7, 2020. Please join AMT in promoting this important event that recognizes Dental Assistants' vital role, contributions and efforts in dental health care and help us begin raising awareness of the profession today.

If you are planning to recognize this event, you'll need to start early! This promotion kit will serve as your step-by-step guide that will help make your celebration a success. It includes:

- Suggested tasks
- Event ideas
- Template documents, such as press releases and proclamations, all of which are ready for your use

Please join AMT and Dental Assistants across the country in celebrating Dental Assistants Recognition Week. If you have any questions or special requests, please contact AMT at: [ccasey@americanmedtech.org](mailto:ccasey@americanmedtech.org).



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Rosemont, IL 60018  
Phone: 847/823-5169  
Website: [www.americanmedtech.org](http://www.americanmedtech.org)

## CHECKLIST

- Choose a coordinator/chair for the Dental Assistants Recognition Week. Provide direction as well as inform the chair of resources available from the AMT website.

<http://www.americanmedtech.org/BeInvolved/ProfessionalRecognitionWeeks.aspx#2142110-dental-assistants-recognition-week>

- Coordinator/chair selects a committee of two-three people.

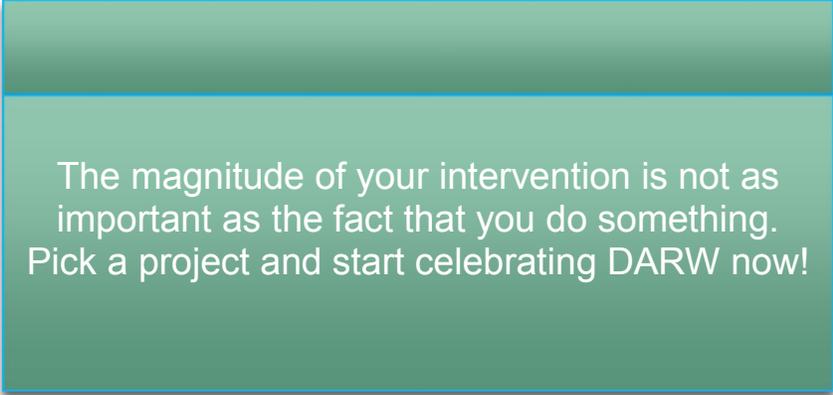
### Committee to do list:

- Decide how many and what kind of events/activities to plan. Promotion ideas/suggestions are included in this packet.
- Develop a budget.
- Make a list of all those who might be interested in hearing about your celebration, including individuals or groups within your own work setting, local media, governor/mayor, local schools that offer dental assistant programs, and other dental providers, such as dental offices.
- Call the local hospitals, clinics, dental offices and schools in your area to see if they are planning any activities. Coordinating with others may not only provide you with ideas, but may also make for a more effective celebration in the community.
- Send out letters to the governor/mayor requesting a proclamation (template included with this guide) for the week.
- Send out a press release to the media (template included with this guide) announcing your activities. Make sure to include a contact name and number.
- Send information to the "Calendar of Events" sections of your local newspapers and other community venues (e.g., the library).
- Develop and send out notices/brochures to all others on your list. The material should include a list of activities planned and a contact person's name and number.
- Take pictures at events to mark the week and help with promotion the following year.
- Let AMT know how you celebrated the event (mail@americanmedtech.org). Include pictures and we'll post them on the web.
- Send thank you letters or notes to people who helped with the events/activities.

## PROMOTIONAL IDEAS FOR DENTAL ASSISTANTS RECOGNITION WEEK

- Post information on Dental Assistants Recognition Week on your facility's/school's website or provide information for your internal newsletter.
- Place banners, posters, etc. within your workplace/school in high-traffic areas to help celebrate the week.
- Develop a short quiz, crossword puzzle or other game about dental assistant and award prizes to the winners.
- Sponsor career information booths at local high schools or for the general public (for example at your local library). Offer to visit high schools and promote dental assisting as a career.
- Sponsor local high school students to shadow a dental assistant for a day at work.
- Celebrate with your colleagues/other students, your organization/school or others in the community by sponsoring a food-related function (picnic, potluck dinner, hot dog stand, ice cream social) or an activity (such as a softball or volleyball game).
- Send out flyers/brochures to the local community and to other dental providers.
- Send out press releases to the media, proclamation requests to the mayor/governor and listings to the local newspapers.
- Take photos of dental assistants you work with, students or other dental assistants in your local community to help promote the week or the profession in general.

If you have other innovative ideas to share, please contact AMT at [mail@americanmedtech.org](mailto:mail@americanmedtech.org). Good luck and let's have some fun!



The magnitude of your intervention is not as important as the fact that you do something. Pick a project and start celebrating DARW now!

## WORKING WITH THE MEDIA

### Newspapers

1. Send a press release to all local papers no later than the last week of September. If using the press release provided, be sure to include your name and phone number in the space provided for the contact.
2. Be sure to send a press release to hospitals, clinics, schools and dental offices' newsletters well before the publication deadline.
3. If an editor should follow-up be prepared to provide further information about dental assistants and their vital role in healthcare.
4. Include a picture with the press release whenever possible. Keep in mind the picture most likely will not be returned.

### Television & Radio

Using television and radio media can be a very effective public relations tool for promoting this event.

Personal contact with individual television/radio stations is paramount. Since the project is a promotional week of recognition for a profession, the material which you provide stations is considered "public service."

All television/radio stations are required to set aside a percentage of their broadcast time for public service programming. This includes recognition of community interest projects, discussions of issues of interest to the public, and recognition of organizations serving the public. Because of this requirement, most television/radio stations are receptive to bona-fide groups sponsoring worthy community projects.

### Hints on Obtaining Public Service Time

1. Contact the station's program director or public service director and make an appointment to meet with him/her.
2. Explain that DARW is being recognized, and informing the public about the role of Dental Assistants in dental care will be of interest to the station's viewers/listeners.
3. Ask if the station will schedule use of the Dental Assistants Recognition Week theme, which recognizes the week.
4. Give the station three to four week's lead-time if possible



## PROCLAMATIONS

Mayoral or gubernatorial proclamations are interesting promotional items that require little time to obtain in view of the benefits that are realized. Elected public officials generally welcome the opportunity to participate in such events. If you're in a school, ask the school president or other officer to proclaim the Dental Assistants Recognition Week by doing a school proclamation.

Procedures for arranging a proclamation signing ceremony vary among states and cities. A general outline is given in the following paragraphs. If these procedures do not apply in your state or local situation, government staff can be helpful in pointing you in the right direction.

Publicity is very vital as you begin your DARW activities. It will serve as a great opportunity to tell the media why DARW is so important and what activities will be happening in your area.

### To Arrange a Proclamation Signing

1. Obtain the telephone number of the mayor or governor's office. Call as far in advance as possible because elected officials have busy schedules. Be flexible in setting the proclamation signing.
2. Introduce yourself and include your name, title, and employer. Please tell the person: "Dental Assistants Recognition Week will be observed nationally the week of March 3-9, 2019. We would like to ask the (mayor/governor), to sign a proclamation designating that week as the DARW in this (city/state). I would like to send a letter explaining the week and provide suggested wording for a proclamation. I called to ask you the proper procedure." The respondent will then tell you to whom the letter should be sent. Make sure you get the full address and correct spelling of the person's name. Send a letter to the name given. A sample letter is shown below.
3. Mark a date on your calendar (about two weeks in the future) to follow-up by phone if you have had no response. When the person responds, offer to meet with the person in advance of the signing.
4. Once a date has been set, determine whether newspapers, TV or radio stations will be contacted by their office. If not, invite the media to attend. Prepare press releases and background information on DARW to be distributed to the media, either in advance of the ceremony or at the actual signing.
5. If the governor or mayor's official photographer will not be present, request that one of your members take pictures. Send the photos to the AMT national office.
6. Be prepared to provide the mayor or governor's press secretary with the necessary information about Dental Assistants Recognition Week.
7. After the ceremony, send a thank-you note to the (mayor/governor), as well as the person who helped arrange the signing. This helps to establish a good relationship for the future.

## EXAMPLE OF PROCLAMATION LETTER

Dear \_\_\_\_\_:

DARW will be observed nationally on March 1-7, 2020. This week recognizes the contributions of the dental assisting personnel whose efforts help give our nation the best possible dental care.

I am the Dental Assistants Recognition Week Coordinator for (state/city/district). I am writing today to request the week of March 1-7, 2020 to be officially recognized in (state/city). I am requesting that (mayor/governor) participate in a ceremony at (his/her) office to sign a proclamation declaring a celebration of the week.

The wording for a suggested proclamation is enclosed. I have also included a schedule close to the actual week during which it would be appropriate to hold the ceremony.

Please let me know if this schedule includes a convenient time for the (mayor/governor). I look forward to hearing from you regarding the approval of the proclamation and a reserved day and time for the signing. In the meantime, please feel free to contact me, as I will be happy to answer any questions you may have. I appreciate your interest. Thank you.

Sincerely,

(Your name)

(Address)

(Telephone number)

## SAMPLE PROCLAMATION

WHEREAS, the health of all Americans depends upon educated minds and trained hands; and

WHEREAS, the practice of modern dentistry at the exacting standards we now enjoy would be impossible without the clinical and administrative duties performed daily in the dentist office.

WHEREAS, these multi-skilled professionals help create a professional and comforting atmosphere for patients by offering them guidance and support, and

WHEREAS, through this dedication the Dental Assistants of the United States have made a vital contribution to the quality of dental care.

NOW THEREFORE, I, (name)\_\_\_\_\_, Mayor/Governor of the (City, State) of (name), do hereby proclaim the week of March 1-7, 2020 as:

### DENTAL ASSISTANTS RECOGNITION WEEK

and urge all citizens to recognize and support the vital service provided by dental assistants for the benefit of all citizens.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the (city/state) of (name), to be affixed this (day) of (month), 2020.

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(Name of Mayor/Governor)

News Release

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Contact Information:

For Immediate Release

Name, phone and email

**Dental Assistants Recognition Week is** celebrated March 1-7, 2020

DATE, YOUR CITY, YOUR STATE – The (insert your group’s name/affiliation) along with the Registered Dental Assistants (RDAs) of American Medical Technologists (AMT) will be observing Dental Assistants Recognition Week (DARW), March 1-7, 2020. RDAs and others in the dental care community have honored the vital role and the professional excellence that Dental Assistants provide in the delivery of dental care to patients. The following community events, celebrations and recognition events are scheduled:

- (List events, date, time, place and contact name for each event.)

(If no events are planned, but you want to send a press release, the following paragraph can be inserted here: “In addition to DARW activities headed by AMT and state societies, numerous hospitals, clinics, dental offices and schools around the country will hold celebrations to benefit the general public.”)

A Dental Assistant is an integral member of the dental health team, competent via education, experience, and understanding of patient welfare. The Dental Assistant is qualified to provide support in administrative duties: chair side, laboratory, and radiological procedures, as defined by existing state laws. As an agent of the Dentist, the Dental Assistant strives to cultivate good will and confidence within the dental practice.

Dental Assistants perform a variety of patient care, office and laboratory duties. They are different than Dental Hygienists, who must be licensed to perform different clinical tasks.

About AMT: American Medical Technologists is a nationally recognized nonprofit certification agency and professional membership association representing over 80,000 individuals in allied health professions. Since 1939, AMT has been helping its members meet the challenges of their professions, and fostering their professional and personal growth. Besides Dental Assistants, AMT certifies the following: Medical Technologists, Medical Laboratory Technicians, Medical Assistants, Medical Administrative Specialists, Phlebotomy Technicians, Medical Laboratory Assistants, Allied Health Instructors and Laboratory Consultants.

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