

MISSION OF MERCY

Models That Made It

VIRGINIA HEALTH CARE FOUNDATION

This guidebook is the result of a collaborative effort. It would not have been possible without significant assistance from:

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The five of them were generous of their time and expertise; providing significant perspective and advice for planning and executing a MOM project. They were also exceedingly generous with their forms, their budgets and their collateral material so that other communities can benefit from their experience and expertise.

Thank You!

We are continuously trying to enhance this guidebook. If you have used it to plan and conduct a MOM, please give us your feedback. Send an email to info@vhcf.org and let us know if the information was clear and understandable, and if there is anything that could improve it.



Mission of Mercy (MOM)

More than 100 million people in the United States are without dental insurance. Many suffer from what the Former U.S. Surgeon General David Satcher, MD, PhD, called a “silent epidemic” of dental and oral diseases caused by “profound” disparities in oral health care. In the first ever oral health report by a surgeon general he stated, “the burden of (*dental*) disease restricts activities in school, work and home, and often significantly diminishes quality of life.”¹

The need in Virginia mirrors that of the nation. The Virginia Employment Commission 2000 Population Project estimated that one in five Virginians live in an underserved area. Typically these are rural communities with a significant impoverished population. Individuals in these areas (*primarily the working poor, the elderly, the disabled, or the uninsured*) often do not receive any dental care and face extreme pain, discomfort, and embarrassment. Over three million Virginians are without dental insurance and only 71 of Virginia’s 135 localities have a dental safety net clinic.

In response to the lack of access to care and the resulting poor oral health of hundreds of thousands of Virginians, the Virginia Dental Association Foundation (*VDAF*) launched the Mission of Mercy (*MOM*) program in 2000. This was a weekend dental fair in Southwest Virginia to help meet the overwhelming dental needs of uninsured area adults. This one time project was so successful that, as word spread, the VDAF received requests from other communities, which wanted to have a MOM project too. As of 2010, there were 49 MOM projects held in Virginia, and 20 other states had started hosting them, as well.

MOM projects are not intended to be a solution. They exist to treat dental problems that can be addressed in a day (*eg. extractions, cleanings, filling cavities*). At the same time, they bring visibility to the tremendous lack of availability of oral health care in Virginia.

MOM projects vary in size. The one in Southwest Virginia is a huge event that lasts an entire weekend (*2 ½ days*). Others last one or two days, depending on local need, capacity and resources. In all instances, volunteer oral health professionals and interested lay volunteers set up shop and provide dental care to local uninsured adults. The Southwest MOM project is run entirely by the VDAF. All of the others are led by a local organizing group in each community, with the VDAF providing guidance and the necessary mobile dental equipment and supplies, helping recruit dentists to volunteer, and working with the Virginia Commonwealth University School of Dentistry to provide dental students.

“MOM projects are not intended to be the solution for providing dental care to the uninsured. Our long term goal is to leverage the MOM projects to create sustainable solutions so that in the richest country in the world, Virginians do not stand in line to receive dental care.”

– Terry Dickinson, DDS
Executive Director
Virginia Dental Association

¹ U.S. Department of Health and Human Services. *Oral Health in America: A Report of the Surgeon General*. Rockville, MD: U.S. Department of Health and Human Services, National Institute of Dental and Craniofacial Research, National Institutes of Health, 2000



This implementation guidebook is designed to serve as a reference guide for assembling and conducting a one day MOM project in your community. It includes:

- An overview of the program;
- What needs to happen in your community before you partner with the VDAF;
- Descriptions of the manpower, equipment and supplies necessary to successfully conduct a MOM project;
- A basic public relations plan and sample media kit; and
- An index of needed forms.

Although the guidebook is geared toward a one-day MOM project designed to treat 500 patients, you can use it as a baseline if you want to expand or reduce the number of people served. Mostly, this is intended as a starting point. While all MOM projects share a common goal, they all must be managed and implemented within the context of the needs and resources of the particular community.

This guidebook is organized in four sections for ease of use.

Getting Started

This section highlights the key steps that must be in place before engaging the VDAF.

MOM Project Overview

This section is organized by the ‘zones’ present in all MOM projects; it provides a “big picture” view of the MOM, and highlights some of the details that can easily be overlooked when planning such a large event. It also includes details on volunteer recognition events, set-up and tear down.

Committees

This section is organized by committees; it explains the various volunteer leadership roles and tasks necessary to put on a MOM.

Index

This section contains templates and forms used at other MOM projects so you and your committees do not have to reinvent the wheel. The forms are organized by committee and can be downloaded from the Virginia Health Care Foundation website – www.vhcf.org.

Getting Started

MOM in a Nutshell

A typical one-day MOM project sees 500 patients, utilizes 250 volunteers (*typically half of the volunteers provide health and dental services, the other half are general volunteers*) and costs \$50,000. Planning for a MOM takes a strong leadership committee which works for seven-12 months prior to the event to get everything ready.

MOM projects were created to provide dental care for a large number of patients in great need. Patients arrive on-site, register for services, and are asked to fill out and sign a health and release form. Since patients are treated on a first-come, first-served basis, they wait in line until their turn with a dentist. After registration, patients are funneled through an initial screening where volunteer medical professionals take blood pressures and perform glucose screenings to ensure that the patients are healthy enough for dental treatment.

Once the health screening is complete and the patient is deemed ready for treatment, a volunteer dentist determines what procedures are needed and are wanted. Due to the sheer volume of patients and time constraints, the dentists are not able to address every dental problem.

Once the dentist and patient determine which procedures will be provided that day, the patient is channeled to either the cleaning, extraction, or restorative area(s) for their dental work. If one of the several mobile dental vans in operation from across the state is available on the day of the MOM, a limited number of complex extractions and/or procedures may be handled there.

In some cases a pharmacy is onsite to provide over-the-counter pain medication. Leadership volunteers typically create a partnership with a local pharmacy to provide discounted rates on antibiotics and prescription pain medications. There are no narcotics onsite at MOM projects.

Volunteer dental professionals are required to complete tracking forms for each patient served, indicating the number and type of procedures performed. If a patient needs operative care (*extractions, etc.*), he or she receives a post-op form that includes a local social service agency's telephone number and contact name. Should the individual experience complications in the days immediately following the clinic, the agency contact can refer him or her to a local dentist, who has agreed to see MOM patients for emergency follow-up care.

First Steps

You know the dental needs in your area are overwhelming and you would like to provide care through a MOM project, now what?





In order to successfully implement a MOM you must have:

- An engaged and responsible planning committee;
- Support of at least one local dentist;
- A fundraising mechanism; and
- An appropriate location.

Planning Committee

This group is responsible for managing the implementation of the entire MOM project – an undertaking that can take from 7-12 months and thousands of volunteer hours. At a minimum, the Planning Committee must include a local dentist who will serve as the Dental Director, and the chairs of the event workgroups (*finance, logistics, patient registration, health screenings, dental services, food and beverage, public relations and volunteers*).

The event itself will need 250 volunteers, about 50% of which should be medical and dental volunteers. The remainder will be general volunteers.

Support of Local Dentists

Support of at least one (*ideally many*) local dentist is crucial to a successful MOM Project. A local dentist must serve as the Dental Director and he/she is essential in recruiting dental volunteers.

The Virginia Dental Association has regional groups of dentists (*components*) located throughout the Commonwealth. Be sure to meet with your local component to identify leaders interested in helping to plan and implement the MOM project and to recruit day-of volunteers. Be certain to provide the component dentists with updates on project planning. Not only is the component full of potential volunteers, the member-dentists may also be interested in providing financial contributions to the MOM project.

Fundraising Mechanism

MOM projects cost money. While volunteers provide the care, your group needs to anticipate costs for: event space, equipment rental, supplies, marketing materials, and printing as well as food, transportation and lodging costs for the volunteers. A typical one day MOM serving 500 patients will cost approximately \$50,000. An overview of a typical one day MOM project budget is included in the finance section of this implementation guidebook; a more detailed version is in the index.

Before approaching the VDAF for assistance with a MOM, your group must be able to demonstrate its ability to raise the necessary funds. Your group should have:

- \$20,000 pledged to the MOM.
- Community commitment:
 - Area service agencies or foundations have pledged financial and volunteer support for set up, patient registration, break-down, clean up, feeding volunteers, etc.
 - Area businesses have demonstrated a willingness to provide in-kind donations of supplies.
- Plans to attend an upcoming MOM project in Virginia.

Appropriate Event Space

A MOM must take place in a space large enough to accommodate patients, (*typically a minimum of 6,500 square feet*) – this includes:

- A waiting area (*out of the weather if during cold/hot weather seasons*)
- Large area for main clinic operations with space for:
 - Portable dental chairs
 - X-ray units/digital Panorex machine
 - Sterilization
 - Data collection
 - Registration
 - Volunteer check in and break area
 - Health screenings

It must also have a water source and electricity. In addition, the space must be able to provide sufficient parking and handle traffic flow issues. Possible venues to consider include:

- High school or college gymnasiums
- Civic or conference centers
- Catering halls
- Indoor sport facilities
- Airport hangers

NOTE: Once the Virginia Dental Association Foundation is engaged with your project, representatives from the VDAF will come out to do a site survey to determine if the space is appropriate for the event. They will help determine how many operatories can be set up within the space, and the best space arrangement.

Virginia Dental Association Foundation Role

Once your group has these key pieces in place, it is time to reach out the Virginia Dental Association Foundation. The VDAF will help by facilitating dental student participation with the Virginia Commonwealth University School of Dentistry and private practice dentists, assistants and hygienists from across the state. The VDAF will also provide overall guidance and the necessary portable equipment, dental supplies (*at cost*) and assistance with event layout.



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MOM Project Overview

Parking > Line > Patient Registration > Health Screening Wait > Health Screening > Dental Services Wait > Dental Services > Post-op > Pharmacy/Exit > Parking

Quick Tip

“We were told that parking and line issues would be a challenge, but I underestimated just how much of a challenge... If I have one piece of advice for someone doing this, it is to have volunteers park far away and shuttle them to the site, arrange for *lots* of chairs and water for those waiting in line, and double the amount of parking and security help you think you need.”

– MOM Project Director

Managing the Line

Some area MOM projects utilize numbered wrist bands. When a patient arrives to begin standing in line they are given a numbered band to wear on their wrist. While it is still necessary for them to stand in line, if they do leave the line for a brief amount of time, their place is reserved. The number is also written on all the patient's forms at registration. If the patient has a child with them, the child is given a wristband with the parent's chart number as well. This can ease patient tracking.

Parking

Parking is a huge issue that requires careful planning and follow-through. It is important for your group to think through how patients and volunteers will arrive on site. Questions to consider:

1. What time will you open the parking lot(s) and allow people to begin to stand in line?
2. What overflow parking is available? Will you need a shuttle service for overflow?
3. How will the patients and volunteers arrive on site?

You will need:

- Space for parking:
 - Blacktop
 - Grass (*make certain you have approval*)
 - Overflow (*shuttle service*)
- Volunteers:
 - Direct traffic
 - Direct people
 - Handle (*light*) security issues
- Orange cones, reflective vests:
 - Check with county emergency response team, usually located with your local department of social services or health department
- Many Signs:
 - Directing people and cars to line and patient registration
 - Large enough to read
 - Laminated in the event of inclement weather
- Police:
 - Security
 - Direct traffic into and out of event

Line

Careful planning is also important for the line. Questions to consider:

1. Once patients have parked how will the line function?
2. Where will the line begin and end?
3. Is the population you are serving able to stand for long periods of time? (*If not, additional chairs should be rented/procured*)
4. What is the protocol for ‘place holding’ if someone leaves the line to get food, use the restroom, etc.?

You will need:

- Policies and procedures regarding line-holds
- Chairs
- Accessible drinking water
- Volunteers:
 - Directing people
 - Handle questions
 - Light security issues
- Police:
 - Security
- Access to portable toilets

Patient Registration

The patient registration area is a patient's first point of contact in receiving dental care at a MOM project. It is a vital station for welcoming patients and making them feel comfortable, obtaining patient consent to treat, and gathering patient demographic information. Patient registration volunteers walk patients through several forms. Then patients take the completed paperwork with them to the health screening area and give it to the appointed health screening volunteer.

What you need:

- Tables
- Chairs
- Volunteers:
 - To register patients
 - To help with patient flow from line to registration and from registration to health screening
 - Floaters to answer questions and provide light security
- Forms:
 - Patient Record (*demographic information*)
 - Patient Waiver
 - Patient Deemed Consent for Testing
- Signs
- Office supplies (*pens, tape, scissors, extra paper, etc.*)
- Trash bins

Pre-registration

Patient registration takes time; if patient registration begins at 6:00 a.m., the first patient may not be through the registration process and health screening for 45 minutes. This leaves dental volunteers who could be seeing patients idle. Some MOM projects choose to pre-register about 75-100 patients to ensure that the dental volunteers can start right away, and that as many patients can be treated as possible in a given day. (*Expect 30% no shows from this group.*)

Area for Children

Many patients will have children with them at MOM projects. Virginia state law requires that when an event separates a parent from a child by putting the children in another area, that "child holding area" is considered to be a "day care center" and is subject to the rules and policies governing day care centers. As such, it is recommended that your MOM project avoid creation of a child care area. You should communicate that the event is adult only. If a patient brings a child along, the child must remain with the parent throughout the day.



Be Careful with Sick Patients

Because recent research has demonstrated the relationship between certain systemic diseases (*diabetes, hypertension, cardiovascular*) and oral health status, it is important to have a medical team to identify patients who cannot receive dental care because of medical conditions they have, which are often undiagnosed.

In the event a patient has a high blood glucose level, or high blood pressure, health screening volunteers will alert the Medical Director who will determine if the patient should rest and be re-tested, or if they are not able to be treated.

Typically, pre-registration occurs at a local dental safety net clinic, health department clinic, or other designated sites one or two days prior to the MOM event. Area safety net clinics and social service agencies are given a small number of slots to use for patients, and are responsible for making certain the patients arrive at the pre-registration site. During pre-registration, patients fill out paperwork and have an initial exam to establish a treatment plan; they are given a wristband that is a different color than wristbands used for day of registration and told to arrive at the event early. There, they are funneled immediately to health screenings. If they arrive without their wristband or paperwork, they must stand in the main line.

Pre-registered patients arrive prior to the event start and are funneled through a different line. If your MOM project chooses to have pre-registration, be certain to account for the separate line, and pre-registration signs. Pre-registered patients should enter the building away from those waiting in line for the first time. This will help prevent problems with patients in the line wondering why they aren't going first.

Health Screening

Once the patient registration process is complete, patients move (*with their forms*) to the health screening area. In this zone, patients receive a blood pressure screening and a glucose level test. Patients who are medically 'cleared' move on to the dental triage area. Patients whose glucose and/or blood pressure are high, but borderline are able to stay in a waiting area for a re-test. Patients whose glucose levels are too high to be considered safe for treatment (*a protocol that must be determined by your dental and medical director*) are asked to leave and given the names of the referral dentists who have agreed to provide follow-up care to MOM patients.

You will need:

- Patient waiting area
- Volunteers:
 - Physicians
 - Nurses
 - General
- Medical 'stations' to take blood pressure and glucose (*table and chairs*)
- Medical supplies
- Biohazard disposal bins
- Glucose and blood pressure forms for the patient's record
- Policies and procedures printed out for medical volunteers and patients:
 - Blood borne pathogens
 - BP and glucose levels
 - Health Screening Station instructions (*Index*)
- Trash cans
- Office supplies
- Signs

Dental Services

The bulk of the space in the venue you secure will be taken up with portable dental operatories. Once patients have cleared the health screening area, they move with their forms to the dental triage area. At this point a volunteer dentist will screen/triage them and determine which dental procedures should occur. The patients will be directed to the appropriate waiting area, i.e. cleaning, filling, extraction, and called when space is available.

The treating dentist or hygienist is responsible for collecting all forms from the patient, tracking services performed, and placing all forms into a central repository for data entry.

You will need:

- An extensive space plan. The VDAF will conduct a walk-through of the site space to assist with space planning. The plan should include space for operatories and waiting and triage areas in the dental area, as well as appropriate space for registration, health screenings and waiting areas, x-rays and waiting area and sterilization.
- Portable dental operatories (*50-55 portable chairs/lights/suction units available if space permits*) from VDAF.
- Mobile operatories (*local dental van may be available from area health departments/ community health clinic – this can be coordinated with the VDAF*).
- Dental supplies (*can be purchased through VDAF at cost on a per capita basis*).
- Volunteers:
 - General (*to handle triage and record patient data*)
 - Dentists
 - Oral Surgeons
 - Endodontist(s)
 - Dental Assistants
 - Hygienists
 - X-ray technicians
- General supplies (*work with VDAF to augment the supplies you purchase from them*)
- Laptop computers (*for patient treatment data entry*)
- Office supplies
- Trash bins
- Recovery area

Pharmacy/Exit

The pharmacy and patient exit are typically located at the same place. When a patient finishes receiving dental services, s/he moves to the pharmacy/exit station of the event, where the dentist or dental assistant has taken the patient's chart. A volunteer checks each chart for completeness and keeps it for the MOM file. (*Volunteers escort patients to the correct areas to fill in any gaps.*)

If the patient received a prescription from the dentist for an antibiotic or pain medication, a volunteer reviews it and provides the patient with a voucher and directions to pick-up the prescription. Acetaminophen and Ibuprofen are typically available on-site.



Some MOM projects have antibiotics on-site, typically purchased at cost through an area free clinic or health department. If this is the case, a pharmacist or pharmacy student dispenses this medication. There are NO narcotics or pain medications on site at a MOM project.

Evaluation Forms

Patients are also asked to complete a patient evaluation form.

You will need:

- Tables
- Chairs
- Computers
- Volunteers:
 - Medical
 - General
- Vouchers
- Directions to partner pharmacies
- Trash cans
- Office supplies
- Medications
- Evaluation forms



Other Activities Requiring Planning

Set Up/Tear Down/Clean Up

VCU dental students, coordinated by the VDAF and the MOM Leadership Committee, play the single most important role in unloading and setting up the dental equipment and tearing down/packing up supplies and equipment at the end of the clinic. Specific “head” dental students are in charge of this process and are identified by a VCU faculty member.

You will need:

- Multiple copies of the event space plan
- 10-15 able-bodied local volunteers to assist with unloading and unpacking truck
- 10-15 able-bodied local volunteers to assist with packing and loading the truck
- Trash bins

Volunteer Registration

As volunteers arrive onsite, they will check-in, receive a tee-shirt and be directed to their assignment zone. If they are not assigned, they will stay at the registration site until they are needed.

You will need:

- Tables
- Chairs
- Trash cans
- Volunteer sign-up sheets with assignments and schedule
- Name badges for volunteers
- Tee-shirts
- Signs
- Volunteer descriptions
- Event map
- Office supplies
- Volunteers:
 - Manage sign-in
 - Escort volunteers to appropriate zone
- Area for volunteers to sit while awaiting assignment

Volunteer Break Room/Area

Designate an indoor area where volunteers are able to sit down and where food and beverages are served. It is helpful if this area is close to restrooms accessible to volunteers. Keep in mind that over a meal break you may have ¼ of your volunteers in the area at a time.

Volunteer Tee-shirts

Each MOM project volunteer receives an event tee-shirt to wear while volunteering at the MOM. Typically, each type of volunteer receives a different colored tee-shirt (*eg. dental volunteers wear yellow, general and registration wear blue, etc.*) to help identify their area of expertise. This helps immensely as questions arise throughout the day (*from volunteers and patients*) and builds a sense of “team” for the volunteers. When volunteers wear their tee-shirts out and about in the community they also raise awareness for the MOM project and the need for adult dental care.

Food for Volunteers

Several MOM projects received gift cards to an area warehouse store as a donation. The cards were used to buy pre-packaged snack foods (*trail mix, chips, protein bars*) and water and soda in bulk. The pre-packaged snack foods and water bottles made it easy for the volunteers to grab something quickly.



You will need:

- A ‘concession stand’ of cold water, other beverages and snacks.
- Large coolers (*at least one 50 gallon*) for ice and beverages.
- Tables and chairs (*ideally, room for at least ¼ of your volunteers to sit at one time*).
- Volunteer meals and appropriate utensils and napkins.
- Three volunteers to distribute snacks and beverages (*six volunteers over the lunch break*).
- Trash cans.

Communication Command Center

Designate an area of the event space as the central command center. A member of the Leadership Team should always be at the command center to answer questions or deal with issues that come up during the event. Each member of the Leadership Team should have a walkie-talkie to communicate during the event. The command center will serve as lost and found (*for people and things!*) and the base of public relations for the day.

You will need:

- Table
- Chairs
- Trash cans
- Office supplies
- Member of the leadership team (*for troubleshooting and decision-making*)
- At least three volunteer ‘runners’ (*to help people get where they need to be, carry information and documents*)
- Public Relations Committee Chair (*to work with media, help facilitate interviews with dental director, VDAF leadership, answer questions*)
 - Media kits (*see sample in index and related public relations committee section*)
 - Data (*as it becomes available*) concerning:
 - Number of volunteers
 - Anticipated number of patients
 - Most common procedures performed
 - Human interest:
 - Number of water bottles/bagels etc. for the volunteers
 - Farthest known distance traveled by a volunteer (*or patient*)

In addition to highlighting the services the event is providing and the tremendous oral health needs in the community, the Public Relations Chair must be prepared to address related issues that may occur during the event. Be prepared to answer (*or have the appropriate leadership member address*) questions about crowd control, health emergencies, logistical problems or unusual circumstances that occur. Additionally, work with the Patient Registration Committee or Dental Services Committee to identify appropriate patients who are willing to share their stories with the media, and help facilitate media interviews and pictures.

Volunteer Recognition Dinner

On the evening prior to the event (*typically after the venue has been set-up*), there should be a recognition dinner to thank the volunteers from the area and around the state, who have given of their time and expertise to help staff your MOM project. Not only is this an opportunity for the volunteers to relax and engage with one another, it is also an excellent opportunity to highlight the great aspects of your community. There are a host of dental students volunteering at your event, who will be looking for a permanent position and a place to settle once they graduate. You are also hosting practicing and retired dentists from throughout Virginia, your community might be the ideal location for their retirement or practice!

In addition to the volunteers, be certain your guest list includes:

- Donors and other community supporters
- Local public officials
- State Delegates and Senator from the district
- Member of Congress and Senators representing district
- Local media

In addition to food and drink, many planning committees give awards for the volunteer who ‘traveled the farthest distance’ or ‘most MOM projects attended’. The dinner is also an opportunity to thank donors and other supporters publicly.

Because of the high number of volunteers, it is important to include the costs of the food and beverages for this dinner when budgeting for the MOM project. It also provides a nice opportunity for local restaurants and caterers to engage with the MOM via large discounts or donations. Don’t be shy about asking!

Volunteer Orientation

When a volunteer registers to work at the MOM event, s/he should receive a packet of information that includes:

- General information about your MOM project.
- A map to the event.
- A map of the event, detailing each zone.
- Volunteer parking and arrival information (*including directions to volunteer check in*).
- A general volunteer position description.
- Orientation is typically held immediately prior to the opening of the MOM project for dental and medical providers who will work all day. General volunteers receive onsite training and orientation.

Promoting Your Community

Check with your local Chamber of Commerce to see if it has a video, or other marketing materials, that highlight your community. Ask members of the local school board to attend to highlight your great schools. Invite representatives who can provide information about the excellent recreational activities in the area.



MOM Committees

The saying, “it takes a village” applies to planning and implementation of a MOM project. To make the planning manageable and focused, each member of the planning team typically chairs a committee charged with preparation and direction of a key event component.

An event of this scope and magnitude cannot happen without the commitment of reliable and engaged volunteers. As the Planning Committee looks to recruit volunteers to engage in the planning of a MOM project, it is necessary to be upfront about the time commitment involved. The Planning Committee members begin their work between seven-12 months prior to the event, and members spend several hours a week (*and more as the event draws closer*) preparing for it. Members of the various committees will also begin work with the same amount of lead time. They need to be able and willing to commit the hours necessary to complete their assigned tasks.

Planning Committee

The Planning Committee contains the event planning leadership. It includes:

- Project Director
- Dental Director (*local dentist*)
- Medical Director (*who chairs the Health Screenings Committee*)
- Finance Director
- Volunteer Director
- Logistics Director
- Food and Beverage Director
- Patient Registration Director
- Public Relations Director

The Project Director can serve as a chair of one of the event committees, or s/he can serve solely as the director of the event. The director, in addition to basic administrative support, provides the Planning Committee with direction, ensures that the committees are working together and oversees creation of the event summary.

Members of the Planning Committee meet or communicate monthly (*weekly as the event draws near*), to ensure event planning is on track. Planning Committee members are also responsible for compiling an event summary, which provides valuable data from your MOM project (*how many patients served, value of dental services provided, and number of volunteers involved*), and will serve as a great marketing piece in follow-up with donors, dignitaries and potential funders after the event.

A description of each committee and its basic tasks follows.



Finance Committee

Costs

MOM projects require a significant investment of time and money. While the care is provided by volunteers, your group must budget for the cost of supplies, equipment rental, printing, transportation and lodging for the volunteers, in addition to any food or recognition given to the volunteers.

A typical one-day MOM, including program set-up and take-down and a volunteer orientation and dinner, costs approximately \$50,000. The largest expenses are usually for the equipment rental, dental supplies and volunteer support (*lodging, transportation and food*). However incidental expenses like printing of all the intake forms, trash removal and port-a-potties can add up quickly (*and can easily be forgotten about without careful planning*).

A list of some of the larger expenses to consider follows. Please note these sample expenses are intended to be a guide and are not all-inclusive. In the index, you will find a sample operating budget provided by the Piedmont Regional MOM Project in Orange, VA. This was a one-day MOM that provided \$321,245 of dental services to 426 patients.



Item	Estimated \$	Item	Estimated \$
Hotel rooms for VCU students and key volunteers (90)	9,000	Newspaper ad/donor recognition	500
Tee-shirts for volunteers	2,000	Ice/chest/water	700
Security/parking	500	Scanning equipment/supplies	500
Office supplies	1,200	Medical supplies	1,500
Dental supplies – local	700	Insurance (<i>rider for event site</i>)	300
Dental supplies (\$17/patient from VDA) Assumes 500 patients	8,500	Port-a-potties (15)	1,100
Equipment usage	3,000	Tent (60x40)	1,500
Truck driver	150	Printing/signage/design/forms	4,000
Truck mileage (\$.50/mile)	-	Pharmacy	1,530
Key volunteer travel expenses (\$.50/mile)	-	Postage	500
Facility rental fee	2,000	Dumpster/trash	500
Food	6,000	Chair/table rental	400
Needle disposal	100	Follow up printing and postage	500

Gathering Needed Resources

Before approaching the Virginia Dental Association Foundation about assisting with a MOM in your area, your group must be able to demonstrate an ability to raise the funds for the project. This can include cash, in-kind donations and/or sponsorship agreements, from a wide variety of local organizations, businesses, agencies, and foundations.

Local Funders

Community and health foundations exist throughout the Commonwealth and may be a good resource for supporting a MOM in your area. An online listing of Virginia foundations is a good place to broaden your search from the “usual suspects” (<http://www.fundsnetservices.com/searchresult.php?sbcid=76>).

Local Government

One local government agreed to print all of the intake and demographic forms necessary for patient registration, saving thousands on printing costs.

Cash

Local service organizations are a great place to start (*Kiwanis, Lions Club, Rotary, Jaycees, Ruritan, local women's clubs*). Often these organizations can provide small cash donations as well as general volunteers. Local hospital foundations and other local foundations may also be able to provide grants to help off-set the costs. Grants and cash donations are a vital part of moving the MOM project from a “gleam in the eye” to reality.

Sponsorship

Another way to help cover the costs of a MOM is through corporate and company sponsorships; approach area organizations about sponsoring an important item at the MOM. For example, a local law firm or restaurant could offer to sponsor lunch for the volunteers at the event, or a medical staffing firm might agree to sponsor all of the MOM project signs. Provide the sponsors with some recognition at the event, the volunteer reception and in event materials.

In-kind

There are **many** opportunities throughout a MOM project to solicit donations of in-kind support.

- **Goods:** medical, or office supplies; paper, food, ice and dumpsters;
- **Services:** meeting space, photocopy and mail services, trash removal, and administrative/financial support;
- **Expertise:** marketing and web site development; public relations and media relations assistance.

When seeking in-kind support, consider the benefits for the business being asked to donate the product/service. A catering company or restaurant will want to expose local dignitaries and residents to its offerings, for example. Be certain to include recognition of the donation throughout the event. Consider that in-kind support can be combined to create what you need. For example, a grocery store or large box store might provide gift cards that can be used toward the purchase of some of the food or supplies used by a caterer that is offering services free of charge.



Opportunities for in-kind donations at a MOM include:

Donation	Potential Use	Donation	Potential Use
Gift cards from retail stores	To purchase: <ul style="list-style-type: none"> • Office supplies • Medical supplies • Paper • Food • Water 	Services	<ul style="list-style-type: none"> • Publicity • Website hosting • Media training • Security • Trash removal • Food service for reception or event
Food from restaurants, caterers, grocery stores	<ul style="list-style-type: none"> • Volunteer reception • Snacks and meals during event 	Supply donations	<ul style="list-style-type: none"> • Trash cans • Tent • Port-a-potties • Dumpsters • Chairs
Office help	<ul style="list-style-type: none"> • Printing • Meeting space • Mailing • Registration 	Labor (<i>Teens/Community service</i>)	<ul style="list-style-type: none"> • Unloading and loading equipment • Setting up/Cleaning up

The Finance Committee is responsible for raising the necessary funds and in-kind contributions for a successful MOM, and for managing the budget. (*The Virginia Dental Association Foundation will serve as fiscal agent for the program, if your group chooses.*)

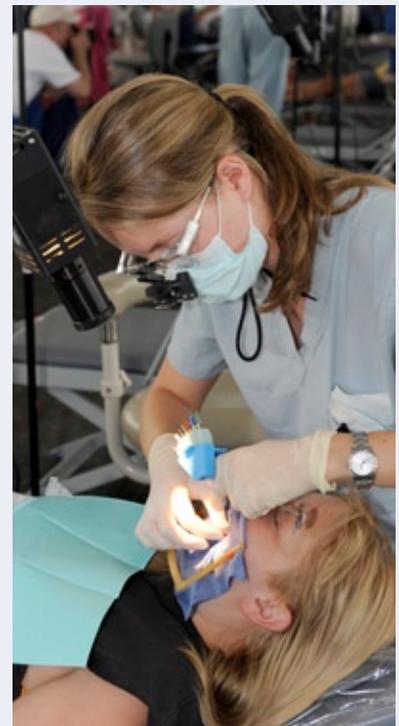
In addition, the Finance Committee should:

- Maintain Income and Expenses data:
- Track cash and in-kind donations from funders
- Review all expense reimbursement requests
- Develop written protocols for expense reimbursement and donor recognition
- Coordinate accounts receivable and accounts payable with VDAF if it is fiscal agent
- Work closely with Publicity Chairperson to ensure project sponsors are recognized
- Create mailing list of all donors and prospects for follow up

Index

Visit www.vhcf.org to download the sample forms and materials.

- Sample Budget
- Sample Reimbursement Form
- Sample In-kind Donation Tracking Form



Finding Volunteers

Finding the amount of volunteers necessary to provide dental care for 500 people can seem overwhelming. Cast a wide net. In addition to the health and social services sector, contact local service organizations (*Kiwanis, Lions, Rotary, Ruritan, Jaycees, area women's clubs; the girl and boy scouts, high schools that require community service for graduation, local college Greek systems*), as well as local churches and synagogues.

"I am a rising junior in the School of Dentistry at VCU, and if every day of my dental life is at least half as rewarding as one day of service in Wise County, I will be a very blessed person."

– MOM Volunteer

Volunteer Committee

A MOM project cannot occur without the huge numbers of volunteers who give of their time and expertise to provide dental care to those in need. A MOM project that intends to provide dental care for 500 patients will typically need 250 volunteers. Approximately half of the volunteers should be medical or dental professionals (*including dental students*). The other 50% come from your community to work as general volunteers. These volunteers keep the event running by assisting with parking, line management, patient registration, food service and clean-up.

The Volunteer Committee is responsible for identifying the type and quantity of general volunteers necessary for the event (*with the input of all the other committee chairs*), developing position descriptions, and recruiting and registering the general volunteers. Medical and Dental volunteers are recruited and managed by their respective committees (*the VDAF will provide tremendous support in recruiting dental professionals*), in coordination with the Volunteer Committee.

A happy and informed volunteer goes a long way toward ensuring a well-run event. To that end, it is imperative that volunteer registration be simple and that the volunteers receive timely information that details what is expected of them.

The Volunteer Committee works closely with the Dental, and Health Screening Committees to identify the volunteer needs for the event. The committee is also charged with creating a system for general volunteers to register, and following up with volunteers to ensure they have the information they need to be successful. Many MOM projects have created a special website with a section that enables volunteers to submit information to register online.

Once the information is received by a member of the Volunteer Committee, the volunteer receives (*typically electronically*) a thank you email with a general description of the MOM project and a schedule for the day, as well as an invitation to the volunteer recognition dinner. Closer to the event, members of the Volunteer Committee will contact each volunteer to confirm their participation, and to provide more specific information relevant to their duties and schedule, and provide them with information regarding parking and other relevant logistics.

The Volunteer Committee will:

- Determine volunteer needs for event.
- Determine job descriptions and roles prior to recruiting volunteers (*see Index*).
- Determine a system for registering volunteers (*VDAF has a computerized system for registering dental volunteers*). A link about a specific project can be added to VDA website.
- Create a volunteer application (*see Index*). Make certain email is a mandatory field on the volunteer registration form.

- Recruit general volunteers:
 - Set-up and break-down
 - Parking lot volunteers
 - Patient registration
 - Translators
 - Escorts
- Coordinate out-of-town volunteers:
 - Coordinate transportation of volunteers and VDA leadership with dental committee and VDAF.
 - Secure a block of rooms at local hotel.
 - Reserve (*and arrange payment for*) hotel rooms for student volunteers and key VDA leadership.
- Coordinate orientation needs with applicable Committee Chairs.
- Coordinate with Logistics Committee chair to order tee-shirts for all volunteers (*coordinate with dental, medical and food committees to ensure that everyone is represented*).
- Create a name badge for each volunteer.
- Create a volunteer packet of information:
 - Welcome/thank you letter
 - Volunteer descriptions
 - Map to event
 - Map of event
 - Parking pass
 - Schedule (*and hours they are expected to be there*)
- Develop volunteer schedules that coordinate with the needs of medical and dental services.
- Sign-in volunteers at event.
- Create volunteer satisfaction survey/evaluation.
- Compile results of satisfaction survey.
- Send thank you letters with a summary of event results to all volunteers, post-event.

“Volunteering today was such a positive, warm experience. I met some wonderful people and feel like I was really able to help. I will be back every year if you will let me.”

– General Volunteer

Volunteer Satisfaction Survey

The Piedmont Regional MOM utilized survey monkey (www.surveymonkey.com), a free online survey tool, to gauge volunteer satisfaction. The survey link was sent the day after the event via email to all the volunteers. The results, in addition to helping improve upon the volunteer experience for the next event, were incorporated into the event summary.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Key Volunteer Position Descriptions
- Sample Volunteer Application
- Sample Volunteer Information Packet



Finding Medical Volunteers

Recruiting medical volunteers can seem like a daunting task. Successful MOM projects have utilized nursing students and nursing supervisors from area nursing schools (*check your local hospitals and community colleges <http://www.pubinfo.vcu.edu/ahec/edinstitutions.asp>*), consult triage departments from area emergency departments, and personnel from local community health centers and medical practices. If your community has a local medical society or free clinic, you could approach them for help.

Health Screening Committee

This committee must be led by a local physician, nurse practitioner, physician's assistant or nurse.

A MOM project exists to provide dental care to adults in need, however, before any dental care is performed, the patient must be deemed healthy enough for treatment. Each project must have a team of medical professionals (*physicians and nurses*) onsite to provide each patient with:

- a blood pressure check;
- a blood glucose screening;
- an anticoagulation medication check; and
- a drug allergy check.

A typical MOM intending to see 500 patients should recruit two or three physicians and approximately 30 nurses and licensed practical nurses to administer the health screenings and be onsite for emergencies.

Members of the Health Screening Committee:

- Identify a Medical Director (*MD*) (*sample position description in the Index*).
- Recruit volunteer nurses and LPNs to perform health screenings.
- Determine list of necessary medical supplies.
- Create specific directions for health screening triage to be conducted the day of the event (*Index*).
- Coordinate pharmacy agreement with local pharmacy(*ies*) which will accept vouchers from patients who need pain medication (*with prescription*).
- Coordinate with the local emergency squad to ensure they will be onsite the day of the event in the case of emergencies.
- Arrange disposal of medical waste with local hospital.
- Make certain that local hospitals, pharmacies and doctors offices are aware of the event and the possible increase in patients (*due to pain or possible complications after dental procedures*).
- Develop volunteer schedules for day of event.
- Develop requirements for volunteer credentials and ensure they are verified.
- Provide required orientation to health professional volunteers several days prior to event.
- Oversee medical screenings.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Medical Director Position Description
- Health Screening Volunteer Position Description
- Health Screening Station Instructions
- Medical Supply List

Dental Services Committee

The Dental Services Committee must be led by a local dentist. It is charged with managing all aspects of dental operations, including planning, set-up, delivery of dental services the day of the event, and tear-down after the event. The chair of this committee will work directly with the VDAF to plan for and coordinate the event space plan, dental equipment (*delivery, set-up and tear down*), dental supplies and dental volunteers. A typical MOM project seeing 500 patients will use 50 portable operatories, and 150 dental volunteers.

The Dental Services Committee will:

- Identify a Dental Director(*s*) to chair the Committee and oversee its work.
- Determine the type of dental services to be offered at the MOM project.
- Coordinate a site-visit with VDAF and create event layout.
- Recruit local dental volunteers. MOM projects can be listed on the VDA website, www.vadental.org:
 - Refer dental volunteers to register through VDA website.
 - Dental volunteers must fax credentials to the VDA upon registering (*they will be prompted to do this upon registering*).
- Work with the VDAF to recruit dental students and private practice dentists, hygienists and assistants from throughout state.
- Identify the number and type of general volunteers needed, and coordinate with the chair of the Volunteer Committee.
- Develop written protocols including Blood Borne Pathogens standards (*Index*).
- Determine which supplies and equipment are available from VDAF.
- Determine source of needed supplies and equipment not available from VDAF.
- Coordinate the use of portable equipment from VDAF, with Logistics Committee.
- Coordinate VDOT compressor (*see text box on page 23*), with Logistics Committee.
- Develop volunteer schedules for set-up, day of and tear-down (*coordinate set up and tear down with Volunteer Committee*).
- Coordinate with VDAF to ensure volunteer credentials are verified. Licensed volunteers will be listed with the state Office of Risk Management.
- Determine which dentist(*s*) will write prescriptions for antibiotics and pain medication.
- Create referral relationships with area dentists for required follow-up care (*in some cases this may involve a far distance to travel for the patient – if so, it may be helpful to work with an area social service agency to coordinate transportation to follow up appointments*).
- Contact local pharmacies, with the Logistics Committee, to coordinate discount and voucher system for prescriptions.
- Provide orientation information for event information packets.
- Coordinate set-up of equipment, dental supplies and other items related to delivering care.
- Oversee delivery of dental services during the event.
- Coordinate tear-down.
- Oversee Pharmacy Services:
 - Determine what medications will be available on site.
 - Establish protocol for providing medications.
 - Determine who will write prescriptions.





Pharmacy Services

MOM projects have limited medications onsite. Most dentists offer Ibuprofen and Acetaminophen (*part of the dental supplies provided by VDAF*) to patients; some MOM projects also provide antibiotics to patients at the event.

Three or four dentists (*identified prior to the event with the assistance of the VDAF*) write prescriptions for antibiotics and pain medication. Prescriptions are given to the patient prior to checking out of the clinic.

If your MOM leadership team chooses to have antibiotics onsite, the medication can be dispensed by medical students or pharmacy techs (*contact local pharmacies or free clinics for volunteers*). Typically the Dental Services Committee will work with a local free clinic or health department to pre-order antibiotics at low-cost to have onsite. MOM projects do not have pain medications onsite.

A MOM budget should include money to pay for pain medications for patients. Typically, the Dental Committee works with the Logistics Committee to contact local pharmacies to work out a voucher system. Patients are given prescription(s) prior to leaving the clinic, along with a voucher (*good for just a few days*) and a map to the participating pharmacies.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Dental Services Volunteer Position Description
- Dental Director Position Description
- Blood Borne Pathogens Protocol
- Dental Charge Form
- Pharmacy/Exit Protocol



Logistics Committee

A typical one day MOM project will treat 500 patients; have close to 250 volunteers, thousands of bottles of water, 50 portable operatories... The list of supplies, equipment and people necessary to conduct a successful MOM project can seem daunting. A detailed logistics plan is crucial to making the event run smoothly. It must encompass the procurement, distribution, maintenance, and replacement of material and personnel.

There is complexity when implementing an operation of this magnitude. During the set up, event and tear down of a MOM there are hundreds of people onsite, both volunteers and patients. The Logistics Committee is responsible for managing all of this and ensuring that the event runs smoothly.

Logistics

- Security:
 - As soon as the event date and location are firm, contact local police to line up help with parking, traffic, lines of patients and security issues.
- EMS:
 - As soon as event date and location are firm, contact the local emergency squad and ask to have a team onsite during the event.
- Communications:
 - Develop a communication and response command center (*an area at the event staffed with a leadership volunteer who can answer questions and coordinate quick responses*) for the day of the event.
 - Secure walkie-talkies for each committee chair.
- Parking:
 - Develop and direct a parking plan for volunteers and patients.
 - Determine and procure supplies necessary for parking lot (*safety vests, flashlights, signs*).
- Transportation (*Patients and Equipment*):
 - Coordinate student and equipment transportation with VDAF and the Dental Services Committee.
- Determine volunteer needs and create volunteer descriptions (*see Index*) for:
 - Parking volunteers
 - Line volunteers
 - Patient registration volunteers
 - General volunteers
- Coordinate volunteer recruitment with Volunteer Committee chair.
- Determine and communicate policy for children who attend the event with parents.
- Develop general volunteer job descriptions and schedules; work with appropriate committee chairs to develop medical and dental volunteer schedules.
- Provide orientation information for event information packets.
- Determine and coordinate day of event supplies and equipment:
 - Port-a-potties
 - Dumpster
 - Trash bins

Borrowing Equipment

Contact your local police station and department of health to inquire about rapid response equipment. Often traffic cones, safety vests, flashlights, cots and other helpful equipment are available on loan through these groups.

Compressor

An industrial grade compressor is necessary to provide air for the dental equipment. The Virginia Department of Transportation (VDOT), if approached several months in advance of the project, will deliver and set-up such a compressor at the project. Once a location and date is determined, contact your state senator or delegate and ask for a letter to be written to your local VDOT office requesting use of the compressor. Be certain to follow-up. A sample letter is in the index for your use.

- Coordinate all supply requests for all committees, excluding food:
 - Office supplies
 - Dental (*can be provided by VDAF, at cost for a per capita fee*), Medical, Pharmacy, Food & Beverage (*napkins, plates etc.*)
 - Water
 - Other
- Coordinate equipment requests, including compressor (*see text box on page 23*), for dental, medical, food and beverage, pharmacy.
- Create relationship with area hospital, pharmacy, free clinic or community health center (*coordinate with Health Screening and Dental Services Committees*) to provide free/reduced cost prescriptions for patients:
 - Create voucher for patients to take to participating pharmacies (*Index*).
 - Create map to pharmacies to give to patients with voucher.
- Coordinate removal of all supplies and equipment from site after event.
- Follow-up with appropriate thank you letters.

Index

Visit www.vhcf.org to download the forms and sample materials.

- Sample Letter to Procure VDOT Compressor
- Pharmacy Voucher
- Key Logistics Position Descriptions



Patient Registration Committee

Patient registration is a critical component of the day. It impacts patient flow (*if paperwork is not completed correctly it will impede the flow at the health services or dental area*), and in many instances it is the first point of contact between a patient and a member of the MOM team.

The Patient Registration Committee will:

- Determine the process for patient registration for the event, including:
 - Wrist band/number tag system for line-up
 - Patient registration
- Coordinate data entry of patient records (*with Dental Services Committee*).
- Determine medical records/filing system for the event.
- Determine patient exit procedures for the event.
- Develop written protocols for patient registration, medical records, and patient exit (*Index*).
- Determine supply and equipment needs for registration and communicate to Logistics Committee.
- Develop position descriptions for volunteer recruitment (*Index*).
- Develop volunteer schedules.
- Coordinate volunteer recruitment with Volunteer Committee Chair.
- Oversee volunteers.
- Oversee patient registration during the event.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Patient Registration Policies and Procedures
- Deemed Consent Form (*English and Spanish*)
- Patient Waiver (*English and Spanish*)
- Patient Record
- Key Patient Registration Position Descriptions



Volunteers Need a Lot of Food!

“I could not believe the work and money involved with feeding all of our hardworking volunteers. If we had not negotiated substantial discounts and gotten other organizations to sponsor the volunteer some of the snacks and meals, volunteer food and drinks would have easily eaten up half our budget.”

– MOM Project Director

Food and Beverage Committee

A successful MOM project relies on the time and expertise of many volunteers who work long hours, and in some cases travel far distances, to provide dental care to members of your community. Each MOM project hosts a volunteer recognition dinner the evening prior to the event. This event is a chance to thank volunteers for their efforts and highlight your community, while providing a relaxed atmosphere for volunteers to get acquainted and have fun.

Food and beverages are equally important during the event. Snacks, meals and beverages should be available for volunteers throughout the event (*in an area closed off from patient care*), to fuel their continued work, and provide a chance for the volunteers to relax and re-charge for a moment.

The Food and Beverage Committee is responsible for the food and beverages at the volunteer recognition dinner, as well as all the snacks, meals and drinks that are provided onsite during the MOM project. Because of the high volume of food and beverages needed, it is helpful if the Food and Beverage Committee chair has experience working in the food services industry.

Volunteer Recognition Dinner

- Determine venue and menu:
- Seek out space and food donations, and discounts or sponsorships in coordination with the Finance Committee.
- Secure donations for centerpieces etc. (*if applicable*) in coordination with the Finance Committee.
- Coordinate all aspects of dinner with restaurant (*or caterer and site*).
- Determine additional supply needs and coordinate with Logistics Committee.
- Work with Volunteer Committee and Public Relations Committee to determine the number who will attend.
- Coordinate timing of the dinner with Public Relations and Volunteer Committees.

MOM Event

- Determine menus/snacks for event.
- Coordinate food and beverage donations (*may recruit organizations to sponsor snacks or breakfast foods and provide manpower from their organizations to distribute to or serve volunteers*).
- Determine additional food, beverage and supply needs and coordinate with Logistics Committee.
- Determine volunteer recruitment needs and coordinate with Volunteer Committee.
- Oversee set-up and distribution of food and beverages for volunteers and patients (*eg: water*) during the event.
- Oversee food and beverage volunteers.
- Provide orientation information for event information packets.
- Provide volunteer orientation on-site.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Key Food & Beverage Position Descriptions
- Sample Food List

Public Relations Committee

MOM projects are not the solution to the problem of inadequate access to oral health care in Virginia, since they only occur once a year in a particular community. They do provide very necessary dental care, however, to some of the hundreds of thousands of Virginians in need. They also bring attention to the often overlooked problem of inadequate access to dental care. To that end, it is imperative that your group have a well-designed and executed public relations campaign before, during, and after the event.

“Public relations” is the art of using various techniques to communicate with various audiences about your project. To that end, the Public Relations Committee will communicate to the public through different media to provide information about the MOM project.

The purpose of the PR campaign is four-fold:

- to let potential patients know about the program;
- to recruit volunteers;
- to shed light upon the great need so many Virginians are facing with regard to dental care; and
- to raise money for the program/provide recognition to donors.

The Public Relations Committee is responsible for public relations prior to, during and after the event.

Prior to the Event

Website

A website is crucial for communicating with a variety of audiences about the event. Many services provide free basic websites (*http://www.weebly.com is a good place to start*).

The website should provide general information about the MOM project and contact information for the member of the leadership team who has been designated as the event spokesperson. The site can also list sponsors and donors, and provide specific information about how to donate, volunteer and attend. List the website on every press release, talking point and every communications material sent. This ensures that people with questions can find answers easily.

Media and Community Relations

The Public Relations Committee will create and disseminate a press release and talking points highlighting the upcoming MOM. The index of this guidebook (*available at www.vhcf.org*) contains a wealth of resources for executing an effective media relations campaign.

• Press releases (<i>see Index</i>)	• Speaking engagements
• Talking points (<i>see Index</i>)	• Radio and television interviews
• Letters to the editor	• Press conferences
• Social media – Facebook/My Space	• Public Service Announcements



Finding PR Professionals

Look outside the health care arena for media experts. While your area hospitals are a great place to find media relations professionals to help guide the media relations portion of your PR plan, don't overlook area museums, parks, historical societies and local PR professionals. All typically have media relations expertise and might be interested in drafting press releases and contacting the media to arrange interviews and place stories.

Take Lots of Pictures

Typically the Public Relations Committee arranges for a photographer to take pictures throughout the event (*the intake form has a photo waiver included*). This produces photographs that can be used with press releases and brochures as well as the executive summary.

One MOM project director realized that the dentists and volunteers were really interested in seeing the photos of the day. She placed a slide show of the photos on the local dental clinic's website and told volunteers to let her know if they saw a picture they would like to have emailed to them. The result was a slideshow that paints a wonderful visual picture of the event and provides a thank you for volunteers.

During the Event

The Public Relations Committee needs to designate one or two spokespeople who can talk with the press during the event. The spokespeople should be members of the Leadership Team and be prepared to answer questions about logistics (*how many patients are you on track to serve?*), and care (*what are the most common procedures being performed?*). They should also be prepared to address any problems that may occur during the event.

Post Event

- Disseminate press release with key outcomes from MOM project (*number of patients served, value of dental services performed, and number of volunteers*).
- Update website to reflect key outcomes and links to any press received.
- Create a thank you ad to recognize donors.
- Utilize your event summary as a follow-up piece.

Index

Visit www.vhcf.org to download the sample forms and materials.

- Sample Press Release
- Sample Talking Points
- Public Relations 101
- Tips for Handling a Media Interview
- Communications Techniques and Strategies
- Sample Event Summary from Piedmont Regional Mission of Mercy



Index of Sample Forms/Materials

Visit the Virginia Health Care Foundation website at www.vhcf.org to download any of these materials.

Finance

- Sample Budget
- Sample Reimbursement Form
- Sample In-kind Donation Tracking Form

Volunteer

- Key Volunteer Position Descriptions
- Sample Volunteer Application
- Sample Volunteer Information Packet

Health Screening

- Medical Director Position Description
- Health Screening Volunteer Position Description
- Health Screening Station Instructions
- Medical Supply List

Dental Services

- Dental Services Volunteer Position Description
- Dental Director Position Description
- Blood Borne Pathogens Protocol
- Dental Charge Form
- Pharmacy/Exit Protocol

Logistics

- Sample Letter to Procure VDOT Compressor
- Pharmacy Voucher
- Key Position Descriptions

Patient Registration

- Patient Registration Policies and Procedures
- Deemed Consent Form (*English and Spanish*)
- Patient Waiver (*English and Spanish*)
- Patient Record
- Key Position Descriptions

Food & Beverage

- Key Position Descriptions
- Sample Food List

Public Relations

- Sample Press Release
- Sample Talking Points
- Public Relations 101
- Tips for Handling a Media Interview
- Communications Techniques and Strategies
- Sample Executive Summary from Piedmont Regional Mission of Mercy





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