



CREATIVE SERVICES

E M I L Y
REVOLUTIONARY MARKETING

MDH OFFICE OF ORAL HEALTH

ABOUT THE CLIENT

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The Maryland Department of Health Office of Oral Health is a division of the health department dedicated to improving the oral Health Of Maryland residents through various public health Initiatives.

Project Task: Market Research, Desk Review, Audience Analysis, Focus Group, Content Creation, and Strategic Marketing Consulting

Project Timeline: December 2023 - August 2024

Problem/Solution: The Pathways to Bright Futures Program concluded successfully in November 2024, addressing critical dental Health Professional Shortage Areas (HPSAs) across the Eastern Shore, Baltimore, and Western Maryland. As a strategic response to Maryland's shortage of dental professionals, this initiative aimed to cultivate interest among youth and young adults in pursuing dental careers.

The Maryland Office of Oral Health partnered with EMILY Revolutionary Marketing Group to execute this initiative through a comprehensive research and communications strategy. EMILY conducted an extensive desk review encompassing peer-reviewed research, regional statistics, and analogous dental pipeline programs nationwide. This phase informed the development of regional audience analyses and detailed target personas.

Following the foundational research, EMILY facilitated audience testing via focus groups comprised of representative members from the identified demographics. These sessions were instrumental in validating and refining campaign themes, messaging frameworks, and visual communication strategies.

With validated insights in hand, EMILY developed a comprehensive marketing and outreach strategy designed to resonate with Maryland youth. This final campaign package included tailored collateral materials such as brochures, digital assets, video content, and social media toolkits. The materials were crafted to support recruitment and awareness-building for the Pathways to Bright Futures Program, with special attention to cultural relevance, accessibility, and alignment with the Office of Oral Health's overarching goals.

The campaign is now ready for continued use by the Office of Oral Health and its partners to support the long-term pipeline development of dental professionals within the state.

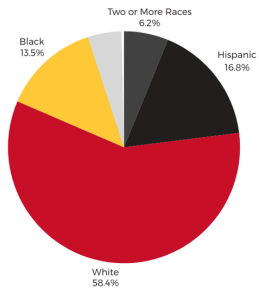
WESTERN MARYLAND

SOCIOECONOMICS

- 33.3% of economically disadvantaged students in Western Maryland earned passing scores on AP tests as compared to 51.3% for all students (2021)
- 53.8% of economically disadvantaged students completed their Career and Technical Education (CTE) after enrollment.

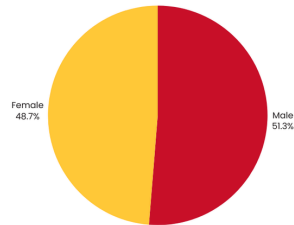
EDUCATIONAL DEMOGRAPHICS

- Over half of all youth apprenticeships are in Washington county (90, 2022).
- Higher dual enrollment rate than the state of Maryland.
- 62% of Asian students passed AP testing, while 54% White, 33% two or more races, 39% Hispanic, and 27% Black passed.
- 11.8% of youth apprentices are in healthcare.
- 54.4% of males completed their CTE program, while 49.7% of females completed.

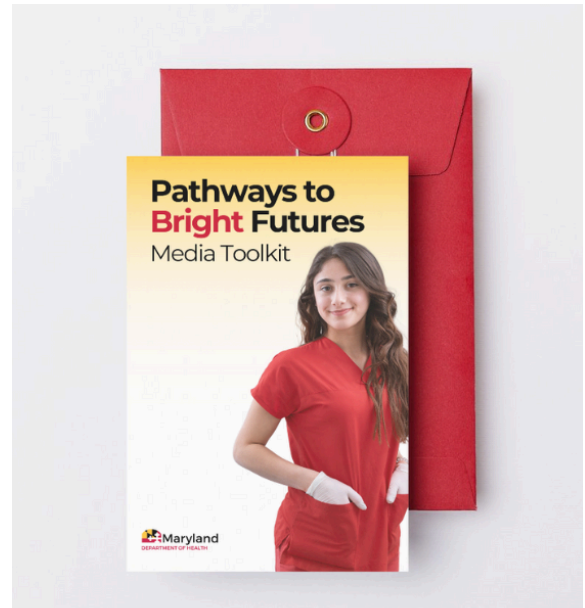


*Other includes American Indian, Native Hawaiian, Pacific Islanders, and Persons of Two or More Races.

TOTAL NUMBER OF
HIGH SCHOOL STUDENTS
23,951



Source: MSDE, Division of Assessment, Accountability and Performance Reporting.



Find your **Right Path** to a Dental Career



Enroll in a Dental Assistant Program

Complete a dental assisting program in as little as three months.



Gain Dental Assistant Experience

Spend as long as you'd like to gain experience in a practice.



Become a Dental Hygienist

Attend a two-year program or get your bachelor's degree in dental hygiene.



Gain Dental Hygienist Experience

Spend as long as you'd like to gain experience in a practice.



Take the Dental Admission Test

Take the DAT, a standardized exam required to enter dental school.



Attend Dental School

Complete four years to obtain a Doctorate in either Dental Medicine or Dental Surgery.



Obtain Your Licensure

Apply for a license to practice in your state and get started in your new career.

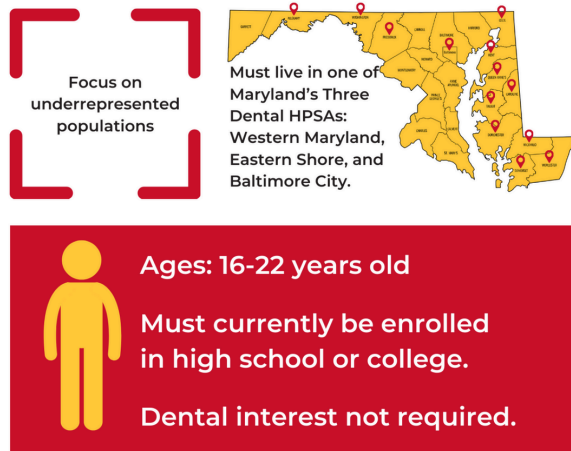
● *Denotes end of educational requirements for each career



TARGET AUDIENCE

The target audience of the Pathways to Bright Futures (PBF) program consists primarily of high school and college students, particularly those attending schools located within Dental Health Professional Shortage Areas (HPSAs) in Maryland. The target demographic encompasses students from diverse socioeconomic backgrounds, with a focus on underrepresented minority populations and individuals from low-income households.

The audience analysis will take into account the unique needs, preferences, and challenges faced by students from underrepresented backgrounds, aiming to tailor program offerings and communication strategies to effectively engage and support these individuals on their journey toward a career in dentistry.

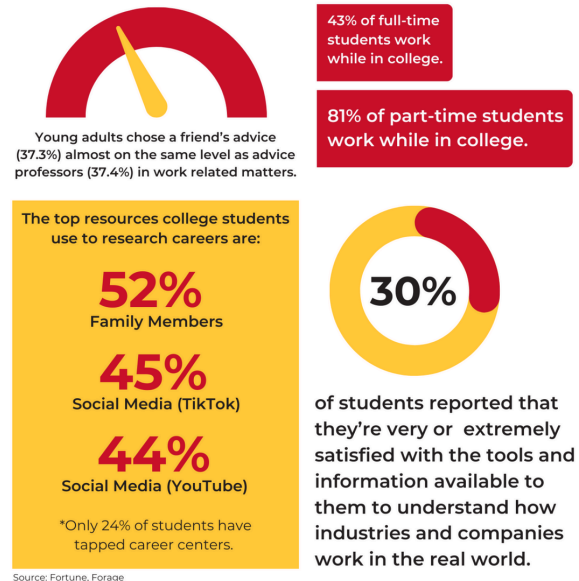


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PSYCHOLOGICAL

Career Search: College

Having an interesting, attractive website and social media platforms is important to young adults while searching for career opportunities. Young adults prefer to read about specific work opportunities online rather than at career fairs and centers. These statistics are for youth ages 18-22 years old.



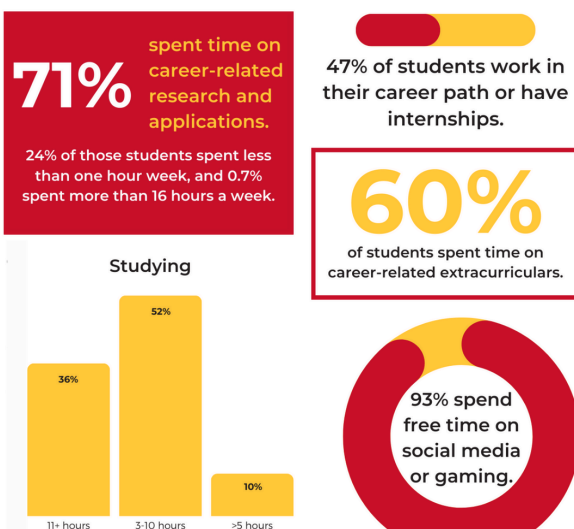
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BEHAVIORAL

How students spend their time

Teens 15-18 years old spend three hours daily on screen time, which may include gaming and social media. Teens spend an hour a day, on average, doing homework during the school year. They are less likely to have a job, but spend approx. 30 minutes daily doing household chores.

The statistics below are for college age students, 18-22 years old.



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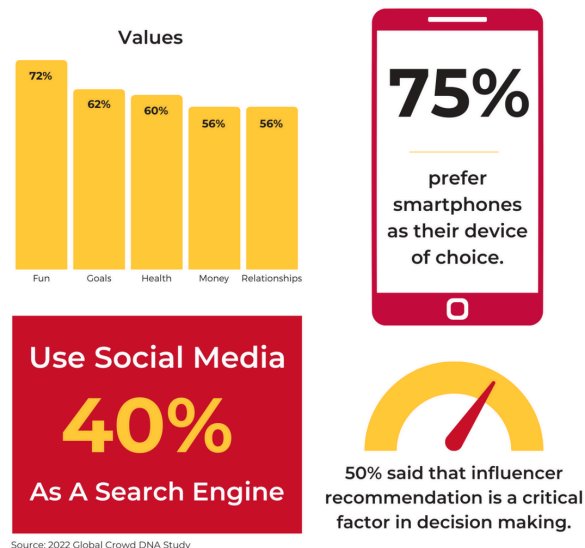
BEHAVIORAL

Social Media Preferences

Social media content most desirable to Gen Z is usually focused around self-expression, learning, and driving social change.

Gen Z wants to be aware and makes a point to inform themselves of social justice issues, from climate change to mental health concerns.

Value authenticity, diversity, and technological innovation.



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