

Spokesperson Tips

Information adapted from ADA Spokesperson Training Seminar materials.

I. Seven C's of Communication – speak from YOUR heart

- Clear
- Convincing
- Correct
- Conversational
- Compassionate
- Credible
- Concise

II. Core Communication Principles

- **COMMITMENT** – The WDA promotes professional excellence and quality oral health care for the public.
- **EXPERTISE** – With almost 150 years of service to the profession and the public, the ADA (and WDA) has become the preeminent authority on dentistry and oral health with expertise in research and scientific innovation, dental practice and efficacy of materials. The ADA works with independent researchers and government officials who are leaders in establishing safety standards for patients in the health care setting.
- **SAFETY PRACTICES** – The health, safety and confidence of all patients is a top priority for the dental profession. Patients and dentists alike are concerned about safe dental practices. The ADA devotes significant resources and expertise to providing dental professionals with vital information about the safety of procedures, equipment and materials in the dental setting.

III. Developing Messages

- What are your three message points?
- How can you put a positive focus on the situation?
- What do you want your audience to remember?

IV. Communications Critique Checklist

Nonverbal Skills

- Listen actively and carefully to questions
- Be enthusiastic and portray a desire to communicate
- Use effective eye contact
- Be natural and relaxed (speak from the heart)
- Have a pleasant facial expression and smile (if appropriate to the subject matter)
- Sit/stand straight and show energy in your posture
- Use gestures, but avoid nervous mannerisms
- Project sincerity and warmth (speak from the heart and your professional experience)

Verbal Skills

- Give accurate facts and information (If you don't know or can't recall the numbers/details, tell the reporter you'll be happy to get back to him/her with that information.)
- Use relevant, interesting, vivid examples (Speak from your professional experience.)
- Use clear, easy-to-understand language (For example, say "cavities" or "tooth decay" NOT "caries".)
- Stay focused on the message and audience
- Vary vocal pitch and tone; avoid a monotone and fillers (e.g., umm...)
- Deliver messages in concise sentences or "sound bites"
- Avoid negative language