

North Carolina Dental Society

For the North Carolina Dental Society, creating a new legislative advocacy group to speak for the health of the state's dentists and their patients was not a choice. It was a mandate. They had to do something worth talking about, and they had to do it fast.

“The dental profession is facing regulatory assaults from the legislature and from well-meaning groups who think they know how to run dentistry,” Dr. Alec Parker, NC Dental Society Executive Director, explained. “We felt we had no choice but to respond.” The question for us was how?

Working with us, they quickly discovered that a complete re-envisioning of their old advocacy group, the Contact Dentist Program, was in order. The new group needed to be more action oriented and completely re-branded.

We created a recruitment campaign that focuses on making every dentist aware of coming threats to their profession. The Dental Society also commissioned a new training program to educate interested members on the ins and outs of legislative advocacy, along with a new tracking program created to measure progress of the group's members.

Named “The Jones Street Connection” after the street address in Raleigh where the N.C. legislature meets, this new program requires members to report legislative contact information monthly, giving executive leadership a quick snapshot of progress. This helps the leadership communicate changes and make adjustments on the run as necessary.

Dr. Parker sums up his experience working with E & V like this: “They came in and helped us position our issues in an entirely different way. Even more impressive, we now think of ourselves in a new way.” Now that's something worth talking about!