

MAKE DENTAL HEALTH FUN

IDEAS FOR SOCIAL MEDIA ENGAGEMENT IN DENTAL PRACTICES

Today, we are all connected online. A single selfie can attract likes, shares, and comments from around the world. It's no wonder that social media has become a powerful tool for most businesses — even dental offices! In honor of National Selfie Day on June 21 and World Social Media Day on June 30, let's explore fun and effective ways dental offices can engage with patients and attract new ones through social media!

National Selfie Day

Dental offices can host a "Best Smile" competition and encourage patients to post selfies of their smiles on social media. Be sure to tag your office and use a designated hashtag. This can help increase the practice's visibility and engage the community in a fun way. Offering a small reward, such as a discount on future services or a dental care kit, can motivate participation and generate buzz.

World Social Media Day

This is a great opportunity to share educational content, debunk myths, or provide a glimpse into the practice's daily operations. Posts could range from close-ups of dental equipment to explanations of common procedures to offer patients and their families a behind-the-scenes peek at the office's day-to-day operations.

Families and Children

Social media contests can be engaging for families. You could run a drawing or essay contest for kids themed around dental health. Entries can be submitted and voted on via social media, fostering interaction and making dental health fun for the younger audience.

Just a quick reminder: I'll be presenting at the AAPD meeting in Denver this May! Join me for two engaging sessions designed for dental teams. The first, a three-hour workshop on Friday, May 22, from 9:30 a.m. to 12:30 p.m., will dive deep into advanced topics. Then on Saturday, May 23, from 8–9 a.m., I'll lighten things up with a session on having fun in the office. Last year's seats filled up fast, and we had to turn folks away, so make sure to book early for this year's opportunity!



Office Updates

Consistent updates keep the practice in patients' minds. Posts could include announcements of new services, dental health tips, or staff introductions. Personal posts, such as celebrating staff birthdays or milestones, can help personalize the practice and build community relationships.

Educational Posts and Reminders

Sharing quick dental tips or reminders to schedule regular checkups can be beneficial and shareable to help get your name out there. These posts can serve as helpful reminders to patients about maintaining or improving their dental health to emphasize the importance of regular dental care.

Remember, social media, when used in the right way, can be an excellent way to connect with your patients and help your practice grow!

Rhea

Rhea M. Haugrath, D.M.D.

Swipe Less, Live More

TEENS ARE EMBRACING MINDFULNESS AND WELL-BEING IN 2025

While it may seem like teens are constantly glued to their phones, chasing likes and snapping selfies, today's young adults are looking for more balance and zen than ever before. This year's top trends for teens and young adults are mindfulness, financial wellness, and school-life balance while spending less time staring at screens. They're looking for a mindset upgrade that keeps them happy, healthy, and focused on the future. Get ready to connect with Gen Z on a new level with these top trends for 2025.

Mindful Moments

Mental health and well-being are at the top of teens' to-do lists this year, and they're embracing the newest technology alongside old-school self-care methods. Apps like Calm and Headspace help young people track their feelings and turn negative thoughts into tools for growth. Various apps are also available to help teens journal, meditate, or utilize AI to organize their lives. Gen Z also engages with digital resources that gamify and simplify self-care, making it fun and easy to develop a positive mindset.

Budgeting Beyond the Basics

Teens have buying power, making up a large portion of sales with online retailers and popular companies like Target, Sephora, and Grubhub. Young spenders want



convenience, fast deliveries, and access to everything from concerts to gaming consoles. But they are also thinking about larger investments like cars, vacations, and college. As teens and young adults seek financial independence, they are working with financial planning apps like Current to help them create a budget and achieve savings goals.

Disconnect to Reconnect

Surprisingly, some of Gen Z are stepping away from constant screen time and social media updates. They seek more personal interactions and an escape from the stresses of crafting the perfect life on Instagram. Gen Z is tracking their time on apps, prioritizing social time or groups, and taking steps to prevent the urge to doom scroll. Apps that make it more challenging to use social media through programmed interventions like HabitLab and Moment hold them accountable for their social media habits.

SITUATION OF THE MONTH

Dear PDTA Pro,

We heard the first week in May is National Pet Week! Since that's right around the corner, how can we incorporate that in our office or online for quick and fun engagement with our patients and their families?

—Let's Celebrate Our Pawsome Pets

Dear Let's Celebrate Our Pawsome Pets,

What a fun idea! We pulled together a few ideas to help incorporate pet appreciation into your office and social media sites.

Pet Photo Contests

Host a "Pets of Our Patients" photo contest on social media and encourage patients to submit photos of their pets showing off their smiles. Prizes can vary from a small toy package or movie tickets to an ice cream gift certificate. You can even use a specific hashtag like #PawsAndSmiles and your office name to track entries and encourage sharing.



Drawing Contest for Kids

Organize a drawing contest for children to draw their pet or their dream pet. Display these drawings in the waiting area and feature them on social media. You can even have patients vote on their favorites and give a prize to the winner.

Staff Pet Spotlights

Share photos or fun facts about staff members' pets. This could be done on the wall, front desk area, and/or on social media. It's a great way for the kids to get to know the staff working on their teeth!

Themed Photo Fun

You can always pick a theme and ask patients and their families to grab a photo or two of their dog enjoying their favorite treat, playing with a toy they love, or on a walk. It's a great way to pose a small challenge and creativity!

Remember, it's all about staying top of mind and finding ways to have fun in and out of the office!
Happy National Pet Week!

—Pediatric Pro

Healthy Families Start With Smart Habits



For families, “sick season” can seem never-ending. Just when it feels like the sniffles are gone for good, someone else comes down with a cold. Even though the weather’s getting warmer, germs have not taken a vacation. Keeping your family healthy requires extra precautions, no matter the time of year.

Keep your hands clean.

Focusing on everyday hygiene is one of the best ways to prevent illness, and it all starts with hand-

TIPS FOR FIGHTING GERMS YEAR-ROUND

washing. Soap and water are the go-to combo, but hand sanitizer is an excellent option for cleaning on the go. Teach kids to wash their hands before eating and after using the restroom, playing outdoors, and visiting crowded places. You can even turn this habit into a fun family ritual by having your little ones sing their favorite song while scrubbing for 20 seconds.

Fuel up with healthy choices.

A strong immune system is also key to illness prevention. Getting adequate sleep and eating a nutrient-dense diet provides natural immune-system support. The kids and adults in your family can boost immunity by loading up on fruits and vegetables; focus on those full of vitamin C, such as strawberries, citrus fruits, and bell peppers. Lean proteins like chicken and fish and fiber-rich foods like avocados and broccoli also support a robust immune system.

Stay on top of surface cleaning.

Germs love high-contact areas like countertops, doorknobs, bathroom fixtures, and light switches. Cleaning these surfaces daily reduces germ exposure and complements frequent handwashing. If someone has been sick, more frequent wipedowns will help prevent others from getting sick. And don’t forget about phones, tablets, and remote controls. These devices harbor bacteria and viruses and come into contact with our hands and faces.

See a doctor when symptoms linger.

Unfortunately, even the best prevention habits can’t guarantee an illness-free household. If a family member has a fever lasting more than two days or cold and flu symptoms lasting longer than 10 days, it’s time to visit your health care provider. When in doubt, trust your instincts — early treatment can be key to ensuring quick recovery.

HAVE A LAUGH



Mom acting surprised by breakfast in bed as if she didn't hear the avalanche of pots and pans an hour ago



Do you want yours licked or not licked?
... Just kidding, they're all licked.

Slow Cooker Shredded Beef Lettuce Cups

INGREDIENTS

Inspired by TasteOfHome.com

- 1 boneless beef chuck roast (about 2 lbs)
- 3 medium carrots, peeled, chopped
- 2 medium sweet red peppers, chopped
- 1 medium onion, chopped
- 1 8-oz can unsweetened crushed pineapple, undrained
- 1/2 cup reduced-sodium soy sauce
- 2 tbsp packed brown sugar
- 2 tbsp white vinegar
- 1 garlic clove, minced
- 1/2 tsp pepper
- 3 tbsp cornstarch
- 3 tbsp water
- 24 lettuce leaves for serving

DIRECTIONS

1. In 4- or 5-quart slow cooker, combine roast, carrots, peppers, and onion.
2. In small bowl, stir together the next 6 ingredients; pour over roast.
3. Cover and cook on low for 6–8 hours. Remove roast, let cool slightly, then shred.
4. Skim fat from cooking juices, then transfer juices and vegetables to a small saucepan; bring to a boil over high heat.
5. In a small bowl, combine cornstarch and water, stir mixture into juices, and cook 3–4 minutes until sauce is thickened.
6. Return beef, sauce, and vegetables to slow cooker; cook for 10–15 minutes.
7. Serve beef in lettuce leaves.

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BUDGET SMARTER, NOT HARDER

The Best Budget Apps to Keep Your Finances in Check

Budgeting isn't the most exciting thing in the world, but it's vital if you want to reach your financial goals. Whether trying to break free from the paycheck-to-paycheck cycle, saving for a dream vacation, or keeping yourself from impulse-buying, the right app can make all the difference. Thankfully, budgeting apps have come a long way, and in 2025, these top picks will help you take control of your money.

YNAB: For Serious Budgeters

YNAB (You Need a Budget) is ideal for those who want complete control over their finances. Using a zero-based budgeting system — income minus spending and savings should equal zero every month — this app ensures every dollar has a purpose before you spend it. Unlike traditional apps that focus on past transactions, YNAB helps users break the

paycheck-to-paycheck cycle by planning ahead. You can sync bank accounts, credit cards, and loans and access the app across multiple devices.

Honeydue: For Couples

Honeydue is for couples looking to manage their finances together. Partners can link their bank accounts, credit cards, loans, and investments while choosing how much financial information to share. The app automatically categorizes expenses, sets spending limits, and sends alerts when nearing a budget cap. It even includes a chat feature for discussing transactions. Best of all, it's completely free.

PocketGuard: For Overspenders

If you tend to overspend, PocketGuard is an excellent solution. The app tracks your bills, savings goals, and spending habits to show how much money you have



left for daily expenses. The "In My Pocket" feature helps prevent overspending by giving you a real-time look at available funds. Alerts notify you when you're approaching or exceeding your limits.

Take Control of Your Finances

Whether you need a structured system like YNAB or an app to rein in spending like PocketGuard, there's an option for everyone. Choose the app that fits your needs and start making smarter financial decisions today.