

# Hygienist Inspired Talking Points



Sponsored by the Foundations of  
 **DELTA DENTAL**

These talking points are designed to help you communicate the mission of Hygienist Inspired clearly and consistently, no matter who you're speaking with. Whether you're connecting with students, parents, potential career changers, or dental professionals, this resource ensures you're equipped with key messages that educate, inspire and motivate.

## TALKING POINTS FOR FELLOW DENTAL HYGIENISTS:

- 1. Build Rapport & Introduce Campaign** – Ambassadors warmly introduce themselves, explain the Chairside Recruitment Program, and invite hygienists into a brief conversation about addressing workforce shortages.
- 2. Highlight the Importance** – Stress the national shortage of dental hygienists, its impact on care and workloads, and emphasize that hygienists are the best messengers to inspire the next generation.
- 3. Ask for Support** – Encourage hygienists to share their personal stories, serve as role models, and participate in simple, meaningful ways such as wearing the “I love being a hygienist!! Ask me why.” pin.
- 4. Provide Clear Action Items** – Leave flyers, brochures, and buttons; encourage wearing the button daily, displaying materials, mentoring students, and engaging on social media with #HygienistInspired.
- 5. Close Positively** – Thank them sincerely and remind them of the impact their involvement can have in inspiring future professionals.

### KEY REMINDERS:

- **Be positive:** Show enthusiasm about the profession and the campaign's goals.
- **Be informative:** Speak clearly and directly to explain why their support is needed.
- **Tailor your tone:** Be empathetic toward busy professionals and encourage newer hygienists.
- **Follow up:** Leave contact information and check in periodically to see how they're engaging with the materials.

## TALKING POINTS FOR HIGH SCHOOL AND COLLEGE STUDENTS:

- 1. Curiosity & Change** – Introduce dental hygiene as more than cleaning teeth. Highlight its role in empowering people and improving community health.
- 2. Impact & Purpose** – Emphasize the connection between oral health and overall well-being, showing how hygienists make a lasting difference in people's lives.
- 3. Growth & Stability** – Share opportunities for advancement (teaching, research, public health, advocacy) along with financial stability and career flexibility.
- 4. Balance & Inclusivity** – Highlight work-life balance options (part-time/full-time) and the need for diverse voices and perspectives in the profession.
- 5. Encouragement & Next Steps** – Inspire interest by pointing to accessible education programs and resources like the Chairside Recruitment Program and ADHA scholarships.

### KEY REMINDERS:

- **Adapt Your Tone:** Speak with warmth and passion, adjusting your delivery to suit high schoolers or college students.
- **Personalize the Message:** Share short, relatable stories about why you chose dental hygiene and how it transformed your life.
- **Focus on Keywords:** Speak on empowerment, community, advancement, curiosity, and balance naturally into your conversations.
- **Encourage Questions:** Always invite questions or encourage further exploration to leave the conversation open and welcoming.

## TALKING POINTS FOR PARENTS:

- 1. Introduction & Rapport** – Open warmly, highlight dental hygiene as a lesser-known but rewarding career path, and connect it to the child’s potential.
- 2. Impact & Purpose** – Emphasize that hygienists improve whole-body health, confidence, and quality of life - not just oral health.
- 3. Flexibility & Growth** – Stress work-life balance, multiple career pathways (education, public health, research, advocacy), and room for advancement.
- 4. Stability & Opportunity** – Note strong financial rewards (median salary ~\$87,530), quick entry into the field (2–3 years of study), and demand for diverse professionals.
- 5. Encouragement & Call to Action** – Inspire curiosity, passion, and community impact, while directing parents/students to explore opportunities like the Chairside Recruitment Program.

### KEY REMINDERS:

- **Be Positive:** Focus on the career’s empowering nature and benefits for individuals and communities.
- **Be Relatable:** Share personal stories that highlight the joy and impact of being a dental hygienist.
- **Be Encouraging:** Showcase the supportive and inclusive aspects of the profession.
- **Be Informative:** Offer resources like websites and contacts to make it easy for parents to explore further.

## TALKING POINTS FOR CAREER CHANGERS:

- 1. Build Curiosity & Connection** – Open with an engaging question about meaningful careers, share a personal story of fulfillment, and spark interest in dental hygiene as a purpose-driven path.
- 2. Emphasize Impact** – Highlight that hygienists prevent disease, educate patients, and improve health and confidence, making a real difference in people’s lives.
- 3. Show Benefits** – Stress financial rewards (median salary \$87,530), career growth opportunities (education, research, public health, corporate), and flexible schedules for work-life balance.
- 4. Inspire Through Diversity & Passion** – Share that the profession is inclusive, dynamic, and offers daily variety that fuels curiosity and personal passion.
- 5. Encourage Action** – Motivate career changers to explore accredited programs, offering resources and personal support to help them take the next step.

### KEY REMINDERS:

- **Keep it Personal:** Share your own story or highlight examples of others who successfully transitioned into dental hygiene.
- **Be Empathetic:** Acknowledge the challenges of a career shift but focus on the rewards and opportunities.
- **Focus on Keywords:** Naturally incorporate words like empowerment, community, financial stability, flexibility, curiosity, diversity, and impact.
- **Adapt to Your Audience:** Speak with clarity and confidence, tailoring your message to resonate with adults considering a new path.