

## SOCIAL MEDIA GUIDE

Share Oral Health America's *A State of Decay*, Vol. IV report and your state's score with your network! Use these suggested social media posts and key messages provided in this toolkit to elevate the importance of older adults' oral health across the country.

**Tip: and add a 'call to action' to start building your coalition of advocates.**

### FACEBOOK

- Where does your state stand on oral health for older Americans? Check out @Oral Health America's new report, *A State of Decay* to find out. [astateofdecay.org](http://astateofdecay.org)
- The latest volume of *A State of Decay* is out and shows an increasing number of states are taking intentional steps to advance the oral health outcomes of older adults. Check out the improvements states have made since 2016 and OHA's policy recommendations #AStateofDecay [astateofdecay.org](http://astateofdecay.org)
- Cost is still one of the biggest barriers older adults face when trying to access oral healthcare – but our report shows that states are working on addressing systemic barriers with federal and state policies. Where does your state stand? Read more here [astateofdecay.org](http://astateofdecay.org)
- By 2029, the baby boomer generation will include older adults ranging from ages 65 to 83. While the 65+ population will fall under the same Medicare system, the needs of the oldest and youngest baby boomers will look very different. Use @Oral Health America's latest #AStateofDecay report is to shine a light on the adversities at the state and national level and rally others to change both conditions and outcomes for older adults.

### TWITTER

- Where does your state stand on oral health for older Americans? Check out @Smile4health's #AStateofDecay report to find out [astateofdecay.org](http://astateofdecay.org)
- Big improvements have been made since 2016 – read more about how Alabama and Iowa prioritized older adults' oral health in the State Spotlight section of #AStateofDecay, Vol IV. [astateofdecay.org](http://astateofdecay.org)
- Cost is still the biggest barrier to accessing oral health care. Read #AStateofDecay to find out where your state stands and @Smile4Health's policy recommendations.
- Since the last #AStateofDecay, an increasing number of states are taking intentional steps to advance the oral health outcomes of older adults. Read more here [astateofdecay.org](http://astateofdecay.org)
- No two states are the same. Read #AStateofDecay and the State Spotlights to learn about the creative ways states are improving older adults' oral health outcomes [astateofdecay.org](http://astateofdecay.org)
- Fact: More states have State Oral Health Plans that address older adults. Read more about what's happened since our last @AStateofDecay report. [astateofdecay.org](http://astateofdecay.org)
- By 2029, the needs of the oldest and youngest baby boomers are going to look very different. Read OHA's policy recommendations for states to improve the oral health outcomes of older adults. [astateofdecay.org](http://astateofdecay.org)

**Use #AStateofDecay to join the conversation**