

Missionary Dental Health Video Design for Academy of LDS Dentists

There will be four different videos.

1. For missionaries in the 18 – 24 year age group
(used as an orientation video in MTC's)
2. For senior couple missionaries
(used as an orientation video in MTC's)
3. For parents and leaders
(to help them understand the concerns of the church – preparing prospective missionaries with good dental health habits and explaining the need to take care of or stabilize existing dental problems before entering the mission field.)
4. A more generic video aimed at the pre-missionary age youth and parents with a large focus on developing countries, emphasizing the importance and need of developing good dental health practices early. This last video will be without mention of missionary or LDS verbiage so as to have a broad use outside of LDS communities.

GENERAL CONTENT / DESIGN

These missionary videos will have **excellent technical content** (proper brushing/flossing technique, nutrition, etc.) but also largely have a **major motivational element** and an **entertaining fun design**.

We want to incorporate the 5 minutes a day concept (i.e. 2 minutes am brushing, 2 minutes pm brushing, 1 minute floss). **Emphasize the idea of cleaning** teeth not just brushing.

Emphasis on the concept of the **moment of decision** (which is that fleeting moment when we decide – Will I brush? Will I floss? Will I take the extra time and attention to do it and do it right?).

When missionaries have those moments and think of brushing/flossing we want them to remember something we have told them that sticks in their minds. Perhaps a combination of **doing the right thing** (taking care of the temple that is our bodies), **fear** (concern that a lack of maintenance will lead to painful and unattractive results) and **reward** (the idea that more joy and happiness will follow if proper dental care is pursued).

We want to emphasize that taking care of one's teeth daily should be **an automatic decision process** as eating, sleeping, bathing is. For those who already brush daily we want to **reemphasize flossing and really getting teeth cleaned**.

Also emphasize the idea that good dental health will **help them in their missionary efforts** (more smiles, confidence, happier outward appearance, pleasant breath) **and in their personal relationships** now and in the future.

We can add elements that proper dental care is **a decision we make once** but solidify into a habit by **consistent behavior** and not something we should be deciding on a daily basis. This is **a pattern or habit** that needs to be developed just as they (as new missionaries) are about to take on making habits of prayer and scripture/gospel study unlike at any other time in their life. Now would be the time to start or solidify good habits that will stay with them a lifetime.

In the past - content alone may have been crucial - but in today's world of fast paced, highly visual entertainment, media of any type is chosen to be watched, compared and remembered for uniqueness and setting itself apart. To be honest, dental health is not a topic highly perceived as interesting and many think they already know everything they need to know about the subject. Although a couple of the videos may be shown to a captive audience (in MTC's) - to be remembered and motivating - these videos must have elements that are; interesting, visual, entertaining, connect with the audience, possibly surprise, and be memorable.

Rather than presenting the material dryly as so many other dental health videos have in the past – with a standard institutional sounding voiced over narrator and a design that is slow and predictable, we will **use 17-24 year old youth** (need 50-60 who cover the ethnic and cultural spectrum) to deliver the content. We also want the pace to be quick, visually interesting and we want humor and energy and enthusiasm to be an integral part of the design.

To be relevant - missionaries will be hearing from their peers – people of their own age who deal with the same issues. Authentic, sincere youth and their comments that focus on the realities of the daily issues, the concerns and **reasons people do and do not take better care of their teeth**. And ultimately **the benefits of why we should** including the **techniques and tips on how to do it better**. We'll be doing many interviews with a diverse cross section of youth and seniors utilizing a white generic background (like the apple commercials). Most comments will come from these short 10 minutes interviews that we will be conducting with each person. We will also give each person various lines of script that they will energetically deliver to the camera and viewer – to assist where we need them as transitions, to explain proper technique, etc. So all the content (other than a real dentist or two) is delivered by people who look and sound and deal with these same issues as they do.

And for fun – we want to **leave in the humor**, some of the outtakes, some of the less than polished professional delivery of the material we capture to make the video more **fun**, more **watchable**, more **entertaining**, and more **real and sincere**. We expect to capture on tape a lot of laughs, a few surprises and always unexpected gems of wisdom and insight (comments that cannot be scripted, delivered in ways we cannot direct). Much of the design will come down to the editing process.

We'll keep these 4 videos **short – 5 to 10 minutes**. If there are other already great videos or content out there let's take a look and incorporate some of those same great ideas. Let's not reinvent the wheel if it exists but make a better one that truly converts the viewer to do the right thing.

DESIGN IN MISSIONARY CONCEPTS

Since we are very specifically targeting missionaries, we will **design the video around other missionary concepts and scenarios** as well. We'll start the video off in an unusual way that doesn't give away the topic as being dental health. We see two missionaries walking up to and ringing the doorbell of a home. A person comes to the door and the missionaries give their door approach. We freeze the frame. It is at that moment that the homeowner has a moment of decision. We hear the voices of missionaries discussing the important of this "moment of decision". What happens next is perhaps the most important decision of their life. Will they invite the missionaries in? Will they turn them away? This moment between missionary and non-member will happen countless times on a daily basis for each missionary. And the consequences will be enormous. And yet it is a small thing. And often overlooked or undervalued.

Transition now to the idea that other missionary decisions, other "moments of decision" are made every day and also have serious consequences (prayer, scripture study, diet/nutrition). Transition to dental health.

Another missionary idea we can incorporate might be this. Missionaries will be praying more (morning and night), studying scriptures more, writing in journals, writing letters home - developing habits for the next two years they never had previously. Why not add good dental health practices? They will return home a changed person – one with good spiritual and work habits – why not also good health habits?

IDEAS FOR THE OTHER VIDEOS

We are starting production with the first MTC orientation video for younger missionaries. Overall the design for the other three videos will incorporate similar ideas. More concepts including an outline will be forthcoming especially as we meet with more content experts. We'll also be collecting footage for the other videos as we start shooting for the first one as well.

For the **senior missionary segment**, likewise using a variety of senior couple ethnic and cultural types. For this group we also want to address the unique issues that they now deal with (i.e. dentures, bad breath, and dental health issues more common to their age group).

For the **leader/parents segment**, also a diverse set of parents and leaders who are the content deliverers. They would deliver the information that addresses the major concerns the church has in terms of taking care of dental health issues before the missionaries enter the field. Content on developing good dental health habits, getting dental work done before leaving, etc.

For the generic fourth video we propose leaving out missionary and LDS verbiage so as to be more user friendly in non-LDS situations. We propose using a different approach that works better for underdeveloped or **third world countries** where American culture and perspectives on dental health are not predominate. There would be a greater emphasis on mothers and fathers taking initial responsibility for their younger children's dental health and instructing them to develop good dental health habits. We also need to know the expectations from the church in terms of what constitutes a well prepared missionary regarding dental health.

OUTLINE FOR FIRST VIDEO – (For Young Missionaries MTC Orientation)

This is just a tentative outline for the content to be addressed in the first video. This will be brought out in variety, energy and humor where appropriate. Much of the content will come out in the interviews and is difficult to final script at this point. A more detailed director's script is being worked out with expected lines we want delivered by the participants. There's also a lot of humor and alternative ideas that are difficult to script. Again, much of the content will be gathered from the sit down interviews and played with in editing.

- Intro – Missionaries at the doorstep the “moment of decision”
- Other moments of decision on a mission
 - Prayer
 - Scripture study
 - Hard work
 - The small things that achieve great results
- Transition to cleaning teeth
 - Is brushing teeth in the white handbook?
 - Developing the good habit of dental care
- What are good dental health habits?
 - 2 minutes am brushing
 - 2 minutes pm brushing
 - Daily flossing
 - Good nutrition
 - Regular visits to a dentists
- The whys & why not's of brushing / flossing teeth
 - Why don't people brush and floss (humorous excuses montage)
 - It's a habit or should become one
 - Taking care of our teeth should be as natural as the need to eat or sleep
 - The daily moment of decision
 - Our bodies are temples
 - Out of fear of pain and worry
 - Because of all the right reasons
 - Healthier
 - Attractive
 - Confidence
 - Not distracting from our duties
 - Good breath
 - Doesn't scare away the customers
 - Happier social life
- The types of teeth cleaners
 - The know it all
 - The brusher who doesn't or infrequently flosses
 - The once a day brusher
 - The bad brusher
- Technique Review
 - 2 minutes am
 - 2 minutes pm
 - Daily flossing
- Humorous close, funny or alternate ending

THESE VIDEOS WOULD BE EFFECTIVE IF:

- There was a measurable increase in brushing /flossing habits of missionaries (motivational)
- Many would think it is the best video they ever saw on the subject of dental health (informative)
- At the moment of decision, they remembered something they heard or saw in the video that made them think and act to take better care of their teeth (motivational)
- They would like to watch the video again (entertaining)

CURRENT NEEDS

- We need specifics as to **who we are officially doing this for at the church**. (Possibly something in writing?) This is important to keep us out of trouble and to assist in getting church members/leaders to assist us to do this. And if they can also make some connections or introductions for us with the below groups. If not, they at least need to know we will be dropping their name in conjunction with our contacting these groups on our own. Also can we then contact the Temple Square mission to get seniors? Or the MTC to tap into new missionaries? We need just a little guidance from these church contacts in terms of who we should contact. We are quite capable of setting that up but need official permission before we do so.
- Additional contacts with **content experts**. We think we know most of what needs to come across - but we do want to get this right. We still have questions that need to be solidified before we rush off in our own direction. These content experts / dentists / church leaders can also be interviewed for their perspectives, philosophies and insights – just as we are doing with the youth and seniors. We can schedule and go to their place of business to film them. Definitely need a typical dental office setting or two. And again, talking with the powers that be at the church or within the church medical committees can help us give them the videos they need to accomplish their goals most effectively.
- **Leaders and parents**. Specifically, we need to develop the content here as well as define and schedule who these parents/leaders are. Are they stake presidents, mission presidents, mission medical experts, or other missionary or church leaders? We'll need contact info.
- **Senior missionaries**. Who at the church can we talk with to tap into about 25 – 30 senior adults we can film? Temple Square mission? Church history library? Permission and or contact information would be helpful.
- **Missionaries**. Although we originally are using YSA youth it would hurt to also approach the church with the idea of letting us into the church's missionary pool to film 25+ missionaries? Diversity heavily needed here so that we don't have to travel the world. Other possibilities are Spanish / Tongan / Samoan / other wards and branches here in Utah – we've done it before.
- We are also working on a **music video** idea with catchy lyrics / jingles and talking with some music composers. The difficulty here is that we don't have a very large budget for expensive talents. Any contacts would be helpful.
- Is it possible to get some **toothbrushes**? We're going to have everyone we interview filmed brushing their teeth (either in a bathroom setting or otherwise) and will be asking them to bring their own toothbrush. But we may need a few backup extras.