

Smile Squad

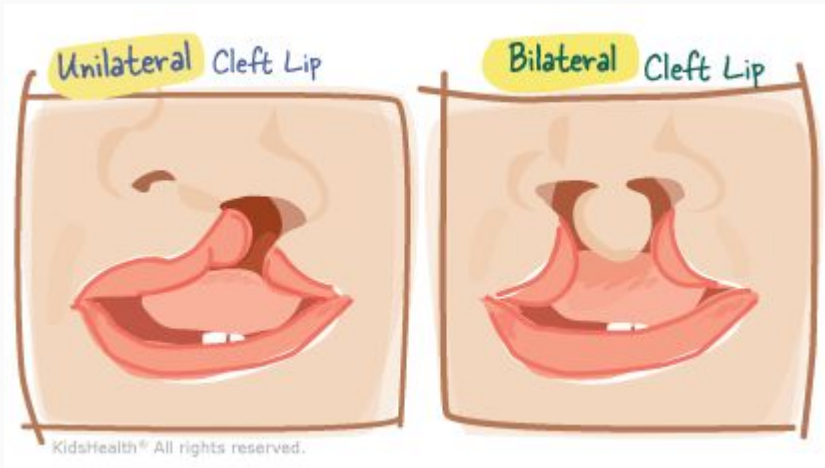
What Makes You Smile?

#WhatMakesYouSmile
#SmileSquad

By: Austin Deiters, Isabel Hess,
Blake Brisley, & Angelo Kapp,
Steven Reeder



The Social Issue



Cleft Lip occurs if the tissue in the formation of the lip doesn't come together completely before birth. If the formation of the lip doesn't come together completely an opening appears in the upper lip. It can occur on one, both sides, or the middle of the lip. This can lead into cleft palate. Cleft Palate occurs during the sixth and ninth weeks of pregnancy where the tissue that makes up the roof of the mouth are not joined together completely. Children with either or both conditions have problems with speaking clearly, feeding, and can also have ear infections. Problems with their teeth or hearing problems may also occur because of their condition.



Purpose of Organization

This birth defect affects an estimated 2,650 babies with cleft palate and around 4,440 babies with cleft lip or without a cleft palate in the United States each year. Without health insurance, cleft lip and/or palate surgery costs between \$5,000 to \$10,000 or more per surgery. Two surgeries are typically required for both cleft lip and cleft palate and that alone costs around \$10,000 to \$20,000 without insurance. It is not a cheap procedure and it affects babies in a tremendous way. From speaking problems, eating problems, to special bottles to help feeding; it is not an easy condition to grow up with. Awareness is necessary to keep donations flowing through organizations to help children fund surgery and other needs with this condition.



The Organization(Non-Profit)



Smile Train has been around since 1999 and was founded by some former Operation Smile employees. Instead of sending Western doctors across the globe to provide surgeries in developing countries, they felt that it was smarter to educate and fund training for doctors to do the procedures in their native countries. They wanted to step aside from the mission-based model and focus on a strategy that is more sustainable and beneficial in the long run. The money provided by donations goes towards educating doctors from across the globe, the proper way to operate and treat children with any sort of cleft, and helps cover the costs of the operations for the children that need the surgery.



Where they Stand with SMM



Today Smile Train has a large following and the simple goal of “Changing the World One Smile at a Time”. With their social media, they have an excellent understanding of how to engage with and grow their audience. The platforms they use are Facebook, Twitter, Instagram, YouTube, and Snapchat. They post frequent content and update their pages frequently with photos like the #SmileOfTheWeek, or the #PowerOfASmile. These posts give their followers new content to follow up with and understand where their donations are actually helping people. This is consistent through most of their social media with similar posts to the ones previously discussed. They also have a partnership with the popular beauty brand Kylie Cosmetics, where with promotional campaigns with certain products purchased donates 100% of proceeds to Smile Train.



91,944

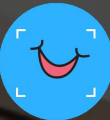


44,600



Mission Statement:

Smile Squad is a non-profit organization that is spreading awareness about those affected by Cleft Lip & Palate. Through stories & experiences, more and more people can understand those affected & what they go through. We hope you can see & understand more about Cleft Lip & Palate and how people are affected by it by following our organization!



Campaign Goals



S

- Increase Facebook likes by 10% every month
- Increase Facebook followers by 10% every month
- Increase Instagram likes by 10% every month



M

- Use analytics and metrics to measure engagement.
- Use Facebook Analytics and see how to boost posts.
- Use Social Blade to analyze our potential growth.



A

- Reach 80 followers on Facebook within 1 month
- Reach 80 followers on Instagram within 1 month



R

- Use information about cleft lip and cleft palate that is current and up to date.
- Use hashtags that are unique to our cause



T

- Reach 300 followers on Facebook in 11 months
- Reach 300 followers on Instagram in 11 months



Target Audience



Primary Audience

Males and females between the ages 18-32. We chose this large age group because they will spend the most time on social media. They will interact more with our social media pages and will also be more inclined to share our posts and hashtags to further spread the word for our cause to raise awareness for children born with cleft.

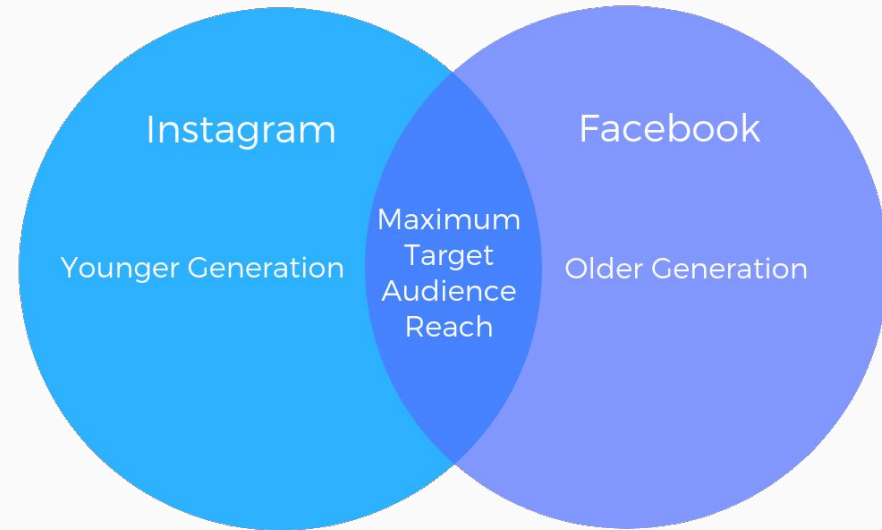
Secondary Audience

Parents & Family Members of those affected with Cleft
We believe that this audience will be the most inclined to donate and support our cause. We also want to include medical school graduates because we believe that they would likely enjoy getting involved with the program being fresh out of school and contributing to a large cause.

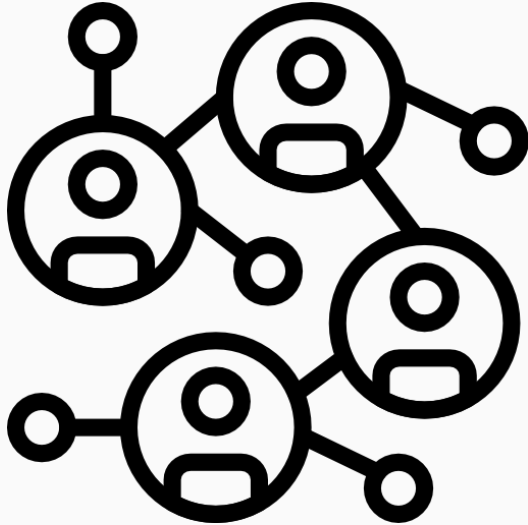


Strategies & Tactics

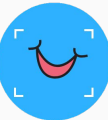
- Thankful Thursdays: Stories are shared and cover people who are grateful to have supportive friends and family and great doctors who take care of them.
- Smile Sunday's are posts regarding people happy with their smile after surgery from the condition.
- Star Smile Saturday's include posts regarding celebrities who have experienced cleft lip or cleft palate and they engages the audience with familiar faces
- The personal stories are shared every Wednesday on both platforms.
- Our hashtags are used on every post; #WhatMakesYouSmile & #SmileSquad to reinforce community action.



Media Plan



- We are optimizing our posts and posting times by taking data of when most Facebook and Instagram users are online. We have found that around 12:00 PM and 1:00 PM on Monday, Wednesday, Thursday, and Friday is when a majority of our target market is using Facebook and Instagram.
- We are a middleman for other organizations and we are trying to draw awareness for the disease as well as push people towards other companies such as Smile Train.



Timeline (Week 1)

November 25th

First #SmileSunday
post (Instagram &
Facebook)

Sat

Sun

Mon

Tue

Wed

Thu

Fri

November 17th

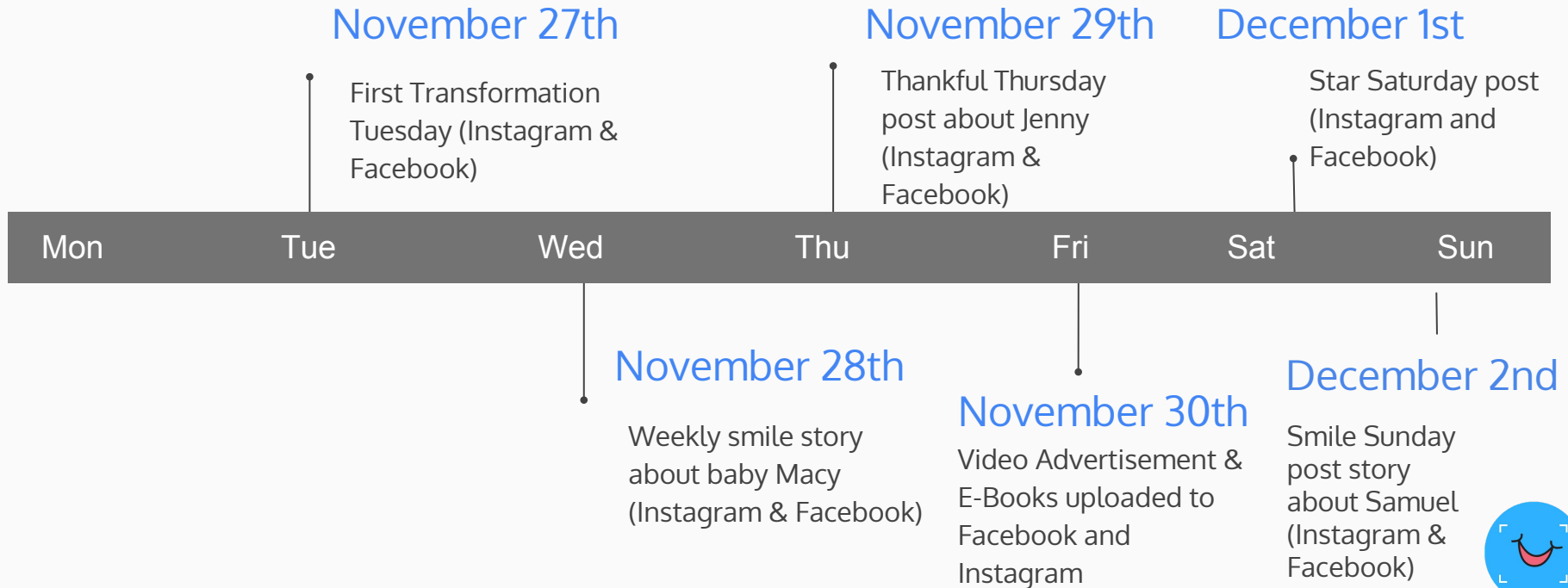
Facebook and
Instagram pages made
(First posts for both)

November 22

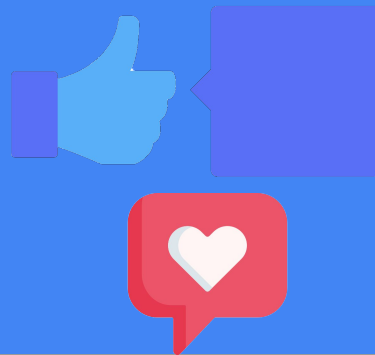
Thanksgiving day post
made on both Social
media sites



Timeline (Week 2)

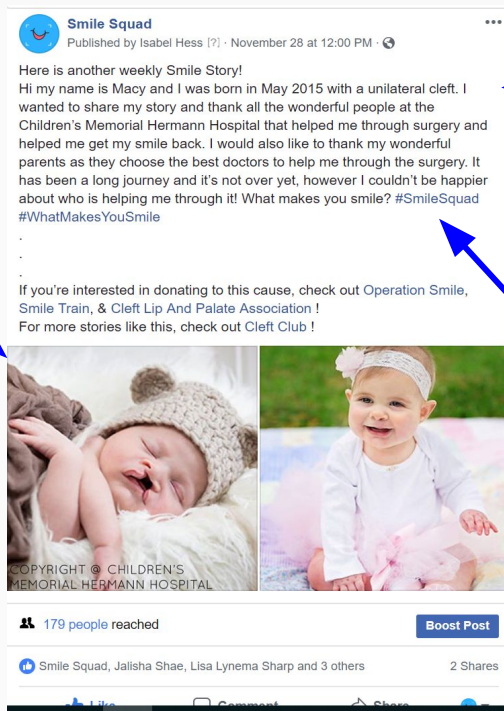


How We Post



Our Pictures

The pictures we select to include in our photos are of **real children with real recovery stories**. We believe that this real connection will **warm the hearts** of our audience & cause them to share and like our posts.

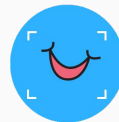


Our Message

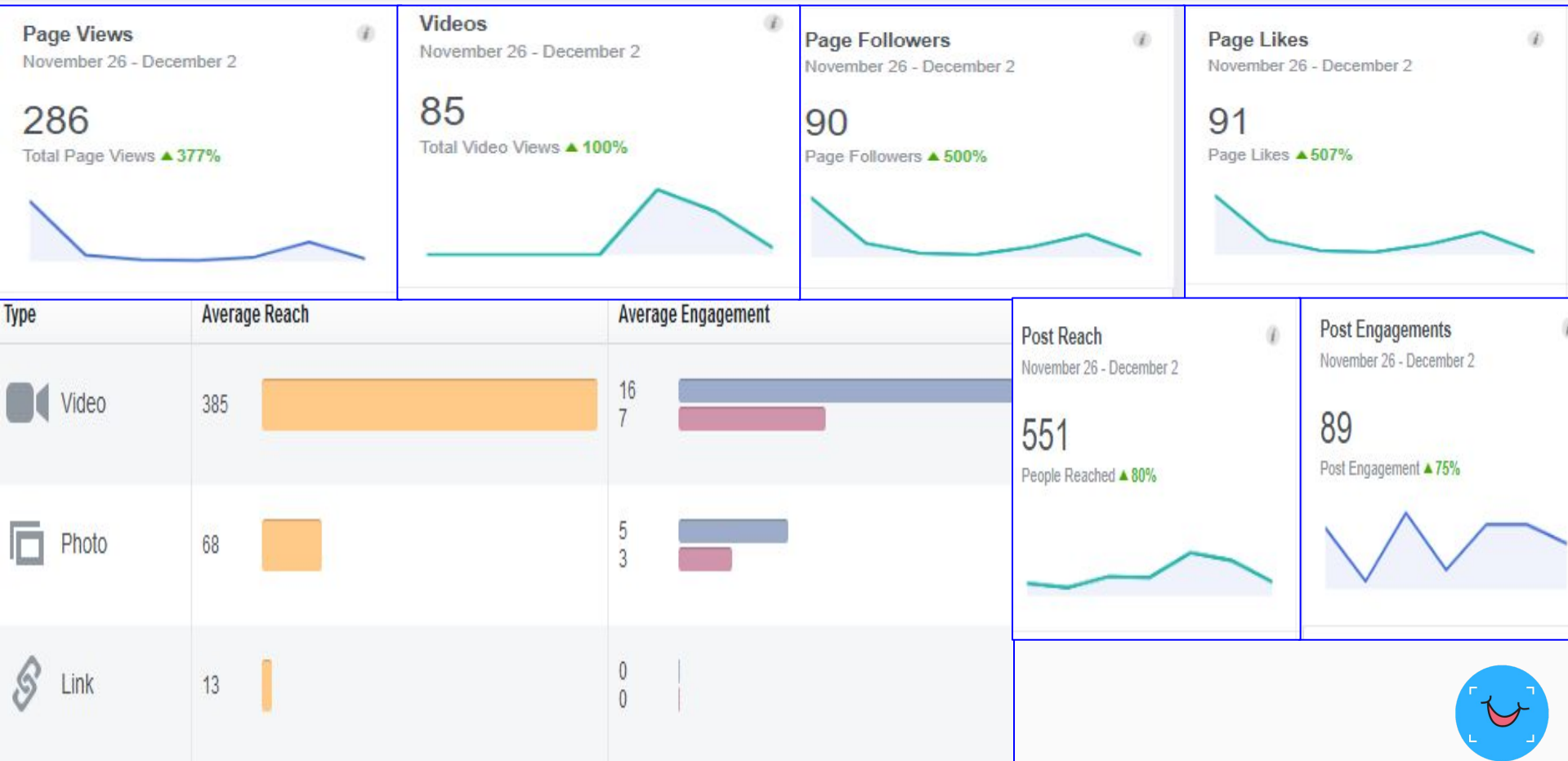
We want the message of our posts to tell **real stories**. We aim with our **stories** to capture the hearts of our audience to generate excitement and a following for our future posts.

Our Tagline

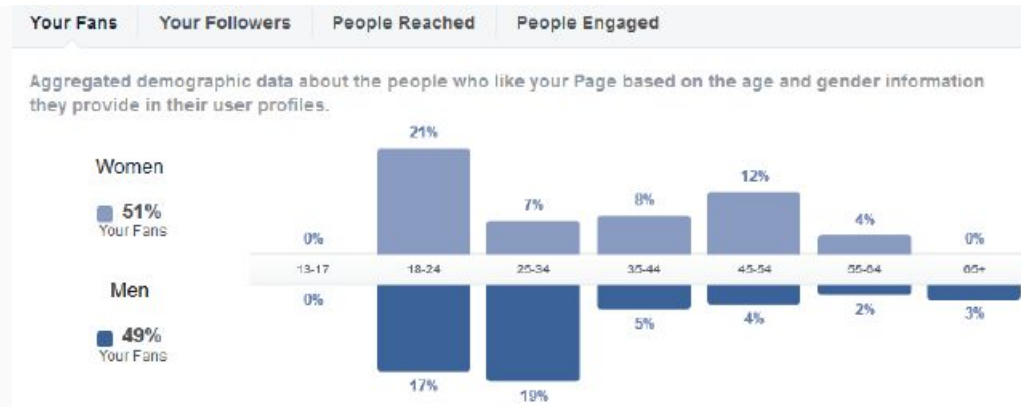
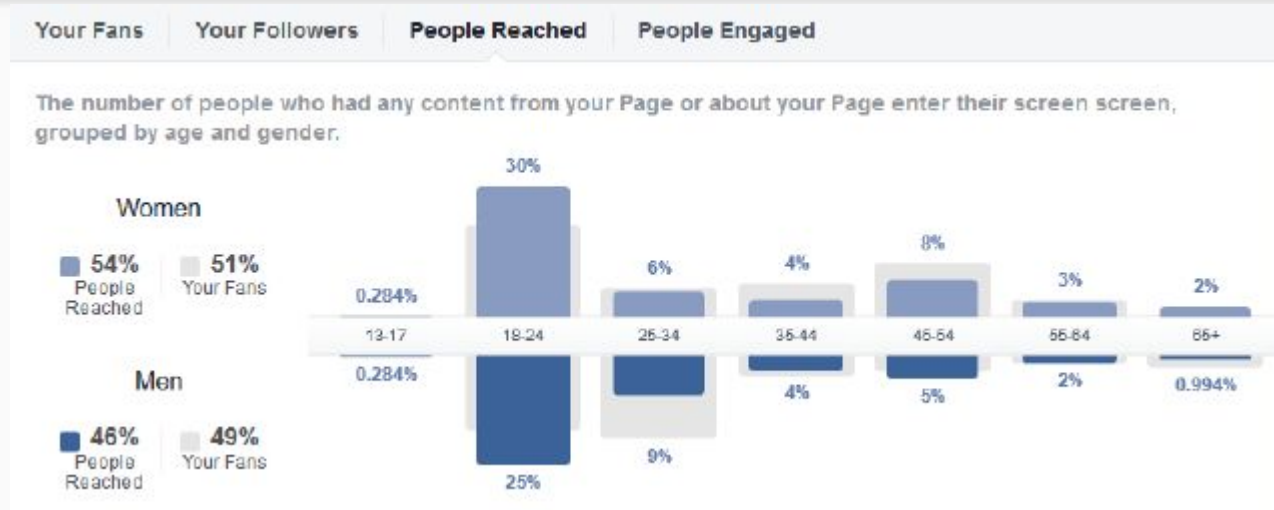
Our #'s are **simple** and **call for engagement** from the community.



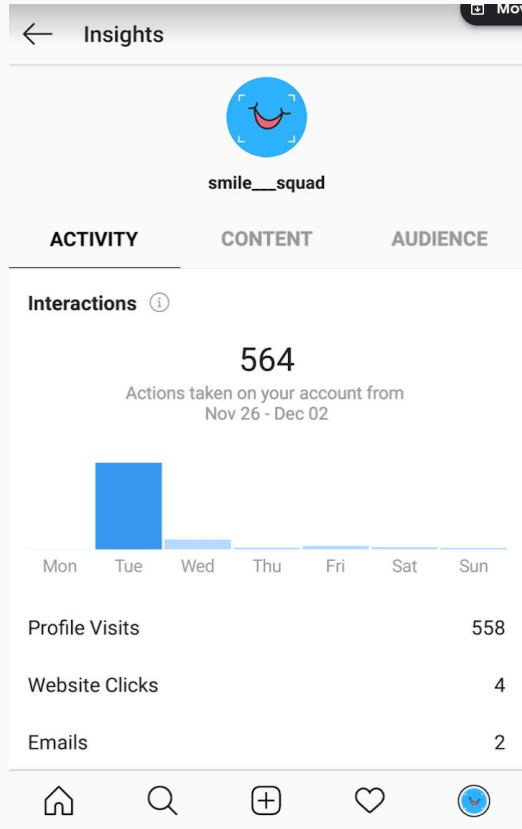
Facebook Analytics



Facebook Analytics

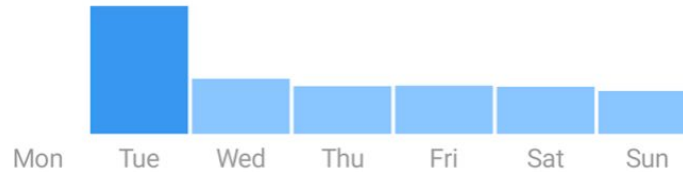


Instagram Analytics



Discovery ⓘ

279
Accounts reached from
Nov 26 - Dec 02

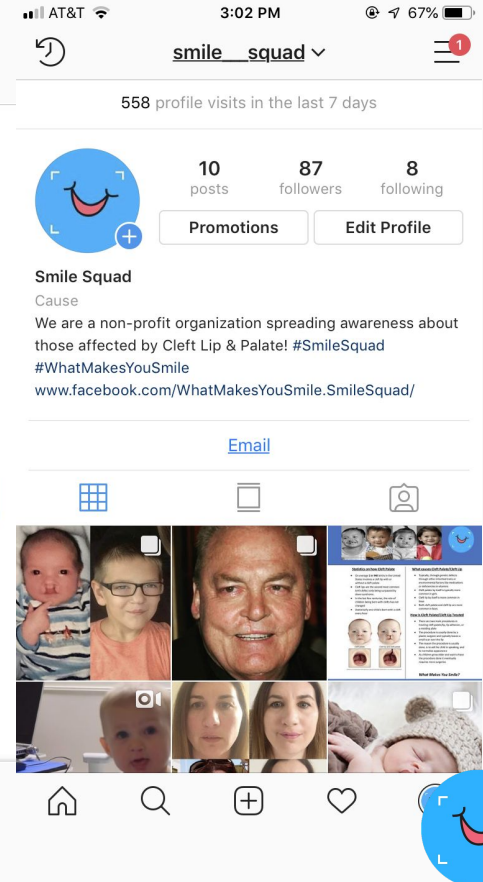


Reach

Impressions

279

2,071





Popular Post #1

Post Details



Smile Squad

Published by Isabel Hess [?] · November 28 at 12:00 PM · 🌐

Here is another weekly Smile Story!
Hi my name is Macy and I was born in May 2015 with a unilateral cleft. I wanted to share my story and thank all the wonderful people at the Children's Memorial Hermann Hospital that helped me through surgery and helped me get my smile back. I would also like to thank my wonderful parents as they choose the best doctors to help me through the surgery. It has been a long journey and it's not over yet, however I couldn't be happier about who i... [See More](#)



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MEMORIAL HERMANN HOSPITAL



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.



179 people reached

Boost Post



Smile Squad, Jalisha Shae, Lisa Lynema Sharp and 3 others

2 Shares



Like



Comment



Share



Performance for Your Post

179 People Reached

8 Likes, Comments & Shares ⓘ

6

Likes

6

On Post

0

On Shares

0

Comments

0

On Post

0

On Shares

2

Shares

2

On Post

0

On Shares

16 Post Clicks

8

Photo Views

0

Link Clicks

8

Other Clicks ⓘ

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

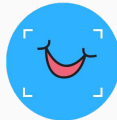
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Report as Spam

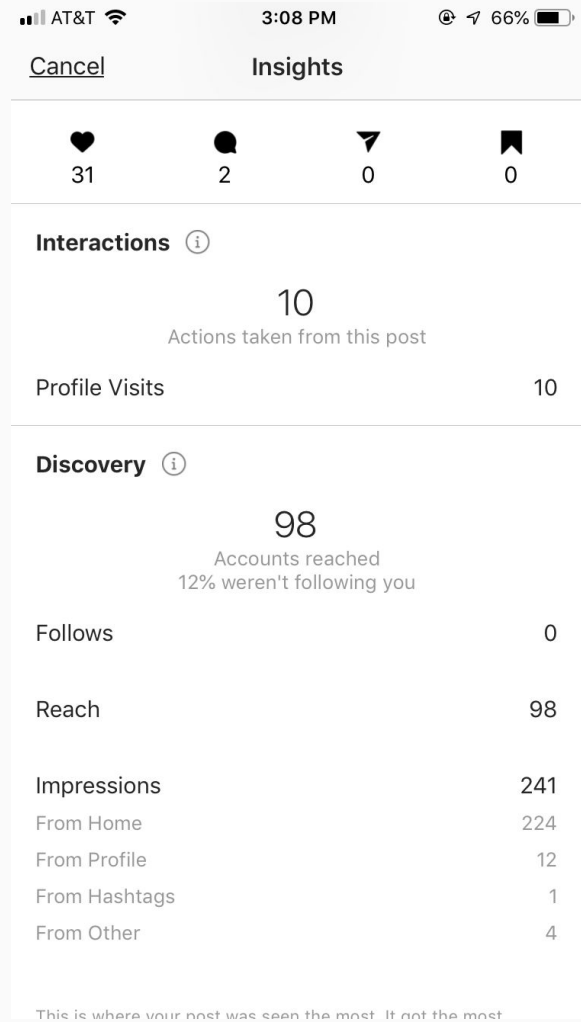
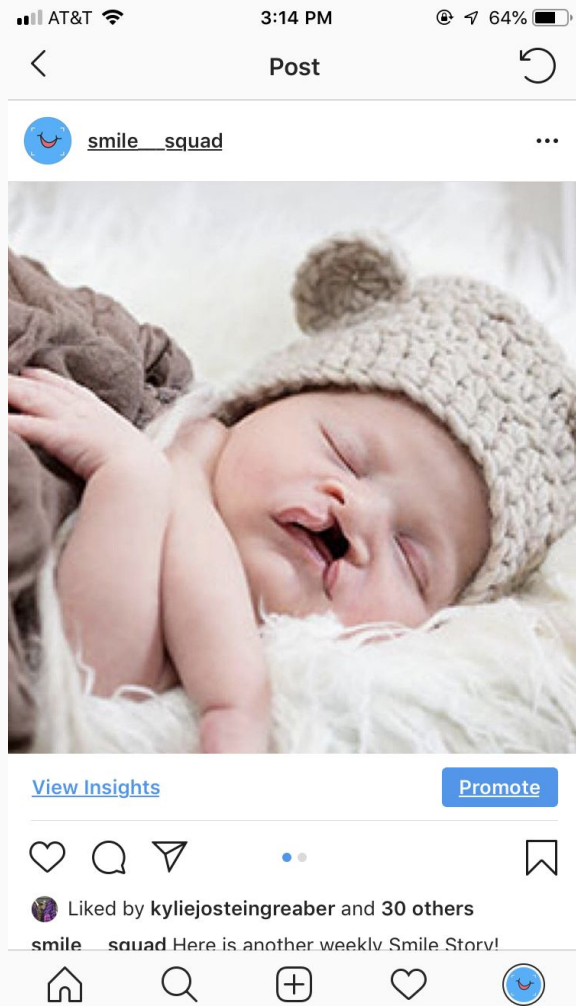
0

Unlike Page

Reported stats may be delayed from what appears on posts



Popular Post #1



Post Details



Smile Squad



Published by Isabel Hess [?] · December 1 at 2:23 PM · 🌐

Over 200,000 people every year are affected by cleft lip and cleft palate, making it one of the most common birth defects in america. Doctors everywhere do amazing jobs surgically repairing babies cleft lips and palates that you barely even notice. Here are 3 stars who benefited from these talented doctors. From left to right Stacy keach, Cheech Marin, Joaquin Phoenix. These stars continue to give support to families who are impacted by the birth defect and to the amazing... [See More](#)



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 4,700 people.



42 people reached

Boost Post



Robbin Deiters



Like



Comment



Share



Performance for Your Post

42 People Reached

2 Likes, Comments & Shares [i](#)

2

Likes

2

On Post

0

On Shares

0

Comments

0

On Post

0

On Shares

0

Shares

0

On Post

0

On Shares

5 Post Clicks

2

Photo Views

0

Link Clicks

3

Other Clicks [i](#)

NEGATIVE FEEDBACK

1 Hide Post

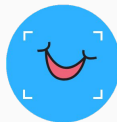
0 Hide All Posts

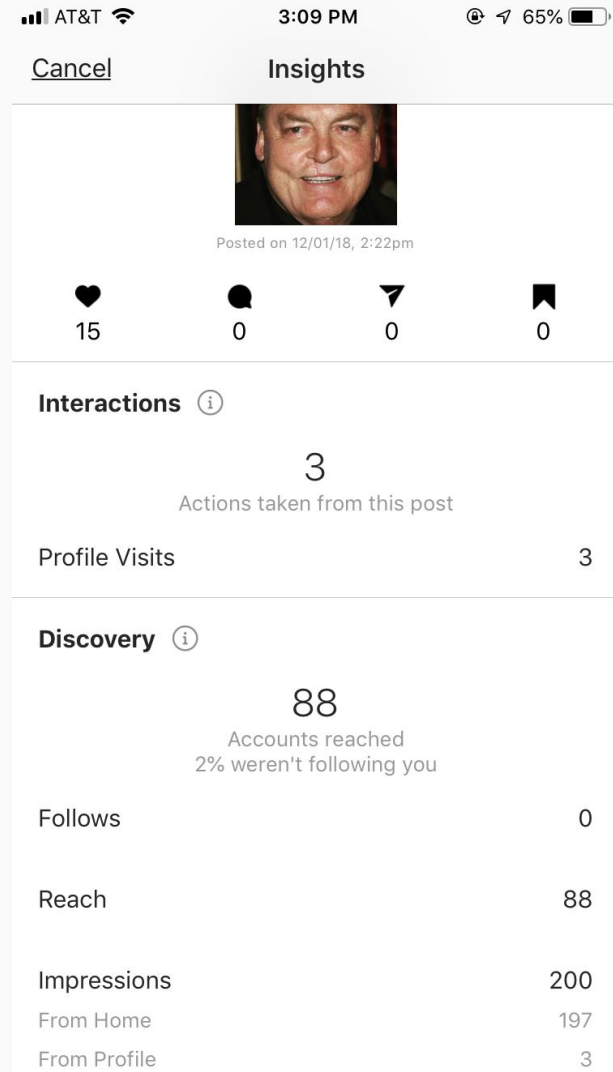
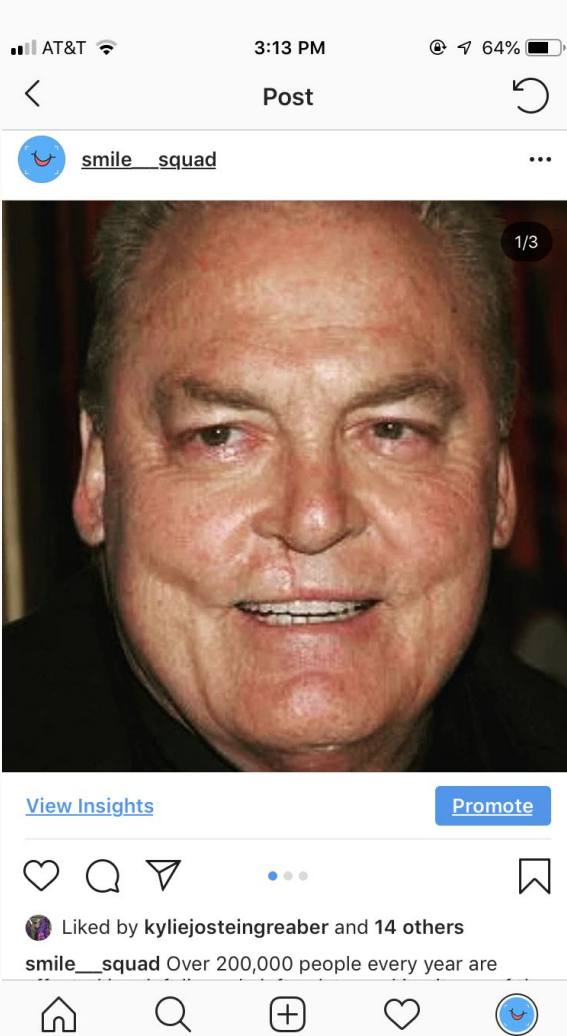
0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Popular Post #2





Popular Post #3





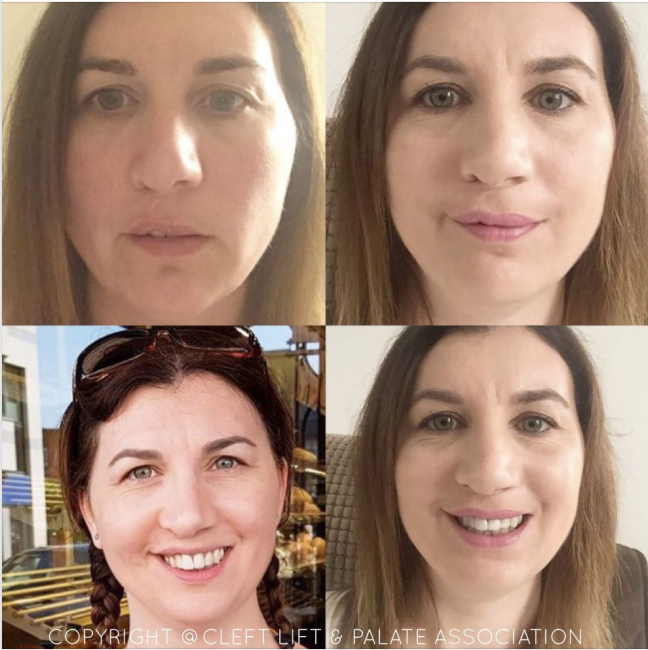
Smile Squad

Published by Isabel Hess [?] · November 29 at 12:00 PM · 🌐

Happy Thankful Thursday! Jenny was born in 1981 in London. Her mom used to feed her by spoon for the first couple months of her life. When she was 4 years old she had her cleft lip repaired. At 16 months she had her palate repaired. She is thankful for her new outlook on life!
#SmileSquad #WhatMakesYouSmile #ThankfulThursday

...

If you're interested in donating to this cause, check out [Operation Smile](#) Smile Train, & Cleft Lip And Palate Association ! ... See More



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Performance for Your Post

33

People Reached

1

Likes, Comments & Shares 

1

Likes

1

On Post

0

On Shares

0

Comments

0

On Post

0

On Shares

0

Shares

0

On Post

0

On Shares

2

Post Clicks

1

Photo Views

0

Link Clicks

1

Other Clicks 

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

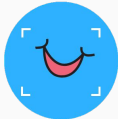
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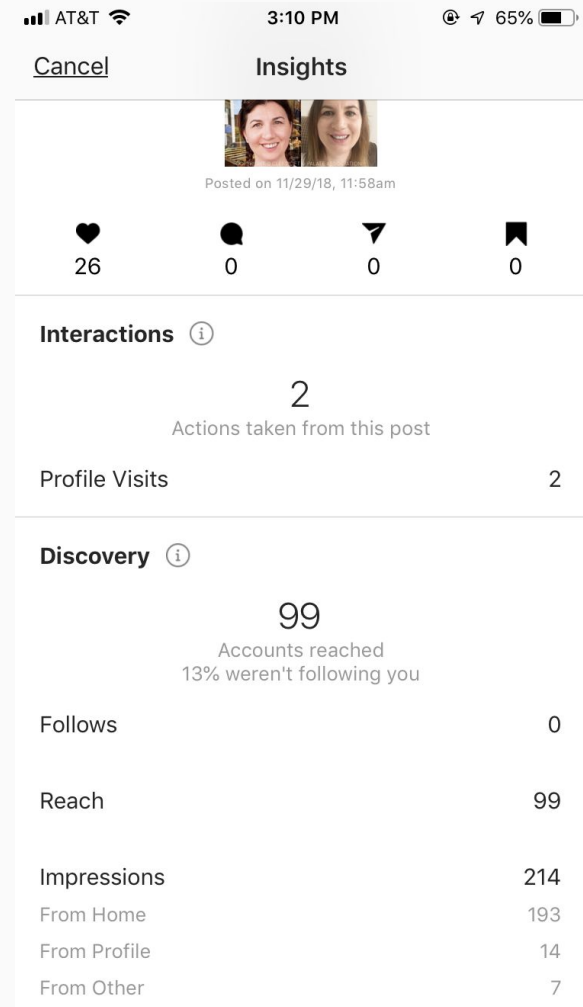
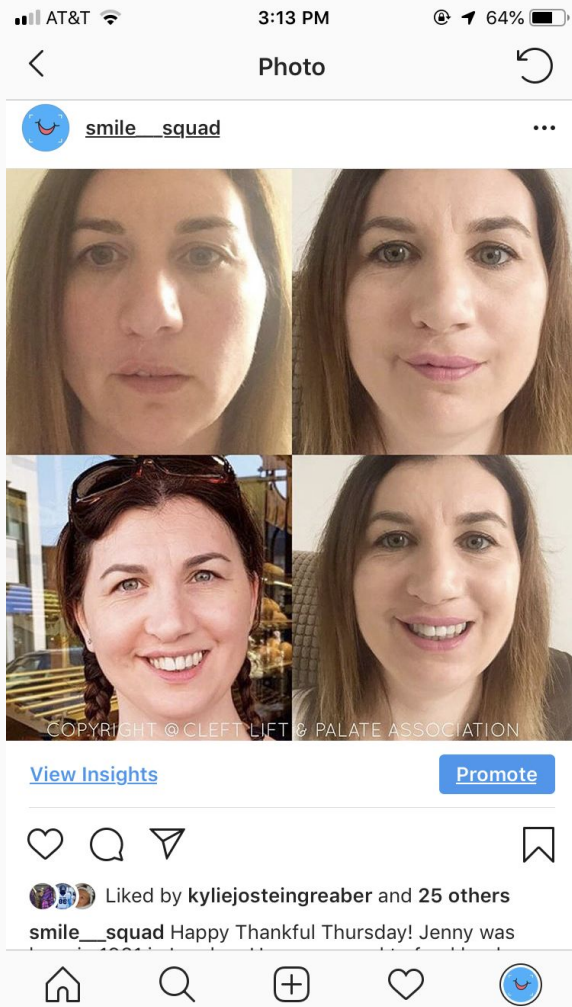
Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts





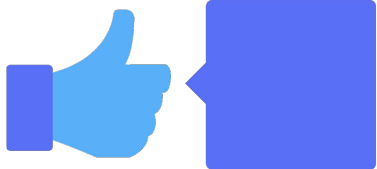
Popular Post #3



Video



2 Likes
4 Shares
85
Views



Our video highlighted children who had cleft lip & cleft palate to spread awareness of what they go through.



16
Likes

52
Views



Evaluation

Budget

Zero dollars were spent during this campaign, we used only free social media platforms, Facebook and Instagram.

ROI

Our campaign was not for profit and we did not accept any donations, we did provide links on all posts and Social Media outlets home pages.

The Return On Investment was calculated by how many followers we had on each site. We obtained 88 followers on instagram and 108 on Facebook

Tuning

Improvements that could have been made are more in Depth analysis or links to a biography of the person we did our testimonies on, that way the reader can get to know the individual a little better



Appendix

Account, S. T. (2018, December 01). Smile Train (@Smiletrain). Retrieved from <https://twitter.com/Smiletrain>

Account, S. T. (2018, December 01). Smile Train (@Smiletrain). Retrieved from <https://twitter.com/Smiletrain>

Author, N. (2018, February 05). Demographics of Social Media Users and Adoption in the United States. Retrieved from <http://www.pewinternet.org/fact-sheet/social-media/>

Michael, Hootsuite, & Inbound Marketing. (2018, October 26). The Best Time to Post on Instagram, Facebook, Twitter, and LinkedIn. Retrieved from <https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>

Smile Train. (2018, November 28). Retrieved from https://en.wikipedia.org/wiki/Smile_Train

Smile Train. (n.d.). Retrieved from <https://www.facebook.com/SmileTrain>

Organization References:

Swiss Cleft Centre Mumbai
Michigan Medicine
American Family Children's Hospital
ValleyChildrens
CICM Partnerships
St. Jude Children's Research Hospital
Operation Smile
Smile Train
CLAPA (Cleft Lip & Palate Association)
Cleft Club
Cincinnati Children's

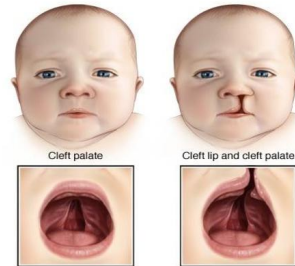


Quick Facts on Cleft Palate from the #SmileSquad



Statistics on how Cleft Palate

- On average **1 in 940** births in the United States involves a cleft lip with or without a cleft palate
- Cleft lips are the second most common birth defect only being surpassed by down syndrome.
- In the last few centuries, the rate of children being born with clefts has not changed
- Statistically one child is born with a cleft every hour



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What causes Cleft Palate/Cleft Lip

- Typically, through genetic defects through either inherited traits or environmental factors like medications or deficiencies in vitamins
- Cleft palate by itself is typically more common in girls
- Cleft lip by itself is more common in boys
- Both cleft palate and cleft lip are more common in boys

How is Cleft Palate/Cleft Lip Treated

- There are two main procedures in treating cleft palate/lip, lip adhesion, or a molding plate
- The procedure is usually done by a plastic surgeon and typically leaves a small scar over the lip
- The reason the procedure is usually done, is to aid the child in speaking, and to normalize appearance
- As children grow older and wait to have the procedure done it eventually requires more surgeries

What Makes You Smile?

eBooks

References

Facts about cleft lips and palates. (n.d.). Retrieved from <http://www.post-gazette.com/news/health/2014/09/30/Interesting-facts-about-cleft-lips-and-palates/stories/201409300019>

Gupta, R. C. (Ed.). (2014, October). Cleft Lip and Palate. Retrieved from <https://kidshealth.org/en/parents/cleft-lip-palate.html>

Google Images

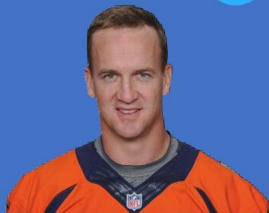


CLEFT LIP & THE NFL

BRINGING AWARENESS FROM A FAMILIAR FACE

What Makes You Smile?

#SmileSquad



Written by Isabel Hess

Cleft Lip

Believe it or not, NFL Quarterback for the Denver Broncos Peyton Manning was born with cleft palate. Cleft palate is a congenital split in the roof of the mouth. It is a common birth defect and can be corrected.

AVERAGE NUMBER OF BIRTHS AFFECTED OF CLEFT LIP AND PALATE

Each year United States, 2004 to 2006

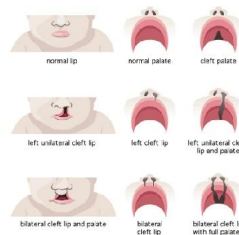


The Challenge

The football star grew up dealing with constant bullying, two surgeries, and difficulties feeding. The two plates of his skull that are supposed to form the roof of your mouth failed to do so. They were not fully joined to create the hard palate, and this caused a gap. He had to use specific bottles for feeding because the hole in his palate caused the milk to come out of his nose. The two surgeries closed the gap that he had, and he also had a bone graft to stabilize his upper jaw. Without health insurance, cleft lip surgery typically costs \$5,000 to \$10,000 per surgery. He also had braces for orthodontal work for ten years. Braces tend to cost around \$4,937 without health insurance. Not only is cleft lip an expensive surgery to endure, it is a mental struggle as well for the patient. Manning endured many challenges as a child to be where he is today.

Where He is Now

Despite his past, he overcame his challenges that he faced as a child and became a memorable NFL Quarterback. He openly discusses what he faced at a young age to people who are curious about his past. He made many efforts to give back to those in need. In 1998 he helped promote the services and programs for the Saint Vincent's Children's Hospital in Indiana. He actively participated in fundraising for the hospital as well. In 1999 Manning created the PeyBack Foundation. This program has generated over \$10 million dollars through different grant programs and the purpose is to provide opportunities and programs to children at risk. The goal is to provide the best programs for the younger generation and to help them succeed in the future.



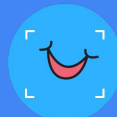
Peyton Manning
Children's Hospital



In 2007, the St. Vincent's Children's Hospital altered their name to replicate a generous contributor and influencer. The new name of the hospital is Peyton Manning Children's Hospital at St. Vincent. The Pediatric Craniofacial Center provides treatment, diagnosis, and support for children who endure deformities or disorders to the head and face. This center is located in the hospital named after Manning and they are one of six in North America designated to the Cleft Palate National Outcomes project. Because of his experience, he has done great efforts to help other children in need who have to go through what he went through. He overcame a multitude of challenges at such a young age and is an inspiration to others for his efforts for giving back.

References

Peyton Manning Cleft Palate and Orthodontics. (2016, February 09). Retrieved from <https://www.miamiorthodontist.com/peyton-manning-cleft-palate/>
Prevalence of Cleft Lip & Cleft Palate. (n.d.). Retrieved from <https://www.nidcr.nih.gov/research/data-statistics/craniofacial-birth-defects/prevalence>





SMILE SQUAD

WHAT MAKES YOU SMILE?

CLEFT LIP

WHAT IS THE CAUSE OF CLEFT LIP AND HOW CAN IT BE PREVENTED.

WHAT IS CLEFT LIP?

Between weeks four and seven of a pregnancy, the fetus begins to develop and form its lips. The fetus builds up body tissue as well as a certain set of special cells begin to form on either side of the baby's head and grow towards the middle of the face. Cleft lip is the result of the tissue not fully joining together at the time of birth. Each case can differ from one another as some examples can be the area is only a small slit in the lip and other cases can be large gaps that can run up and into the nose area.



OCCURRENCES

The CDC estimated that each year the United States sees about 4,440 babies are born with a cleft lip. Isolated orofacial clefts are the most common for babies born with clefts in the United States. Isolated orofacial clefts are clefts that have no association with health issues for the baby. Dependent on the type of cleft the isolated orofacial cleft can vary from 50 – 80% of all cleft occurrences.

CAUSES

The CDC recently reported that they important findings from a research study that certain activities during pregnancy can lead to a higher chance of the baby contracting cleft lip. Those activities include:

- Smoking – Women who smoke while pregnant are more likely to give birth to a baby with an orofacial cleft than women who refuse to smoke.
- Diabetes – Women with diabetes diagnosed prior to their pregnancy have an increased risk of giving birth to a child with a cleft lip.
- Use of certain medicines – Women who use medicines to treat epilepsy, such as topiramate or valproic acid during the first trimester of their pregnancy are at a higher risk of giving birth to a baby with cleft lip.



TREATMENT

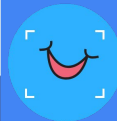
Treatment for cleft lip tends to occur early in the child's life. It is recommended that the child has surgery to repair the cleft lip within the first twelve months of their life. It is not rare for the child to need multiple surgical repairs as they grow older. Surgical repair does not only benefit the appearance of the child's face

but also can improve the breathing, hearing, and speech and language development of the child. Often, children born with orofacial clefts will need secondary treatments such as special dental or orthodontic care and/or speech therapy.



#SmileSquad

#WhatMakesYouSmile



Sometimes the Best Way To

Help Is To Volunteer

By: Angelo Kapp – Smile Squad member

What Makes You Smile?



#SmileSquad

Today people are more aware of issues facing people every day from different walks of life. However, with technology today people can donate money to causes and organizations from around the world. For some people want to do more than donate money. They want to donate their time and sometimes donate their expertise in the medical field.



For example, at [Operation Smile](#), someone with medical expertise can volunteer for medical missions, typically lasting from 10-12 days. Recruitment can take place two to four months before a medical mission.

Some medical positions include: anesthesiologist, pediatric anesthesiologist, biomedical technicians, cleft surgeons, nurses that can work in the operating room and the recovery room, pediatricians, post anesthesia care unit physicians, psychosocial care providers, and speech language therapists.

Perhaps you might not fit the criteria of someone with a medical background but would still like to volunteer. You can get your community involved in the action. You can host a fundraising event or bring a local medical volunteer from their Speakers Bureau to share their stories about the work they have done on a mission. The Speakers Bureau



includes more than 140 medical and non-medical volunteer speakers that can speak to corporations, schools, churches and other organizations.



Another way to volunteer is with organizing with friends and family and collecting supplies and sending them to Operation Smile. They need everything from crayons for the kids to pens and clipboards for the staff. Items like toothpaste and children's toothbrushes are in demand as well.

For someone that is handy with their hands, they are accepting homemade quilts, blankets, and afghans. They have a list of instructions that detail the [requirements](#) of the quilts, blankets, and afghans.



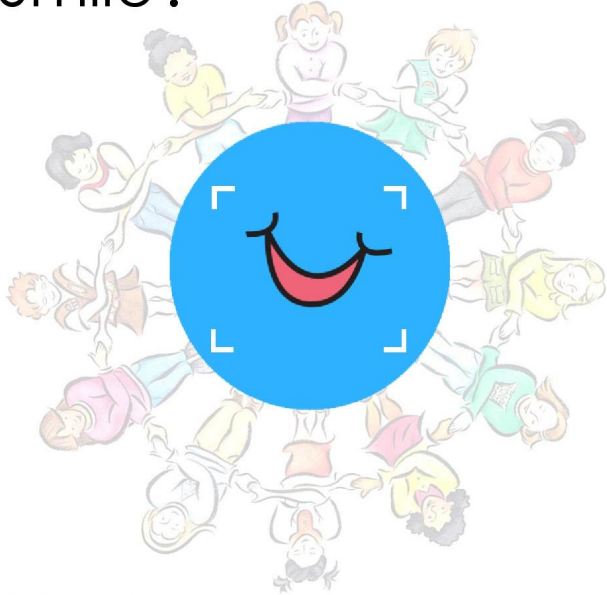
With the creation of social media, people can always search for Operation Smile and create a fundraiser. Especially on Facebook, people are generally not asking for that nice dinner at a fancy restaurant or that birthday card filled with money. Many people today have created fundraisers in honor of their birthday. It's really easy to set up on Facebook. All you have to do is click on [Fundraisers](#) icon on your Facebook page and search for Operation Smile. You can set the amount you are trying to raise for your goal and set the duration of the fundraiser. Everything collected goes directly to Operation Smile. There's no need to collect money or keep track of who donated.

References

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Volunteer. (n.d.). Retrieved from <https://www.operationsmile.org/act-now/volunteer>



What Makes You Smile?

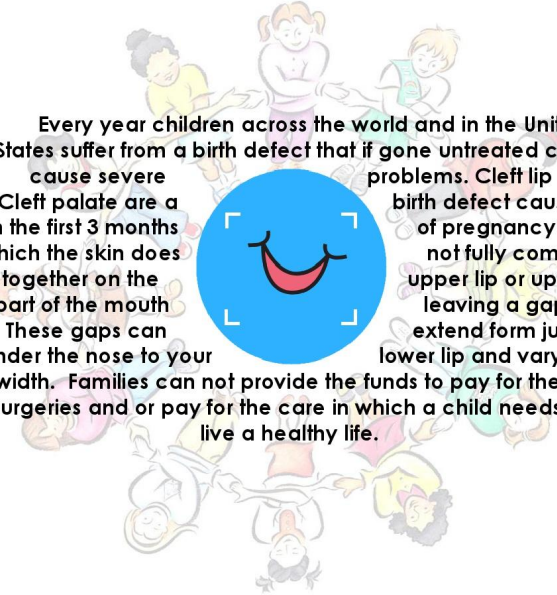


#SmileSquad

By: Austin Deiters

What Makes You Smile?

Every year children across the world and in the United States suffer from a birth defect that if gone untreated can cause severe problems. Cleft lip and Cleft palate are a birth defect caused in the first 3 months of pregnancy in which the skin does not fully come together on the upper lip or upper part of the mouth leaving a gap. These gaps can extend from just under the nose to your lower lip and vary in width. Families can not provide the funds to pay for these surgeries and or pay for the care in which a child needs to live a healthy life.



Just a Deformation?

Cleft lip is far more than a deformation to the lip and or upper palate. Those untreated suffer through daily hardships that others take for granted. Those with an untreated cleft lip have a difficult time eating, a cleft palate can lead to fluids and sometimes small foods going up through the cavity in the palate and up into their nose. Hearing problems even hearing loss can happen due to the buildup of fluids in the inner ear. This causes severe ear infections that can be debilitating and cause permanent hearing loss. Those suffering are subject to speech difficulties, having the gap can cause an instable speaking platform often sounding hard to understand, nasally and very problem is dental, Another common issue is that teeth are rotated or tilted sometimes nonexistent. Severe cases lead to Alveolar Ridge Defect which causes a deformation to the permanent teeth due to abnormal development in the bony gum that contains teeth. The problem people face is having the financial stability and knowledge to help those affected copes with the deformation. Inability to fix the deformation can lead to extreme cases of the problems above. Not only do people not have the money for surgery but also to help with the problems caused by cleft lip. Attending speech therapy classes, orthodontist visits, psychologist meetings and surgeries later are expensive and are not taken advantage of by those living with cleft lip due to insufficient funds.



History

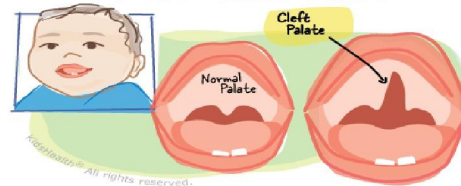
1 in 700 babies globally are affected every year. 4440 babies a year in the United States are born with cleft lip making this birth defect the 4th most common in the country. The first successful surgery on cleft lips happen in 1816. Well before then many believe that cleft lip was secondary to syphilis.

without, the success due to extremely painful casualties. more of a Chloroform was medicine world.



The first surgery was a Anastasia because process was and lead to many Surgeries became practice after introduced to the Cleft lips can be

traced all the way back to ancient Greece and even before then. One the best comedians of our time Cheech from the movie and tv series Cheech and Chong was born with a cleft lip.



What can I do?

Non-profit organizations are working hard to help fund surgeries for those born with the defect. These organizations also help fund families affected for daily improvements such as speech as speech psychologist. Donating \$250 can cover the fees of a new born surgery on their cleft lip. Donations received also help studies towards discovering the causes and even preventions to the birth defects.



Benefits:

Your donation can live a happy life, free repercussions that untreated. The should provide knowing you are fortunate and in dire support the various organizations such as child in need.

help a child with cleft lip from the can happen if donation you give satisfaction helping those less need. Go out and non-profit smile bright and help a



References

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Cleft Lip and Cleft Palate. (n.d.). Retrieved from <https://www.webmd.com/oral-health/cleft-lip-cleft-palate#4>
Icreon. (2018, October 26). What Is Cleft. Retrieved from <https://www.smiletrain.org/our-cause/what-is-cleft>
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Flyer



SMILE SQUAD

Smile Squad is a non-profit organization that is spreading awareness about those affected by Cleft Lip & Palate. Through stories & experiences, more and more people can understand those affected & what they go through.

WHAT MAKES YOU SMILE?

We hope you can see & understand more about Cleft Lip & Palate and how people are affected by it by following our organization!

FOLLOW US ON SOCIAL MEDIA

Facebook: <https://m.facebook.com/WhatMakesYouSmile.SmileSquad/>
Instagram: @smile__squad

