NEWS from the Children’s Dental Health Project

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CDHP Expands Its Staff by Hiring a Communications-Outreach Director

The Children’s Dental Health Project (CDHP) announced today that Matt Jacob has been hired as the organization’s Director of Communications and Outreach. This newly created position, based in our Washington, D.C. office, reflects CDHP’s commitment to expand its work to create and advance innovative solutions to achieve oral health for all children.

Over his career, Mr. Jacob has helped nonprofits, advocacy organizations and elected officials communicate effectively and raise the profile of their issues. For more than 20 years, his efforts have focused on children’s health and educational needs. Mr. Jacob has shaped communication and media strategies for numerous organizations, including the American Federation of Teachers and the National Coalition for Disability Rights. Most recently, Mr. Jacob worked for the Pew Charitable Trusts, where he managed communications for the Pew Children’s Dental Campaign.

Mr. Jacob has written opinion columns and created advertisements that have appeared in the Los Angeles Times, USA Today, Roll Call, Boston Globe and many other media outlets. His communications work has been honored or recognized by the New York Times, the Arkansas Press Association, the Arkansas Associated Press Broadcasters Association, and other organizations. He has given presentations on framing messages about oral health to numerous audiences, including the Institute of Medicine and the American Public Health Association.

“We’re pleased to welcome someone with Matt’s experience to our staff,” explained Patrice Pascual, CDHP’s executive director. “In addition to strengthening our communication tools and strategies, he will play a key role in supporting the outreach and technical assistance that we provide to state and local leaders in the dental community.”

Mr. Jacob received his bachelor’s degree from the University of Arkansas. He is the co-author of What the Great Ate, a book published by Random House in 2010. He has lived in Washington, D.C. since 1989.

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