Oral Health Literacy Activities
In
State Oral Health Programs

Oral Health Literacy Workshop
Institute of Medicine
March 29, 2012
Oral Health

• Most Dental Disease Is Preventable
• Dental Caries Is the Most Common Chronic Disease Among Children
• Distressing and Disturbing Paradox?
• The Time for Oral Health Literacy Is Now to Close the Gap in Oral Health Status
Oral Health Literacy

Capacity To

- Obtain, Process, Understand
  - Oral & Craniofacial
    - Health Information
    - Services

- Needed to Make Appropriate Health Decisions
State Oral Health Program (SOHP) Perspective

- Examples of SOHP Initiatives in Oral Health Literacy
- Overview of SOHPs and Infrastructure
- Roles for SOHP in Oral Health Literacy
- Resources and Challenges for SOHPs
- Future direction
SOHP Infrastructure

- Varies by State
- State Office of Oral Health (SOHP)
  - Dental Director
  - Staff
  - Funding
  - Organizational Setting
  - Responsibilities and Priorities
  - Partners
    - Internal
    - External
- Non-Government Partners
  - Professional Associations
  - Universities and Dental Schools
  - Private Foundations
SOHP Responsibilities

- Assessment
- Assurance
- Policy
State Role in Oral Health Literacy

- Strategically Positioned
- Identify Problems and Initiate Discussions
- Two questions
  - Does it work?
  - What does it cost?
- Partnerships
- Funding
- Decision Making
- Technical Information
- Evidence Based, Evaluation and Outcomes
Challenges and Limitations for SOHPs

- Staff
- Funding
- Competing Priorities
- Accountability to Governor, Legislature, and Taxpayers
- Partners
- Limited Research
- Bureaucracy
State Initiatives in Oral Health Literacy

- 92% of States Provide Oral Health Education and Promotion
- Type- OHL Stand- Alone or Program Integrated
- Program Review Criteria
  - Initiated, Developed, Funded, or Managed by SOHP

- Arizona
- Vermont
- Delaware
- Maryland
Office of Oral Health

- Find a Dentist and Dental Health Care
- Programs & Services
- Initiatives, Plans & Surveys
- Dental Organizations
- Oral Health Resources

Oral Health is an essential part of a healthy life

Tooth decay (cavities) is the single most common chronic disease of childhood, occurring five to eight times as much as asthma. Poor oral health has recently been linked to heart disease, low birth weight and diabetes.

Despite the reduction in cases of decay in recent years, nationally more than half of all children have cavities by the second grade, and by the time students finish high school, about 80 percent have cavities. Unless it is stopped early, dental decay is irreversible.

The good news is that dental disease is mostly preventable, and Vermont ranks high among other states in the number of people who access dental services.
Vermont Tooth Tutor Dental Access Program

- Initiated in 1997 as Dental Home Placement for Elementary School Children
- Tooth Tutors Provide Oral Health Education for
  - Elementary School Children in Classrooms
  - School Staff- Nurses, Teachers
  - Literature is Distributed to Parents
- Multiple Funding Streams
Vermont
Tooth Tutor Dental Access Program

• Multiple Funding Streams
  - State Funds
  - CDC Prevention Block Grant
  - MCH Prevention Block Grant
  - Medicaid Administrative Coding Funds

• Outcomes
  - 74% of Targeted Children Placed in Dental Home in 2008/2009 School Year
  - Expanded to Include Head Start
Arizona Healthy Bodies Healthy Smiles Survey

The Arizona Department of Health Services, Office of Oral Health's (OOH) survey of preschool and third grade children shows that the oral health of Arizona children is well below national recommendations.

Preschool Children

- Summary of Findings
- Preschool Fact Sheet 1
- Preschool Fact Sheet 2
- Preschool Data Sheet

Third Grade Children
Arizona

- Media Awareness Campaign to Prevent Early Childhood Caries- 2005
- Social Marketing Research
- Developed Messages
- Brochures
- Billboards
- Radio Messaging
- Funded by HRSA & RWJ Foundation
Arizona Billboard

ARE YOU SPOON-FEEDING TOOTH DECAY TO YOUR BABY?

Sharing spoons transfers germs that cause tooth decay.

1-800-232-1676
www.azdhs.gov
Delaware Oral Health Program

Welcome to the Bureau of Oral Health and Dental Services

MISSION: To Protect and Promote the Oral Health of the People.

VISION: All Delawareans will have the resources to achieve optimal oral health.

GOALS:

1. To improve access to care for families, particularly from disadvantaged backgrounds.
2. To decrease the burden of oral disease among Delaware residents through promotion of oral health and primary prevention.

PROFESSIONAL LOAN REPAYMENT SPECIAL AWARD INFORMATION

- REPORTS & ASSESSMENTS / FINDINGS
- DENTAL CLINIC DIRECTORY
  - Delaware Division of Public Health Dental Clinics for Medicaid Eligible Children
  - Delaware Community Clinics
  - Delaware Medicaid Participating Dentists for Children
- ORAL HEALTH FACT SHEETS
- PATIENT EDUCATION RESOURCES
- LINKS TO PARTNERS IN ORAL HEALTH
- CONTACT THE ORAL HEALTH PROGRAM OFFICE
Delaware Oral Health Literacy

• Delaware State Oral Health Plan
• Oral Health Awareness Campaign 2008-2011
  · Collaboration with Delaware Oral Health Coalition (DOHC)
    · Volunteers
  · Marketing Consultant
  · Development of Messaging and Promotional Materials
  · Targeting MCH Families and Early Child Care Programs
  · Public Event Promotions
  · Limited Funding from State and HRSA Grants
Adults (age 19 and up)

• Take good care of your teeth because a healthy mouth is related to your overall good health.

• Treat gum disease early on. It is linked to diseases such as diabetes, heart disease and pre-term and low-birth-weight infants.

• Check your mouth regularly for swelling, lumps or redness. Call your dentist if something changes in your mouth.

• See your dentist immediately if you have pain, cuts or new symptoms.

• Practice good oral health and set a good example for your children.

For more information about good oral health for you and your family, visit www.DOHCSmiles.com.

If your child is participating in Medicaid or the Delaware Healthy Children Program, dental visits are covered.

Brought to you by the Delaware Division of Public Health and the Delaware Oral Health Coalition

• Prevent tooth decay
• Ask about fluoride supplements
• Get dental sealants for children
• Treat gum disease
Delaware First Smile Initiative

• Tooth Troop Campaign
  Œ Pilot 2010-2011
  Œ Increase Awareness and Knowledge About Oral Health and Disease Prevention
  Œ Dental Professionals Train Community and Agency Leaders to Conduct Pre and Post Surveys of Targeted Families to Increase Dental Visits and Promote Healthy Behaviors and Home Practices
  Œ Implemented by DOHC 2012

• Oral Health Training for Physicians and Nurses
Delaware First Smile Initiative

- Strategic Communications Roadmap
  - Raise the Profile of Oral Health Issues
  - Decrease Prevalence of Dental Disease
    - Infant and Childhood Disease
  - Encourage an Added Importance of Oral Health Among Health Care Providers and Key Influencers
  - Increase Medicaid Dental Utilization (37%)
  - Research
Delaware First Smile Initiative

- Qualitative And Quantitative Research
- Implementation Plan
  - Target Audiences
  - Partnerships
  - Messaging
  - Outreach
  - Grassroots Community Outreach
  - Evaluation
You have the power to prevent cavities.

Children are not born with the germs that cause cavities—they get them from grown-ups. Here's how you can make sure your child is free from cavities and other painful, expensive dental diseases:

- Do not share spoons, forks or cups.
- Put only formula, milk or water in a baby bottle—no juice or sweet drinks.
- Don’t dip pacifiers in honey or sugar, and don’t clean them with your mouth.
- Your child should see a dentist before age 1.

Cavities are the most widespread childhood disease in the U.S. and can lead to a lifetime of pain, self-esteem issues and learning problems. You have the power to stop them.

**Dental Care Schedule**

<table>
<thead>
<tr>
<th>No Teeth</th>
<th></th>
<th>Teeth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brush with a cloth</td>
<td></td>
<td>Brush with a soft toothbrush</td>
</tr>
<tr>
<td>Use fluoride gel</td>
<td></td>
<td>and appropriate amount of fluoride toothpaste</td>
</tr>
<tr>
<td>at bedtime</td>
<td></td>
<td>twice a day</td>
</tr>
</tbody>
</table>

[Logo: Oahu Community Action Agency]
Start protecting your child's smile now.

By taking care of your teeth during pregnancy, you are protecting your baby's teeth too! Here are a few things you can do now to make sure your baby has a healthy, happy smile.

- Brush teeth twice daily with a fluoride toothpaste, and floss daily.
- Limit sugary foods to mealtimes only.
- Drink water or low-fat milk instead of soda.
- If you have morning sickness, rinse your mouth with a teaspoon of baking soda and water after vomiting to remove harmful acid; wait 30 minutes, and then brush your teeth.
- Chew sugarless gum after eating.

Side effects that come with pregnancy, like snacking and nausea, increase dental problems for women. Taking good care of your smile is also taking good care of your baby.
Why Maryland?

- This campaign was ignited by the young life lost to dental disease, 12-year-old Deamonte Driver. Since this horrible incident, the State of Maryland has been dedicated to preventing another such case.

- Many parents and caregivers are unaware of how important oral health is to overall health and the actions necessary to ensure their child’s oral health.
  
  - Delaying or skipping dental treatment or not incorporating appropriate oral hygiene and dietary practices can increase a child’s chances for oral disease.
  
  - While tooth decay is nearly 100% preventable, it remains the single-most common childhood disease nationwide.

About the Maryland Dental Action Coalition

MDAC is an independent, broad-based statewide coalition of individuals and organizations dedicated to improving the oral health of all Marylanders through increased prevention, education, advocacy, and access to oral health care. For more information, about MDAC visit: www.mdac.us

Download our brochure

- Toll-free Hotline: 1-855-45-TEETH (83384)
- Contact us
Maryland Oral Health Literacy Campaign

• *Healthy Teeth Healthy Kids*

• Social Marketing Campaign Targeting
  - Pregnant Women
  - Children Under 6

• Collaboration
  - Maryland Office of Oral Health
  - Maryland Dental Action Coalition
Maryland Oral Health Literacy Campaign

• Budget
  Ŷ CDC Grant of $1.2 Million
  Ŷ $860,000 for Campaign Implementation

• Launched- March 23, 2012

• Multi- Media Marketing Until July 2012

• Hot Line Established for Two Years

• Extensive Outreach With Partners
Maryland Oral Health Literacy Campaign

• Activities
  ñ Project Director
  ñ Social Marketing Firm
  ñ Qualitative and Quantitative Research
    ñ University of Maryland School of Public Health
  ñ Advisory Committee
  ñ Strategic Partnership Council
  ñ Communication Plan
Maryland Oral Health Literacy Campaign

• Six Strategies
  - Define and Promote A Call to Action
  - Create a Favorable Environment and a Sense of Urgency
  - Reach Mothers During Critical Milestones
  - Develop an Oral Health Kit
  - Evaluate Campaign Effectiveness
  - Provide a Foundation for Future work
Maryland Oral Health Literacy Campaign

• Evaluation
  Ņ Pre and Post Campaign Survey
  Ņ Focus Groups
  Ņ Medicaid Utilization
  Ņ Website Visits

• Serve as Model for Other States
Future Directions for SOHPs

• Need for National Support
  - Research
  - Specific Methods and Messages
  - Evidence Based
  - Funding

• SOHPs Are in Key Position to Coordinate and Must Be Included in All Initiatives

• SOHP Infrastructure Development

• Information Sharing and Outcomes
Thank You!

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