Institute of Medicine
Oral Health Literacy Roundtable
Activities of the California Dental Association

Lindsey A. Robinson, DDS
President-elect, CDA
March 29, 2012
Improving The Oral Health Of Californians

Our Missions

- CDA
  The CDA is committed to the success of our members in service to their patients and the public.

- CDAF
  To improve the health of all Californians by supporting the dental profession in its effort to meet community needs.
In the context of oral health literacy

CDA
• AD Council Campaign
• CDA Journal
• Access Report and Phased Strategies

CDAF
• First Smiles
• Oral Health During Pregnancy and Early Childhood: Evidence-Based Guidelines for Health Professionals
• Cavity Keep Away
• Perinatal Oral Health Demonstration Project
CDA Activities

AD Council Campaign

- CDA is proud to join in partnership with Healthy Mouths, Healthy Lives coalition and the nationally recognized Ad Council on a 3-year oral health literacy campaign
- Led by the Dental Trade Alliance Foundation, CDA is one of 8 organizations that serve on the Executive Committee of this nationwide effort
- There are more than 20 dental organizations, including ADA, AGD, AAPD, AAOMS and many more, that will be working closely with the Ad Council and DTAF to bring this campaign to the public in 2012
CDA Activities

Journal of the California Dental Association

April 2012 Issue

Oral Health Literacy
National Plan to Improve Health Literacy in Dentistry

Oral Health Literacy: At the Intersection of Schools and Public Health

Creating a Health Literacy-Based Practice

Maryland Dentists' Knowledge of Oral Cancer Prevention and Early Detection

Health Literacy and California’s Clarion Call

Some Thoughts on Improving Access to Oral Health Care for Vulnerable Populations: Community Health Workers
CDA Activities

Access Proposal

Reducing Barriers to Dental Care

RECOMMENDATIONS
Three-Phased Approach

1. Establish State Oral Health Leadership and Optimize Existing Resources
2. Focus on Prevention and Early Intervention for Children
3. Innovate the Dental Delivery System to Expand Capacity
Phase 1 (Years 1–3)

OBJECTIVES

1. **Build state oral health infrastructure**
2. Expand capacity within dental public health
3. Expand FQHC dental services
4. Support coordinated volunteer-based provision of care
5. Promote fluoridation
6. Expand capacity to provide children’s care, especially to young children
7. Align CDA Foundation with the proposal’s goals
8. Continue workforce exploration
CDA Foundation Activities

12345 first smiles

Education and Training Program
CDA Foundation Activities

Oral Health During Pregnancy and Early Childhood:

*Evidence-Based Guidelines for Health Professionals*
Guidelines Development

• The need
  – NY State Guidelines, 2004
  – First Smiles project, 2004 – 2008

• The Advisory Committee

• The Consensus Conference
  – Expert panel

• The Publication
  – Stand alone
  – Journal of the California Dental Association, June 2010
  – Follow up, JCDA, September 2010
Guidelines Dissemination

Comprehensive dissemination effort to announce the availability of the guidelines through various channels

Professional organizations (obstetrics, pediatrics, dentistry, dental hygiene, family practice, nurse-midwives)

Insurance carriers

Dental schools, medical residency programs

Governmental agencies (MCAH, First 5, Medicaid, SCHIP)

List-Serves (Dental Public Health, Community Clinic Voice, Kids Oral Health, NNOHA)
CDA Foundation Activities

Cavity Keep Away

Patient Education Tool
Patient Education

• Audience defined
  – Low literacy
  – Served by public insurance/programs
  – English or Spanish speaking

• Messages selected
  – Keep simple
  – Appropriate images

• Message testing
  – Focus groups:
    • 2 English, 2 Spanish
    • Compared 2 design concepts and various messages
Did you know you can catch a cavity?

Cavities are made by germs in our mouth that feed on the sugar we eat. The germs can pass from person to person through spit. Keep the mouth germs away and you’ll keep the cavities away!

Healthy Teeth Checklist

- Visit your dentist during pregnancy. Dental treatment is safe.
- Wipe baby’s gums twice a day in the morning and right before bed.
- Choose gum or mints that have Xylitol (Zyllitol) in them.
- Clean pacifier and bottle with soap and water, not spit.
- Each family member uses his or her own toothbrush, spoon, fork or cup.
- Give only water in the bottle at bed time.
- Only use a dab of fluoride toothpaste every time you brush your baby’s teeth.

Healthy foods help keep cavities away.

You win! You kept the germs away.

Mom took baby to the dentist before his first birthday.

The development of this material was supported by a grant from the California HealthCare Foundation, based in Oakland, California.
Demonstration Project

- County-based
- Pregnant women served by Medicaid and/or Comprehensive Perinatal Services Program
  - Possible sub-group of teens to compare difference of full scope vs. limited scope benefits
- Education through WIC, Early Head Start, other community programs
- Referral Coordinator located in county office of oral health
- Outcomes: increase in referrals to care and treatment received; dental home established by age 1
Resources

• Access Proposal

• Guidelines:
  – www.cdafoundation.org/guidelines

• Journal issues:
  -- April 2012

• Patient Education:
  – www.cdafoundation.org/cavitykeepaway
Thank you!

Lindsey A. Robinson, DDS
President-elect, CDA
lindseyr@sbcglobal.net