

Leveraging Oral Health Knowledge for Oral Health Policy Transformation

A Structured Advocacy Approach

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Systemic Policy & Funding Transformation Over Several Decades

Phase 1 Inclusiveness



Phase 2 Managing Spending



Phase 3 Patient Empowerment

Emphasis on:

- Deciding who is to be covered by the health system
- Ensuring access for those covered
- Bringing sufficient funds into the health system
- Deciding what services are to be covered



“Principles Applied”:

- Fair access
- Some elements of efficiency

Emphasis on:

- Managing health expenditures
- Giving health care providers strong incentives
- Managing cost vs. quality trade-off



“Principles Applied”:

- Efficiency
- Innovation (where new ways of providing care are efficiency-improving)

Emphasis on:

- Responding to patient expectations
- Making services more patient-centred
- Ensuring consistent quality improvement



“Principles Applied”:

- Responsiveness
- Innovation (in configuration of services, and where interventions are more “convenient” for patients)

Policy Transformation Gap

National Challenge

THE PROBLEM: An Oral Health ...

- *clinical study*
- *successful community campaign*
- *best practice*

Is often NOT transformed into a municipal, county, or state policy transformation advocacy campaign.

Minnesota Advocacy Approach

Advocacy Coalitions Over the Years:

- Oral Health Alliance
- Get To Yes (secured \$60 million additional funding)
- MNCADA (1 year)

No formal C6 Nonprofit till 2024 ...

C6 nonprofits can do advocacy according to IRS rules

Critical Dental Access Provider
Association of Minnesota

A Structured Approach to Oral Health Policy Transformation: The ELP™ Process

ELP™	IN-FAVOR	NEUTRAL	AGAINST
EXECUTIVE			
LEGISLATIVE			
PRESSURE GROUPS			

A 3-Pronged Policymaker Advocacy Strategy

In-Favors

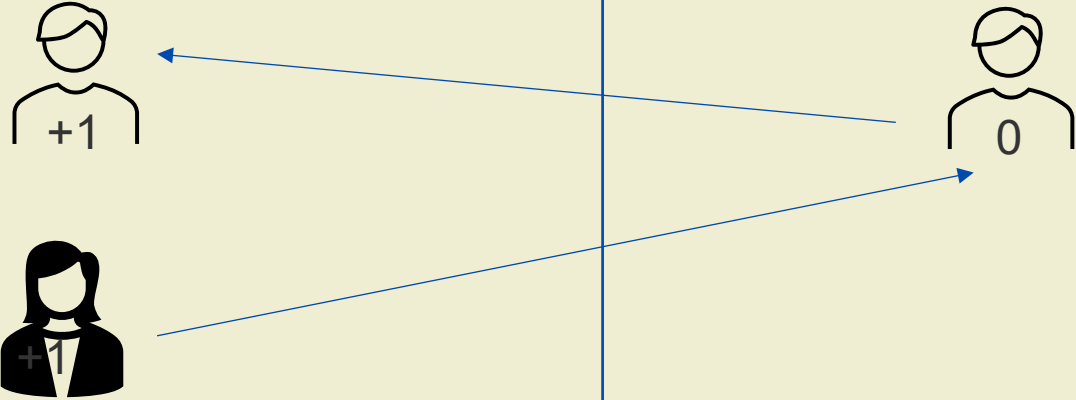
- Amplify the voice of those in favor

Neutrals

- Move as many neutrals to the ifavor position

Against

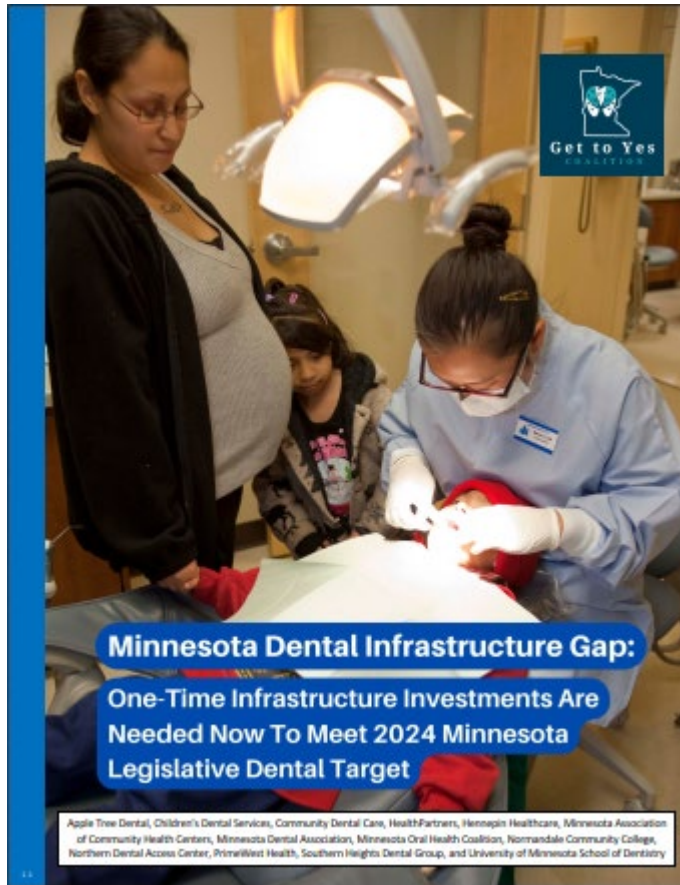
- Minimize the impact of those against using public value arguments

ELP™	IN-FAVOR	NEUTRAL	AGAINST
EXECUTIVE	 <p>Two icons in the IN-FAVOR column: a male icon with '+1' and a female icon with '+1'. One icon in the NEUTRAL column: a male icon with '0'. Arrows point from the NEUTRAL icon to both IN-FAVOR icons.</p>		
LEGISLATIVE			
PRESSURE GROUPS			

ELP SM	IN-FAVOR	NEUTRAL	AGAINST
EXECUTIVE		<ul style="list-style-type: none">▪ Leverage In-Favor Champions: Identify supportive individuals within the executive branch and encourage them to advocate internally to neutrals.	
LEGISLATIVE			
PRESSURE GROUPS			

ELP SM	IN-FAVOR	NEUTRAL	AGAINST
EXECUTIVE	<ul style="list-style-type: none">▪ Media Engagement: Promote endorsements by executive officials in trusted media channels. Create press releases or interviews to position these officials as champions of the policy.	<ul style="list-style-type: none">▪ Leverage In -Favor Champions: Identify supportive individuals within the executive branch and encourage them to advocate internally.	<ul style="list-style-type: none">▪ Highlight Alignment: Demonstrate how the policy supports existing agency goals, such as improving efficiency, public outcomes, or budgetary savings.
LEGISLATIVE	<ul style="list-style-type: none">▪ Coalition Building: Encourage collaboration among supportive legislators to build bipartisan or crossparty coalitions, which amplify credibility and perceived consensus.	<ul style="list-style-type: none">▪ Constituent -Focused Messaging: Demonstrate the policy's positive impact on the legislator's constituents through local data, success stories, or regional benefits.	<ul style="list-style-type: none">▪ Compromise and Negotiation: Offer amendments, concessions, or phased implementation to address specific concerns and win over hesitant lawmakers.
PRESSURE GROUPS	<ul style="list-style-type: none">▪ Strategic Alliances: Build coalitions among groups with aligned interests to create a louder, unified voice that resonates more strongly with decisionmakers.	<ul style="list-style-type: none">▪ Build Collaborative Relationships: Organize listening sessions or roundtables to understand their concerns and explain how the policy aligns with their mission or values.	<ul style="list-style-type: none">▪ Counter Narratives: Use data, case studies, and testimonials to address misinformation or highlight flaws to demonstrate significant public value. No one is against public value.

Oral Health Transformation White Papers



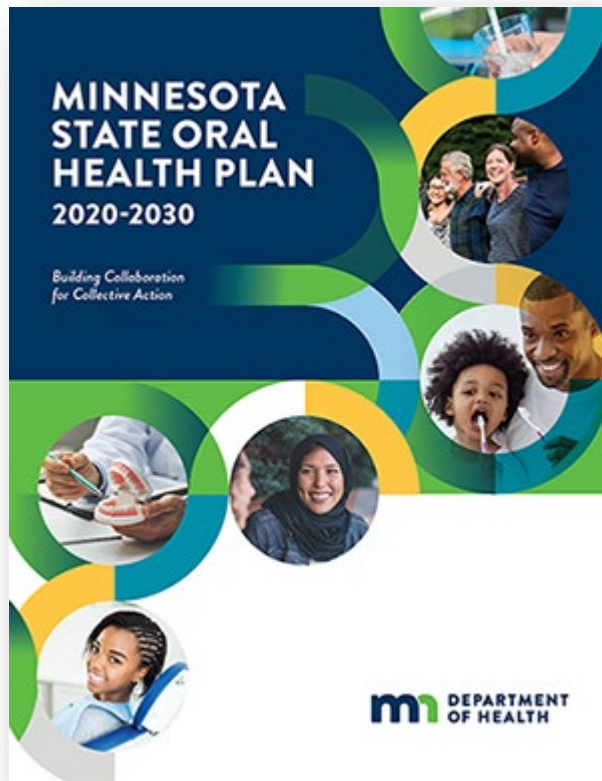
[LINK](#)



[LINK](#)

Leverage: Oral Health Advances & Challenges

Minnesota



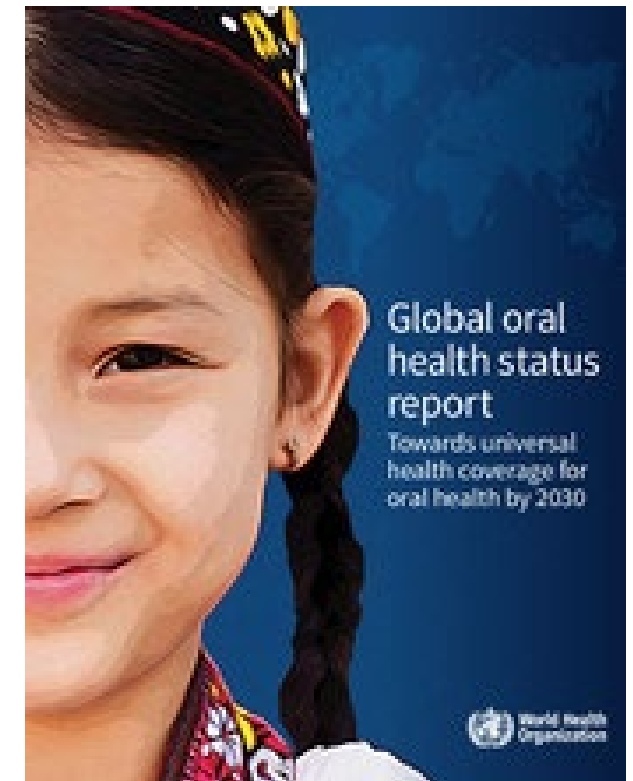
[LINK](#) (all 50 states can be found [here](#))

United States



[LINK](#)

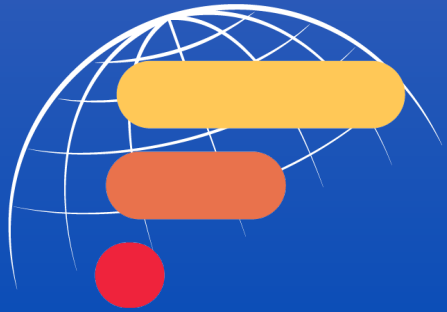
World



[LINK](#)

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**For a Copy of the ELP™ Advocacy Process how-
to guide, please send an email to:**

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