

**Oral Health Strategic Plan**  
**Education & Public Awareness Workgroup**

1725 W. 17<sup>th</sup> Street, WIC Trailer, Santa Ana

June 12, 2019

9:00 a.m. – 10:30 a.m.

**Meeting Highlights**



**In Attendance:**

Adriana Dement, Claudia Hernandez, Ana Luciano, Jila Nikkhah, Susan Johnson, Lucy Hernandez, Sahiti Baskara, Gina Osborne, Danielle Vicencio, Jazmin Rios, Maridet Ibanez, Iliana Welty, Ivonne Magallanes, Trina Robertson, Christina Perales, Ligia Hallstrom, Lisa Marie Smilowitz

**Welcome and Introductions:**

Lucy welcomed all in attendance and introductions went around the room.

**Meeting Highlights**

Group reviewed meeting highlights and no changes were needed.

**Rethink Your Drink (RYD)**

Maridet and Gina shared that Rethink Your Drink Day was held on May 8 - a statewide day of action where all counties throughout CA used the same messages and promotional materials. In Orange County, RYD hosted 13 events in grocery stores, community centers, and at the Health Care Agency. Promotional items used were recipe cards and wallet cards with information about food labels. Each event had drink taste testing from the recipe cards.

Maridet discussed orienting community partners that requested the RYD materials/posters on how to utilize to educate their clients and addressed RYD evaluation efforts to:

- Identify how RYD will be utilized in dental offices and clinics
- Who is the audience
- What are the messages and/or script
- Pilot- teaching the message to the clients, location of posters, what is realistic in the doctor's office
- Lucy and Ana had their first visit at MOMS and inquired which handout was most useful for the site. MOMS shared that *Make Every Sip Counts* is best handout for them for the initial assessments and home visits. MOMS is using oral health handouts at the time of initial visit also when following up for first and second visits. Majority of handouts MOMS wants to update including Medi-Cal Dental providers list and list of dental offices near the homes of the families. They want to integrate the materials into the packets as they update their annual mail outs to the families they serve.
- It was suggested that the groups that have requested materials be offered the orientation at a staff meeting to provide an overview.
- Trina informed that the Rethink your Drink Tip Sheet was created 10 years ago and has been used statewide. It is in English, Spanish, and Vietnamese and is being updated with:
  - Languages
  - Adding summary statement- what happens when you are consuming sugaring drinks
    - Focusing on the risks of weight gain and cavities
  - Sipping coffee throughout the day
    - The acidic environment in the mouth
  - Added sugars in food label
    - What are the added sugars and the limits
- Maridet shared the concern with flavored water and using lemons to flavor water - the acidity. There are other options such as cucumber slices and rinsing mouth after any drink. If anyone has any comments on how to simplify message in regards to the acidic drinks and how to bring to audience please share.

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### **Educational Materials/ Resources**

Lucy reviewed the Oral Health Educational Materials/ Resource List and wanted input on:

- What should be included and what should be changed
- Naming of categories

Group discussed that there has been concern with labeling of age groups and wants to ensure that every age group is identified. The following tier age groups categories were identified targeting nutrition and best practices:

- All (Catch All)
- Prenatal
- 0-5 years old
- Kindergarten to 6 years old
- 7 years to 12 years
- Adults
- Older Adults
- Special Needs

Maridet discussed the topics to be focused on for each of the age groups and workgroup suggested:

- Topic (What is the “take away” message)
  - Visit Dentist
  - Dental Screenings
  - Resource
  - Nutrition
  - Daily Habits
- How materials are being used
- Adding columns for
  - How material was developed –evidenced based; tested
  - Intended outcome- educate, inform; changed behaviors, improve access to care; visit dentist; start early

Once the resource list has been updated with recommendations, next steps would be to identify gaps in the materials list and categorize.

### **Smile, California**

Lucy asked group if and how Smile, California has been used with our providers, the messaging we want to use with our programs and what approach to promote public awareness on Smile, California. Adriana shared how Smile, California is being implemented in the communities with:

- Event-in-a-box is available for providers
- Wall cling for the doors
- Distributing Smile, California pens and magnets
- Brochures online

There has been confusion with Medi-Cal Dental and getting them used to seeing new logo. Adriana has shared that they are going into offices and having providers utilize the educational videos in their office.

- Lucy asked the group what is the message that would want to share with the providers. Is there anything that group can do to help promote?
- It was suggested that a provider survey be sent
- Group shared would like Adriana to speak with coalition and set up one on one with providers to educate on materials and videos. Going to individual clinics speaking with the chief operations officer, dental offices, and medical offices.

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- Sahiti suggested coming up with 3-4 set of materials all at once for the different meetings.
- Group suggested putting Smile, California cards with eligibility workers.

### **Workgroup Action Plan (Review/ Update)**

Maridet discussed the workgroup action plan, specifically the development and implementation of the communitywide Oral Health Public Awareness Campaign. The Public Awareness Campaign has to be strategic in implementing oral health messages and education. Discussed opportunities to standardize messages in dental community such as good oral hygiene practice habits, resources and trainings opportunities.

### **Evaluation Framework**

Sahiti shared the evaluation plan is being finalized. Once finalized will share with group on how to we can evaluate items and to think about population wide impact and how to measure impact. For the Rethink Your Drink pilot, Sahiti came up with some qualitative questions:

- How did the implementation go
- What worked and what did not

Sahiti shared Oral Health Network has a series of meetings and events that group can connect with and is resourceful.

<https://cpehn.org/page/california-oral-health-network>

### **Next Steps**

- RYD pilot partners will be oriented on RYD materials
- The Education Materials/Resource list to be updated with group recommendations
- Identify three to four materials and messages from Smile, California to implement in Dental and Medical offices
- Develop provider survey to include topic/questions(s) on Smile, California

**Next Meeting: Doodle Pool will be sent out**