

Oral Health Strategic Plan
Education & Public Awareness Workgroup
1725 W. 17th Street, Room 111D, Santa Ana
July 24, 2019
9:00 a.m. – 10:30 a.m.
Meeting Highlights



In Attendance:

Adriana Dement, Ana Luciano, Christina Perales, Danielle Vicencio, Jila Nikkhah, DDS, Jo Anne Schram, Lucy Hernandez, Ligia Hallstrom, Lisa Marie Smilowitz, Ria Berger, Rob Berry, Sahiti Baskara, Susan Johnson, Tamarra Jones, Thomas Nakatsuchi, DDS, Trina Robertson (via conference phone), Xanet Hernandez, Yulya Le

Welcome and Introductions:

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

Meeting Highlights

Group reviewed meeting highlights. Spelling out of Smile, California recommended.

Rethink Your Drink Update

- Ana discussed update with the Cal fresh Healthy Living grant. There has been effort that when doing outreach for Rethink Your Drink, staff is pulling a partner to do an oral health booth. (OCHCA) Rethink Your Drink would like to have a side-by-side oral health booth at health fair events. If more opportunities for oral health and Rethink Your Drink booths Lucy will be contacted.

Make Every Sip Count

- Trina shared with group draft of Make Every Sip Count and updates that are being made. This handout was developed in 2008 with a group of mothers in Santa Ana called Champion Moms. The sample population was an informal focus group with elementary parents, low income schools. The Orange County Health Department Nutrition Services document was adopted by State and has been printed at least 300,000 times.
- Current languages in English, Spanish, Vietnamese, and goal with update will have Korean and Farsi.
- Added summary statement at top of the page: *How can drinks impact my health?*
- State shared that did not need to include coffee in handout in regards to the acidic environment in the mouth
- Group made suggestions:
 - The level of simplicity and readability- should be simpler
 - Goal is to have 6th grade reading level
 - Under, *How can drinks impact my health?* Remove short term and long term
 - Trina shared there is another handout that will replace that paragraph for simpler understanding
 - Arranging order in grouping of messages- Water, Milk, and Juices
 - Call to action from questions to statements in box of *When Choosing Drinks*. Change to:
 - Drinks impact my health, Make every sip count, Drink 2-3 cups of milk today, Save money by drinking tap water, Add Flavor to tap water, Choose Whole Fruit
 - Take out When Choosing Drinks, Ask
 - Remove picture of comparing your cup
 - Switch milk cup with water cup
 - Take out grams and insert teaspoons/tablespoons
 - Under Choose *Most Often/Drink Less Often*
 - Put Approximately tablespoons under drinks

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Smile, California

- Tamarra discussed with the group ways to promote Smile, California materials. Inquired group on their thoughts and if already using the materials and how are they using the materials. Three messages to promote:
 - First Tooth, First Visit
 - Seal Today to Prevent Decay
 - Medical has you covered
- Fotonovelas that are on the website: http://smilecalifornia.org/members/#medi_cal_dental_materials
 - First Tooth, First Visit
 - Seal Today to Prevent Decay
 - Clean Routine (Not out yet)
 - Medical has you covered
- Sahiti shared materials were tested, and readily available. Want to measure how well the materials are being used and the outcomes of the materials are part of the performance measures, which is:
 - How the utilization of services by Medi-Cal participants
 - Sealant rates by Medi-Cal participants
 - Awareness of Medi-Cal has Dental covered
- Adriana shared that brochures have been rolled out to Medi-Cal Dental providers. Working on the medical dental integration and getting into medical providers. Some counties have reached out and asked for brochures/materials for pediatric clinics to use. Trying to figure out what providers are willing to take the information and use it in their pediatric clinics or FQHCs.
- Healthy Smiles shared they will be integrating materials into parent presentations and outreach events. Have been using the materials and posters in the wellness and resource centers at schools.
- Sahiti suggested putting the Seal Today to Prevent Decay in the consent packets that go home to students.
- Contact Claudia regarding possibility to incorporate Smile, California brochures that Medi-Cal covers dental services in CalOptima enrollment process (**Action Item**)
- Adriana shared with the group other county managed care plans that are promoting Smile, California in enrollment:
 - IHP- member presentation at their resource center
 - Health Net
 - Molina
 - LA Care
- Group suggested trying to get approval for billboards
 - Currently only using Social Media to promote messages
 - Additional messaging of the medical dental
 - Tamarra shared that have a contact in another workgroup that sends out a list of social media information monthly that group forwards to people and can promote in their way
- Adriana discussed how the Smile, California should be shared. All materials are on PDF so it cannot be edited. There is information on how to use the logo, and there is a member presentation that can be used. There are also videos on the website that can be used as well as repost and tagged on social media.
- Tamarra suggested to group sharing the videos in hallways at clinics.
- Tamarra discussed sending out monthly messages such as videos or a separate message on materials
- Sahiti shared with group coming up with a messaging calendar (**Action Item**)
 - Promote Seal Today to Prevent Decay for back to school
 - Education and Public Awareness workgroup will work on calendar

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Educational Materials/ Resources

- Review of list of resources
 - Lucy reviewed the Oral Health Educational Materials/ Resource List will be shared on google drive for workgroups to update and wanted input from workgroup. Changes made:
 - Update Languages
 - Audience
 - Topic
 - Intended Outcome
 - How material was added
 - Change Special Needs to Individuals Special Health Care Needs
 - Age Ranges:
 - Infancy(0-11 months)
 - Early Childhood (1-5 years)
 - School-Aged Children (6-13 years)
 - Adolescents & Young Adults (14-20+ years)
 - Adults (21-64)
 - Pregnant
 - Older Adults/ Seniors (65+ years)

Workgroup Action Plan (Review/ Update)

- Will not be making updates to action plan today will have updated action plan by next meeting

Evaluation Framework

- Sahiti discussed the evaluation plan was finalized and approved by the State. The evaluation plan has questions of how the Oral Health Program is doing and has questions regarding:
 - How strong is our network?
 - Is oral health integrated into other public health programs?
 - Are partners incorporating oral health into existing systems?
 - Is there a change happening in terms of outcomes?
- Once county has gone thru approval, it can be shared with partners and collaborative. For every piece of activity that is done will have evaluation measures. By next meeting should have first draft of plan for this year and start implementing them without making changes until we look at it again after three months. For education piece Rethink Your Drink is going to be an important piece have already set into motion. Medical dental resources need to come up with clear Items for that.
- Every three months will be developing a quarterly report and will be more descriptive.

Next Steps

- Educational resource list to be sent to partners for review
- Developing message calendar for Smile, California
- Toolkits for Home Visiting Programs
 - Any resources for outreach please send to Lucy

Next Meeting: August 14, 2019, 9:00am-10:30am