

Oral Health Strategic Plan
Education & Public Awareness Workgroup
1725 W. 17th Street, WIC Trailer, Santa Ana
September 11, 2019
9:00 a.m. – 10:30 a.m.
Meeting Highlights



In Attendance:

Adriana Dement, Anabel Bolanos, Ana Luciano, Danielle Vicencio, Gina Osborne, Ivonne Magallanes, Janira Perez, Jila Nikkiah, DDS, Lucy Hernandez, Maridet Ibanez, Nicole Rupp, Shelly Ngo, Susan Johnson, Tamarra Jones, Thomas Nakatsuchi, DDS, Trina Robertson (conferenced in)

Welcome and Introductions:

Tamarra welcomed all in attendance and introductions were conducted.

Meeting Highlights from 08/14/19

The group reviewed meeting highlights from 08/14/2019. No changes were made to the highlights.

Member Updates/ Announcements

- Healthy Smiles shared that the tentative launch date for the warm line is October 1. The call center number will be 1-855-54-SMILE (76453), with hours of operation Monday thru Friday, 8am-5pm. Community providers can be added to the call center list of dentists by contacting Frank Canlas at Fcanlas@healthysmilesoc.org. Staff will reach out to Coalition of Community Clinics to confirm provider contact information. There will be billboard campaigns, and bus, radio, and television ads to promote the call center.

Make Every Sip Count Handout Review

- A final draft of the handout will be shared at the next workgroup meeting. Several updates from previous meetings have already been incorporated. Focus groups will be held to get end user feedback.
- Recipe cards for Rethink Your Drink have been updated on the resource list available at: http://www.ochealthinfo.com/phs/about/family/lohp/oral_health_strategic_plan_workgroups

Smile, California

- Review Message Calendar: The group reviewed the draft calendar and suggested the following:
 - Add links for Instagram and Facebook messages.
 - Identify ways to download video files to convert to DVD for community partners.
 - Identify if Photonovelas are available in a PowerPoint form.

Educational Materials/ Resources

- Review Education Materials/Resources Survey Responses: The group reviewed the survey responses and discussed the following:
 - Prenatal resources need to be added
 - All items will be maintained on the resource library. The following will be prioritized for promotion and use with partners:
 - First Baby, First Tooth, First Visit
 - Seal Today, Prevent Decay
 - Varnish Helping Smiles Stay Strong
 - Diabetes Dental Tips
 - Periodontal (Gum) Disease
 - Medi-Cal has you covered

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Review & Update Workgroup Action Plan

- Additional materials for First 5 Kits
 - The following materials will be added to the First 5 Kit:
 - First Tooth, First Birthday, First Visit
 - Seal Today, Prevent Decay
 - Medi-Cal has you Covered
 - Low Cost Community Clinics
 - Sahiti suggested to adding materials on pregnant woman and oral care
 - The group suggested adding finger brushes, wash cloths, and floss cards to kits
 - The group discussed pacifier issues but decided not to include that information with this kits
- Bus Ad Campaign
 - The next campaign will be released mid-October. The group suggestions the following:
 - Do not use QRC code
 - Add a mobile plan
 - Consider adding a pop-up question on the website to track how people learned about the website
- Other Topics Discussed
 - Development of a letter to school districts on oral health. A decision to develop and send out a letter was not finalized.
 - Development of some sort of information document. The group discussed the following possibilities:
 - Book marker
 - Palm Cards
 - Water Bottles
 - Dental Floss cards

Evaluation Framework

- Sahiti shared that a draft dental and medical provider surveys are being developed.
- Center for Oral Health is still working on the Smile survey that must be completed by December to send all data to the state. Healthy Smiles has been assisting with screenings and connecting to schools.

Next Meeting: TBD (Doodle Poll to be sent)