

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

January 15, 2020
9:00 am – 10:30 am

Meeting Highlights



In Attendance

Angelique Chavez, Adriana Dement, Bianca Garcia, Jo Jass, Susan Johnson, Anna Luciano, Claudia Magee, Sam Monroy, Dr. Thomas Nakatsuchi, Dr. Jila Nikkhah, Ronilyn Ricaforte, Jo Anne Schram, Henry Torres, Danielle Vicencio

Welcome and Introductions

Sam Monroy welcomed all in attendance and introductions were conducted.

Meeting Highlights from 12/11/2019

The group reviewed meeting highlights from 12/11/2019. No changes were made to the highlights.

Member Updates/ Announcements

- Sam Monroy updated workgroup on the creation of the fact sheets starting with the fact sheet for babies. Sam will reach out to workgroup members that have expressed interest in assisting with the development including representatives from Nutrition Services. The group will focus on finalizing the fact sheets.
- Angelic Chavez with Healthy Smiles for Kids provided an update on the media campaign for Smiles Connections:
 - Bus ads
 - 33 different buses will have ads on the outside of the bus
 - All buses that are part of the campaign will have indoor English and Spanish ads that will feature “tear away” slips that people can take with them.
 - Bus routes chosen are within 10 miles or less of dental offices.
 - Door hangers
 - 25,000 door hangers will be distributed in a variety of targeted zip codes in Santa Ana and Garden Grove starting 02/12/2020
 - Billboard will be effective 03/16/2020 on 57 freeway near the Chapman exit. This is the first location that was available. Other billboards locations will be selected at a later date.

CHDP Medi-Cal Dental Care Coordination

- Ronilyn Ricaforte provided an overview of the Smile, California Provider Bulletin that was released to the public December 2019. The bulletin announced the inclusion of dental care coordination to the work that the Child Health and Disability Prevention (CHDP) program currently does for Medi-Cal medical providers. CHDP is currently waiting for additional guidance from the State including items such as timelines for follow-up and data requirements. Once this information is obtained, CHDP will provide an overview of the process and next steps to the workgroups and dental providers.

Review of Strategic Plan and Action Plan

- Sam Monroy reviewed the updated Action Plan with the workgroup. The workgroup provided the following updates or requested changes:
 - LOHP is currently waiting on the State to provide more information on fluoridation.
 - Awareness campaign, bus and mobile ads were live during the months of October to December 2019. At this time LOHP will focus on other portions of the action plans.
 - Brush, Book, Bed has been put on hold while LOHP has focused on implementing Rethink Your Drink activities.
 - The workgroup requested that the CDC fluoridation link is added to the resource list on website.

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- Workgroup would like resource lists to be checked and updated quarterly.
- Sam Monroy shared that a Provider Information Notice (PIN) with information about dental was sent to Medi-Cal medical providers that work with the CHDP program in late December 2019. The PIN was distributed digitally via email and a hard copy was mailed to each provider. The PIN was to inform providers about Smile, California and the Local Oral Health Program in addition to providing them resources that could be shared with patients.
- Oral Health 101 presentation will be piloted by Dr. Thomas starting on January 16, 2020 with Clinical Services Nurses. Additional trainings will be provided to public health nurses before going out to the community.
- Provider survey is complete as of December 2019. Discussing with subcontractor the timeframe and how the distribution would be done including whether the survey would be done over the phone, via mail, or email. An update will be provided to the workgroups when the surveys are complete.

Next Steps

- Develop dental focused messaging to be used at the Champions for Change training.

Next Meeting: February 19, 2020, 9:00 - 10:30am