TODAY’S AGENDA

- About Oral Health America
- OHA Programs
- OHA Advocacy
- How to Get Involved
- Q&A
ORAL HEALTH AMERICA’S MISSION is to change lives by connecting communities with resources to drive access to care, increase health literacy and advocate for policies that improve overall health through better oral health for all Americans, especially those most vulnerable.
PROGRAMS
EARLY CHILDHOOD CARIES PREVENTION PROJECT

Three-year Pilot Project to reduce the incidence of childhood caries by the age 5

Our Model:
1. Family Education
2. Screening/Basic Screening Survey
3. Behavioral Risk Assessment

A Partnership with Ronald McDonald House Charities
EARLY CHILDHOOD CARIES PREVENTION PROJECT

Motivational Interviewing
Develop self-management skills, confidence & behavior change

Customized Risk Tool
Systematic process of evaluating potential risk

Case Management/Self-Management

Family & Children Engagement/Education
Build oral health awareness & knowledge

Risk Assessment

Oral Health Screening Survey
Measure baseline & annual oral health status

Cavity Free Kids

A Partnership with Ronald McDonald House Charities
SCHOOL-BASED PREVENTION PROJECT

Meeting Kids at School

➢ **Overcome barriers** of transportation, language diversity & low-literacy
➢ **Sealants** applied in school settings:
  ➢ 1 of 2 best public health practices in oral health
➢ Reach 20% of high-risk children who experience 80% of disease
➢ Delivered where 50%> kids qualify for free & reduced meals
SCHOOL-BASED PREVENTION PROJECT
National Reach

2017 School Year Data
- 47 States, 1 US Territory
- 447,091 Children Served
- 308,723 Teeth Sealed
- 535 Program Partners

2017-2018 SAA Funded Partners
WEBINAR SERIES

➢ Monthly webinars
➢ Variety of oral health topics by experts in the field
➢ CE available!

Sign Up: oralhealthamerica.org/resources/webinar/
TOOTHWISDOM.ORG

➢ Designed for older adults & their caregivers
➢ Ability to find care by zip code
➢ Resources include:
  ➢ Health articles
  ➢ Tips & Advice
A STATE OF DECAY, VOL. IV

Visit astateofdecay.org to:
• Download the Report
• Review Policy Recommendations
• Access Advocacy Tools
WHY RELEASE A ‘REPORT CARD’?

Tool for States ➔ Establishes Need ➔ Sparks Dialogue ➔ Inspires Action
1. Reinstate, establish or maintain an extensive adult Medicaid dental benefit
2. Integrate comprehensive dental coverage in Medicare
3. Sustain or expand community water fluoridation
4. Include specific objectives for older adults in all State Oral Health Plans
5. Conduct Basic Screening Surveys of older adults in all states

Tools for Advocacy
Available at astateofdecay.org:
- Key Messages
- How to Talk About Your Score
- One-Pager Policy Guide & Template
- Social Media & Graphics
TOOTH WISDOM®: GET SMART ABOUT YOUR MOUTH

Interactive oral health workshop for older adults aging in place, delivered in settings where they naturally congregate: senior centers, libraries, places of worship

OHA trains health professionals
• Work and communicate with older adults
• Understand cultural competency
• Present and facilitate groups effectively

Seniors learn: prevention is critical at every age
• Good oral hygiene practices demonstrated
• Encouragement through list of community resources, tip sheets and oral hygiene products
• Reinforcement through pre-/post-assessment

“This session has helped me feel more confident to manage my oral health.”

TRUE 94%
FALSE 1%
NOT SURE 3%
(n=2551)
OLDER ADULT SYMPOSIUM

Moving Towards 2029: The Future of Tooth Wisdom for Older Adults

Purpose: Convene a meeting with oral health, health policy and aging professionals to collaborate on the unique oral health needs and challenges facing older adults. Discuss the future of the Wisdom Tooth Project in Second Decade

Keynote and Plenary Speakers:

➢ “Living Longer and Healthier”, Tara Cortes, PhD, RN, FAAN, The Hartford Institute for Geriatric Nursing, and Professor, NYU Rory Meyers College of Nursing
➢ “Hunger and Nutrition in Older Adults”, Uche Akobundu, PhD, RD, Meals on Wheels America
➢ “Older Adults, Affordable Housing, and the Health Connection”, Linda Couch, MPA, LeadingAge
ADVOCACY
Integrate Dental Coverage in Medicare
PROBLEM

➢ **Oral Health Status:** 1 in 4 older adults are missing all teeth

➢ **Lack of Awareness:** Older adults believe tooth loss is a natural part of aging

➢ **Quality of Life:** Poor oral health leads to difficulty chewing, embarrassment & social isolation

➢ **Cost:** Top reason to avoid a dental visit

➢ **Little Medical-Dental Integration:** Health practitioners rarely/never ask about oral health
OUR FRAMEWORK

- COALITION BUILDING
- POLICY
- MARKETING & COMM
- POLITICS
- DENTAL IN MEDICARE
POLICY
BENEFIT DESIGN

Comprehensive dental coverage in Medicare Part B

➢ Illustrates oral health is integral to overall health
➢ Available to all Medicare beneficiaries
➢ Addresses needs of older adults
➢ Incentivizes providers

Cost: $30 Billion

“I want to be pain free. And that means getting my regular exam and cleaning and then dealing with my crowns”

-Female, Chicago
POLITICS
DO WE HAVE THE POLITICAL WILL?

• 2006 Part D Added-Championed by President George W. Bush
• 2016 Trump-Promises to protect Medicare
• 2017 Conservative Agenda-Privatize Medicare
• 2018 Midterms-Democrats control House

CONSTITUENTS!
DO POLITICS IMPACT CONSUMER OPINION?

Oral Health America/Marketing for Change Online Survey of 55+, n=400. April 7-10, 2017
HALF 50+ UNAWARE

Does Medicare Cover Dental Services?

- 48% Yes/Unsure
- 52% No

OHA Harris Poll via Quick Query Omnibus Survey of 50+, July 13, 2015
WHERE DO CONSUMERS STAND?

GOOD NEWS: MOST 50+ AGREE WITH US

- Favor: 74%
- Oppose: 26%

In general, to what extent do you favor having Medicare cover dental services?

BAD NEWS: NOT A FRONT BURNER ISSUE

- Real Support: 65%
- Unengaged: 28%
- Swing: 6%
- Real Opposition: 6%

This is our target

OHA/SalterMitchell Online Survey of 18+, n=1000, July 24-26, 2016
HOW DO YOU FEEL ABOUT MEDICARE?
HOW TO MOBILIZE OLDER ADULTS

EDUCATE

MOTIVATE TO ACT

MAKE MEDICARE FUN!
MESSAGING RESEARCH

GOVERNMENT DOESN’T THINK I HAVE TEETH

WELCOME TO MEDICARE.

NO SMILING ALLOWED.

MEDICARE STILL DOESN’T COVER DENTAL even though most people keep their teeth well into old age.

TELL THE GOVERNMENT YOU LIKE YOUR TEETH
DemandMedicareDental.org

MEDICARE WANTS TO FIRE YOUR DENTIST.

MEDICARE SHOULDN’T LOOK LIKE THIS

TELL THE GOVERNMENT YOU LIKE YOUR TEETH
DemandMedicareDental.org

Medicare still doesn’t cover dental even though most people keep their teeth well into old age.

TELL THE GOVERNMENT YOU LIKE YOUR TEETH
DemandMedicareDental.org
MESSAGING RESEARCH

I EARNED IT

Medicare still doesn’t cover dental even though most people keep their teeth well into old age. Tell the government you like your teeth.

LET’S GET WHAT WE PAID FOR.

Medicare still doesn’t cover dental even though most people keep their teeth well into old age.

TELL THE GOVERNMENT YOU WANT DENTAL INSURANCE.

AFTER A LIFETIME OF SERVING OTHERS, IT’S YOUR TURN TO SMILE.

Tell the government you like your teeth.

DemandMedicareDental.org
RESULT: I HAVE TEETH & I VOTE

Social: Paid & Earned

Programmatic

Email

Presentations to Senior Groups

Earned Media

Events

Advocacy Actions

Website

Direct Mail

ORAL HEALTH AMERICA

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MEDICARE DENTAL TOOLKIT

Download our Medicare Dental Toolkit for:

- Infographics
- One-Pagers
- Social Media Guide
- Social Shareables
- Click to Tweet
- Key Messages

Suggested Hashtags:
#MedicareDental
#HealthyMouth
#HealthyBody
#MoveMedicareForward

ORALHEALTHAMERICA.ORG/MEDICARETOOLKIT
ADVOCACY WEEK
October 1-5, 2018

Open Your Mouth: Oral Health IS Health!

MONDAY
October 1
Twitter Chat

TUESDAY
October 2
Reception & Advocate Training

WEDNESDAY
October 3
Day on the Hill

THURSDAY
October 4
Instagram Takeover

FRIDAY
October 5
Friday Recap
ADVOCACY WEEK
‘On the Hill’ in Washington, D.C.

“This type of activity is definitely not in my comfort zone, but I found it so natural…Part was the wonderful comprehensive resources and schedule of events OHA provided.”
– Dr. Elisa Ghezzi, Michigan Geriatric Dentistry Network, Michigan

“I can speak with confidence in my state on topics of Oral Health and my program. This was a great experience and I hope to be included in the future.”
- Lauren Bursell, Best Dental Help, Washington
ORAL HEALTH ADVOCATES

Impact of OH Scholarships

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<tr>
<th>2017 Advocacy Day</th>
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<tbody>
<tr>
<td>26 Advocates</td>
<td>45 Advocates (18 Scholars)</td>
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<tr>
<td>56 offices visited</td>
<td>83 offices visited</td>
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<tr>
<td>16 states</td>
<td>32 states</td>
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Dr. Caswell Evans, 2018 Marvin Goldstein Outstanding Public Service Recipient

Congressman Mike Simpson, DDS (R-ID), OHA-DTA 2018 Legislative Honoree*

*Represented by Jamie Neill, Rep. Simpson’s Legislative Director
ADVOCACY WEEK

Instagram Takeover: October 4, 2018

➢ ‘What does oral health equity mean to you?’

➢ OHA Former Fellows & Interns
**ADVOCACY WEEK**

Outcomes in First 30 Days

**Sen Ben Cardin (D-MD)** reached out to OHA to help draft a letter to CMS regarding the **Chief Dental Officer vacancy**.

OHA and Cardin’s office worked to secure Sen Scott (R-SC) as Republican co-sponsor and will mobilize partners to encourage other member sign-ons.

**Lorie Becker**, Oral Health Scholar from Montana and dental hygienist at Fort Peck Indian Reservation, met with all three delegates from Montana.

Lorie was asked to **return to DC to weigh in on tribal workforce and access to dental care**.
Internships
Twelve-week paid summer internships provide rising college seniors with on-the-job experiences and mentoring opportunities in the oral health field.

Fellowships
Year-long paid fellowships allow high potential future dentists or hygienists to make significant contributions to an oral health program and develop leadership skills in communications, research, strategic planning and financial management.
HOW TO GET INVOLVED

➢ Utilize & Share Resources
  ➢ www.oralhealthamerica.org/resources
  ➢ www.oralhealthamerica.org/medicaretoolkit
  ➢ www.astateofdecay.org
  ➢ www.toothwisdom.org

➢ Sign up for Webinars

➢ Be an Advocate at OHA Hill Day

➢ Interact on Social
  ➢ Twitter: @smile4health
THANK YOU

Let’s improve the oral and overall health of all Americans together.

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Public Affairs Manager
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