Our Day

Agenda

What	Who	When
Breakfast and registration	All	8:00 – 9:00
Welcome: Goals and networking exercise *Connect.*	COHTAC Office of Oral Health CWF Team	9:00 – 9:45
Workshop: Weaving everything together: Connecting assessments, plans, and evaluations *Learn and take action.*	COHTAC	9:45 – 10:50
Break	All	10:50 – 11:05
Breakout: Roundtable discussions	LOHPs	11:05 – 12:00
Lunch	All	12:00 – 12:50
Workshop: Success stories: Sharing towards progress *Learn and take action.*	COHTAC	12:50 – 2:10
Stretch break	All	2:10 – 2:15
Breakout: Roundtable discussions	LOHPs	2:15 – 3:10
Close: Upcoming TA and opportunities to further connect	COHTAC	3:10 – 3:20
Snacks and networking	All	3:20 – 4:00

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Housekeeping & Announcements

- Materials for the day will be posted to our convening webpage and accessible via this QR code (also found on folder sticker)

- Wi-Fi:
  - Network: MarriottBonvoy_Conference
  - Password: 1122m

- As always, we appreciate your feedback – please take our emailed evaluation survey after the event

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Housekeeping & Announcements

- Google Doc: https://rb.gy/0loqrc

- Central place to share ideas, topics for the future, recommendations/findings from your table, suggestions, etc.

California Oral Health Technical Assistance Center (COHTAC)

We Are So Glad You Are Here!

Alameda	Humboldt	Modoc	San Diego	Solano
Amador	El Dorado/ Alpine	Mono	San Francisco	Sonoma
Butte	Imperial	Monterey	San Joaquin	Stanislaus
Calaveras	Lake	Napa	San Mateo	Sutter
Colusa	Lassen	Nevada	Santa Barbara	Tehama
Contra Costa	Long Beach	Orange	Santa Clara	Trinity
Del Norte	Los Angeles	Pasadena	Santa Cruz	Tulare
Glenn	Marin	Placer	Shasta	Tuolumne
	Merced	Plumas	Sierra	Yolo
		Sacramento	Siskiyou	Yuba

UCSF California Oral Health Technical Assistance Center
💧 Water Fluoridation 💧

Powered by Bing
© GeoNames, Microsoft, TomTom

CDPH
California Department of Public Health

UCSF

Thank You for Your Input!

- Evaluation surveys
- COHTAC TA needs assessment survey
- Emails/Slack to COHTAC
- LOHPs who volunteered to give input
- Taking our survey last month

Thank You to the COHTAC Team

https://oralhealthsupport.ucsf.edu/ | oralhealthsupport@ucsf.edu
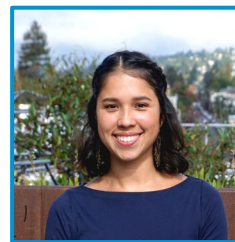
Khadijat Alli

Bahar Amanzadeh

Katie Conklin

Kristin Hoeft

Erika Hagstrom-Dossi

Aubri Kottek

Xenia Mendez

Gustavo Sánchez

UCSF

Welcome to the Office of Oral Health

California Oral Health Technical Assistance Center (COHTAC)

COHTAC/Community Water Fluoridation and Other Fluoride Support

Howard Pollick, BDS, MPH

Susan Fisher-Owens, MD, MPH

5/13/25

Preface

- These slides were created for the Fluoridation Workgroup of the California Partnership on Oral Health and the LOHP meeting

- Howard Pollick and Susan Fisher-Owens are responsible for the content

- The slides and comments made here do not necessarily reflect the position of the Office of Oral Health or the California Department of Public Health

UCSF

"

Community Water Fluoridation—one of the top 10 public health accomplishments of the last century—and still is!

UCSF

Benefits of Fluoridation

- Benefits equitably all members of a community

- Reduces cavities by at least 25% in children and adults

- Reduces dental costs, root canal treatments and extractions and associated anesthesia https://pmc.ncbi.nlm.nih.gov/articles/PMC11414298/

- Reduces missed days of school and work

- Reduces oral health disparities

- Scientifically proven – cause and effect (not simply statistical association)

- Safe, effective and cost-effective for over 75 years.
  https://www.cdc.gov/fluoridation/about/index.html

UCSF

Concerns Raised by

- NTP Report
- *Food and Water Watch vs EPA*

Response to those concerns

- NTP Report

- *EPA case*

- Comparing apples to oranges—looked at levels over 1.5 ppm
  - Acknowledges cannot speak to CWF in US

- Legal ruling based on NTP, not science in the US

UCSF

When CWF stops – Caries increases

- Juneau, Alaska – stopped CWF in 2007
- Calgary, Alberta, Canada – stopped CWF in 2011
- Israel – stopped CWF in 2014

CDPH Director and State Public Health Officer, Dr. Erica Pan, MD, MPH

CDPH State Dental Director, Dr. Shakalpi Pendurkar, DDS, MPH

April 1, 2025

"

"The California Department of Public Health supports optimal levels of fluoride in drinking water as a safe, effective and cost-saving public health intervention to improve the health and well-being of California's diverse people and communities. Community water fluoridation is the single most cost-effective, equitable, and safe public health measure to prevent tooth decay and improve oral health. One of the biggest benefits of water fluoridation is that it helps everyone in the community and especially those without access to regular dental care. Optimal levels of fluoride in water are effective in preventing tooth decay throughout life, resulting in fewer and less severe cavities. Furthermore, water fluoridation has been endorsed by every major health organization in the United States and many other countries, as well as every Surgeon General for the past 50 years.

The Centers for Disease Control and Prevention (CDC) has named community water fluoridation as one of 10 great public health achievements of the 20th century. Fluoride is a naturally occurring mineral that effectively prevents and protects teeth from tooth decay. Fluoride stops or can even reverse the tooth decay process, keeping tooth enamel strong for both children and adults. All drinking water naturally contains some fluoride. Community water fluoridation is the process of adjusting the naturally occurring fluoride level to the optimum level for preventing tooth decay.

https://www.cdph.ca.gov/Programs/OPA/Pages/NR25-007.aspx

COHTAC-Fluoride

Mark Bartson, PE (Water Operator/Regulator)

Marjorie Stocks (Community Organizer and Communicator)

Howard Pollick

Susan Fisher-Owens

UCSF

How COHTAC-Fluoride Can Help You

- https://oralhealthsupport.ucsf.edu/our-programs/fluoridation
  - Fluoridation Manual includes supports for maintaining
  - CE for your local water operators (a good reason to reach out to them!)
- Bimonthly state of the state and science updates
- oralhealthsupport@ucsf.edu
- And more!

UCSF

Housekeeping & Announcements

Give yourself the gift of this time and experience

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Meeting Objectives

- **Build connection**
  - among LOHP partners as well as the OOH, COHTAC and Fluoridation teams
- **Share best practices and brainstorm solutions to challenges with peers**
- **Leave with practical solutions and plans to support LOHP work plan objectives**

UCSF

Icebreaker Exercise

California Oral Health Technical Assistance Center (COHTAC)

Memory Game Instructions

- Go around the table and state your name and an animal that begins with the first letter of your name

  - Example: "Khadijat the kangaroo", "Chris the crocodile"

- As each person goes, they will state the names and animals of the people before them, then introduce themselves

  - Example: It is now Jacob's turn, he says, "Khadijat the kangaroo, Chris the crocodile, and I am Jacob the jaguar" and so on and so forth.

- The last person has to say everyone's name and animal and then include their own at the end

- You CANNOT choose the same animal as another person

  - Example: Both my name and Kristin's name starts with the letter "k"

  - If I chose the animal "kangaroo", Kristin must choose a different animal

UCSF

Discussion Questions

1. What's a food that reminds you of home?

2. If you could travel anywhere, where would you go?

3. What is a success that you had in the past week? (professional or personal)

Weaving Everything Together: Connecting Assessments, Plans, and Evaluations

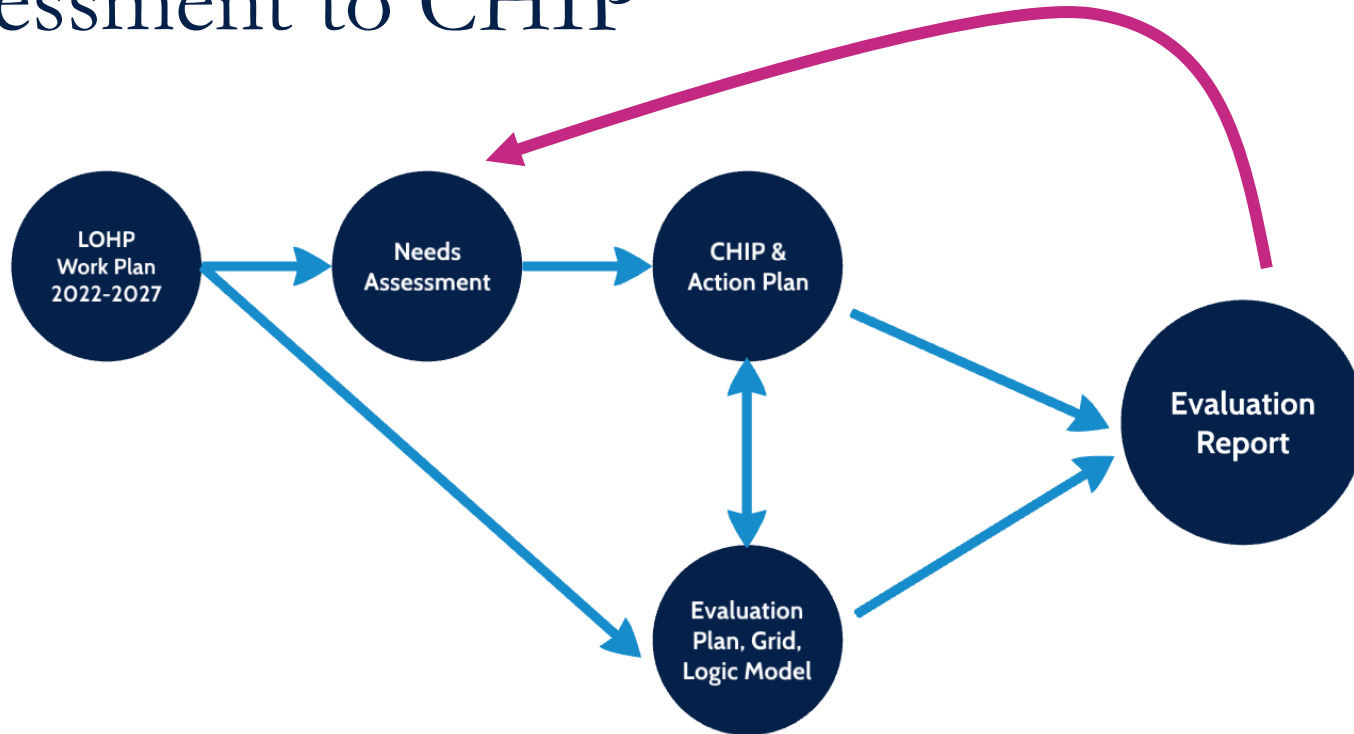*Presenters: Aubri Kottek, MPH and*
Bahar Amanzadeh, DDS, MPH

UCSF

Session Objectives

- Demonstrate how to weave the LOHP work plan deliverables together to ensure integration across plans and simplify the work plan

- Continuing threads from previous convenings and applying this concept to connect objectives 1.2 (needs assessment), 1.4 (community health improvement plan) and 1.5 (evaluation plan)

- Consider how to embed health equity into your assessment and planning processes

- Practice applying this concept in the design of your needs assessments

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Weaving LOHP Work Plan Deliverables Together

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Application: From Planning Needs Assessment to CHIP

California Oral Health Technical Assistance Center (COHTAC)

From the Last Convening

COHTAC LOHP Convening - Redding

Date: May 7, 2024
Time: 8:00 AM PDT
Place: Gaia Hotel & Spa Redding

COHTAC 2024
LOHP Convening

Materials:

- Agenda
- LOHP Convening Google Doc
- Menti Results
- Program Letter 2023-24 - Updating the Community Needs Assessment
- Needs Assessment Secondary Data Sources (handout)
- COHTAC List of Partners
- Welcome Slides
- Focus on Needs Assessments Slides
- CHIS Presentation Slides
- Increasing Engagement from Advisory Committees Slides
- Closing and Resources Slides
- List of Participants with Contact Information

UCSF

Needs Assessment Update

- LOHP Work Plan Objective 1: Needs Assessment

- Assess and monitor social and other determinants of health, health status, health needs, and health care services available to local communities, with a <u>special focus on underserved areas and vulnerable population groups</u>

1.2. a	Identify staff, consultant, or work group from AC to conduct update of Needs Assessment. * *Newly established LOHPS are responsible for developing a Needs Assessment
1.2. b	Identify service and resource gaps needed to support underserved areas and vulnerable population groups.
1.2.c	Identify and plan the needs assessment update strategy based on available resources. Develop needs assessment instrument. Include strategies to address service and resource gaps.
1.2. d	Conduct inventory of available primary and secondary data. Determine the need for primary data. Identify resources. Select methods.
1.2. e	Conduct Needs Assessment update. * Collect data. *Newly established LOHPs are responsible for developing a Needs Assessment
1.2. f	Analyze data and prepare summary analysis.

California Oral Health Technical Assistance Center (COHTAC)

Why Needs Assessment?

- To develop a shared <u>understanding</u> of current resources and gaps, best practices, trends, and issues

- To provide a <u>foundation</u> to develop the most effective strategies to improve oral health in the jurisdiction

- To justify how and where resources should be allocated to best meet community needs
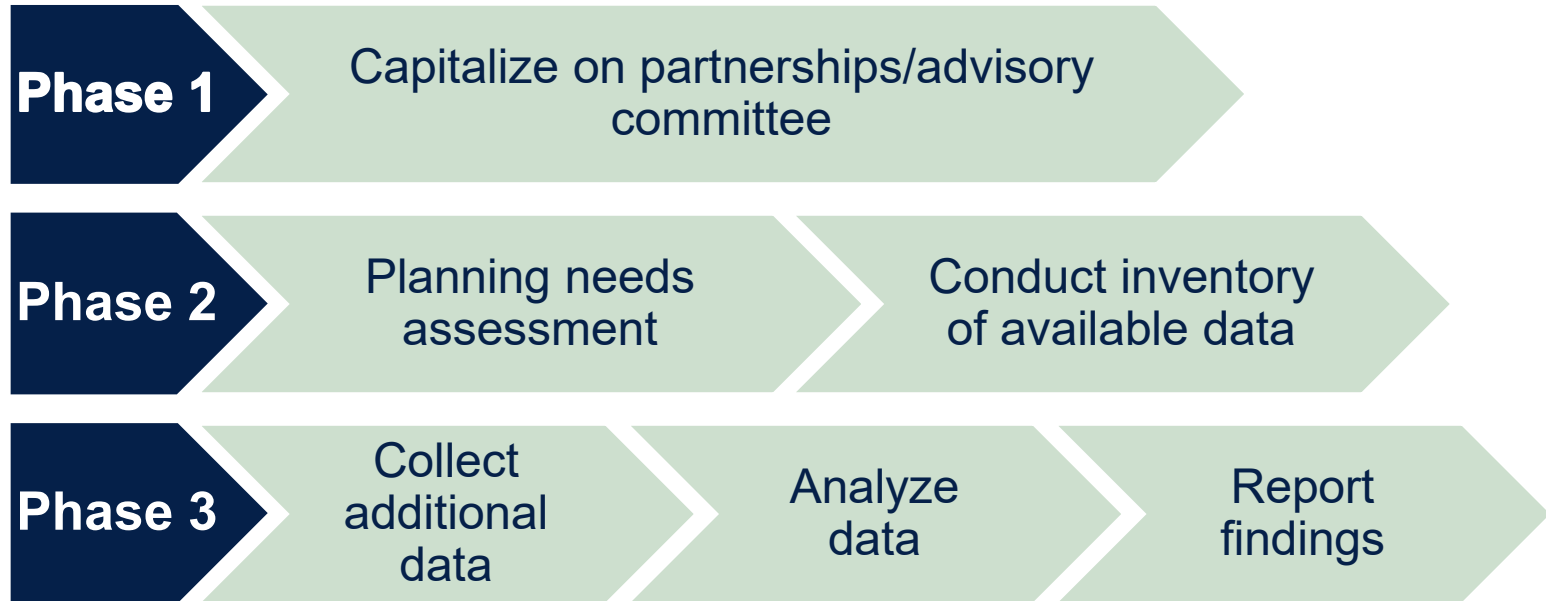
California Oral Health Technical Assistance Center (COHTAC)

UCSF

Needs Assessment Process

| Phase 1 | Capitalize on partnerships/advisory committee |

UCSF

Needs Assessment Process

Phase 1 — Capitalize on partnerships/advisory committee

Phase 2 — Planning needs assessment → Conduct inventory of available data

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Needs Assessment Process

Phase 1 — Capitalize on partnerships/advisory committee

Phase 2 — Planning needs assessment → Conduct inventory of available data

Phase 3 — Collect additional data → Analyze data → Report findings

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Needs Assessment

Resource guide

1.2. a	Identify staff, consultant, or work group from AC to conduct update of Needs Assessment. * *Newly established LOHPS are responsible for developing a Needs Assessment*	• **Developing Strategic and Action Plans**
1.2. b	Identify service and resource gaps needed to support underserved areas and vulnerable population groups.	• **West Virginia Center for Local Health Primary Data Collection Resources**
1.2.c	Identify and plan the needs assessment update strategy based on available resources. Develop needs assessment instrument. Include strategies to address service and resource gaps.	• **Assessing Oral Health Needs: A Seven-Step Model**
1.2. d	Conduct inventory of available primary and secondary data. Determine the need for primary data. Identify resources. Select methods.	• **Oral Health Data Resources** • **Healthy Places Index-Data Resources** • **Plan the Needs Assessment**
1.2. e	Conduct Needs Assessment update. * Collect data. *Newly established LOHPs are responsible for developing a Needs Assessment*	• **United States Census Bureau** • **California Department of Education FRPM**
1.2. f	Analyze data and prepare summary analysis.	• **Santa Clara Needs Assessment**

UCSF

Community Health Improvement Plan

Objective 1.4

What

- Develop a new or update existing community health improvement plan (CHIP)

Why

- To address the oral health needs of underserved areas and vulnerable populations
- To achieve the state's oral health objectives

UC SF

Community Health Improvement Plan

Objective 1.4

How

- The results of the needs assessment inform the plan
- Create an action plan to guide the implementation

Example

- *Pregnant women's dental visits: the subgroup that has the lowest rate of dental visits can inform how you plan your program around improving the OH of pregnant women*

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Evaluation and Evaluation Plan

Objective 1.5

What/Why

- To monitor and assess the progress and success of the work plan
- Logic model

How

- Through the evaluation plan, you set up your main questions, objectives, and how you are measuring them
- Engage stakeholders in the process, including those involved, those affected, and the primary intended users

UCSF

Evaluation and Evaluation Plan

Objective 1.5

Tip

- It needs to be a working document to be useful. Build out your evaluation plan throughout the work plan and plan for the data you intend to collect.

Example

- *In your program with pregnant women, if you intend to change perceptions towards oral health, then incorporate surveys or focus groups as part of your implementation*

UCSF

Questions?

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Putting This Into Practice: Worksheet

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Worksheet: Question 1

Health equity in practice

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INTIATIVE

California Oral Health Technical Assistance Center (COHTAC)

UCSF
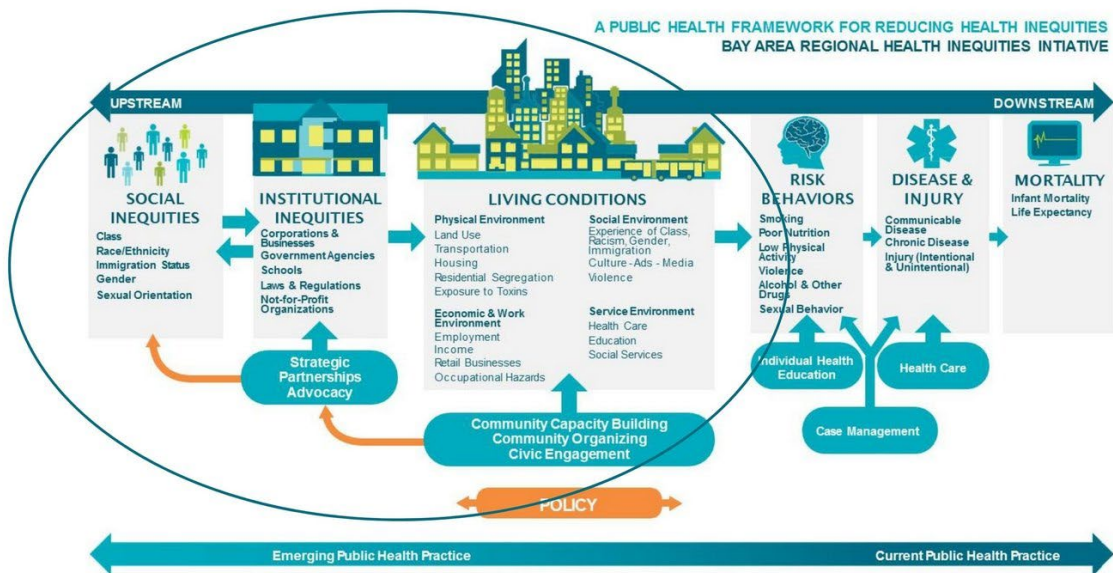
Worksheet: Question 1

Health equity in practice

- Discuss the oral health inequities in your jurisdiction with your advisory committee/coalition using the BARHII (Bay Area Regional Health Inequities Initiative) Framework to Reduce Health Inequities

- What are some observed inequities in the oral health of your communities?

- How do you want to be intentional about health equity as you plan your oral health heeds assessment (NA) and community health improvement plan (CHIP)?

UCSF

Health Equity and Needs Assessment

- Embed the health equity framework into your design of your needs assessment and as part of the report

- When feasible, collect and/or analyze data looking at oral health status or access to care stratified by variables important to disparities in your area (e.g., race/ethnicity, geographical location, sex, insurance)

- Be intentional about prioritization of health equity

PHASE 5
Develop & Execute a Collaborative Action Plan

PHASE 1
Identify & Invite Collaborators to the Table

HEALTH EQUITY
Engaging low-income, minority, & underserved populations

PHASE 2
Review Secondary Data

PHASE 4
Establish Up To Three Priorities

PHASE 3
Seek & Listen to Input From Community Members

UCSF
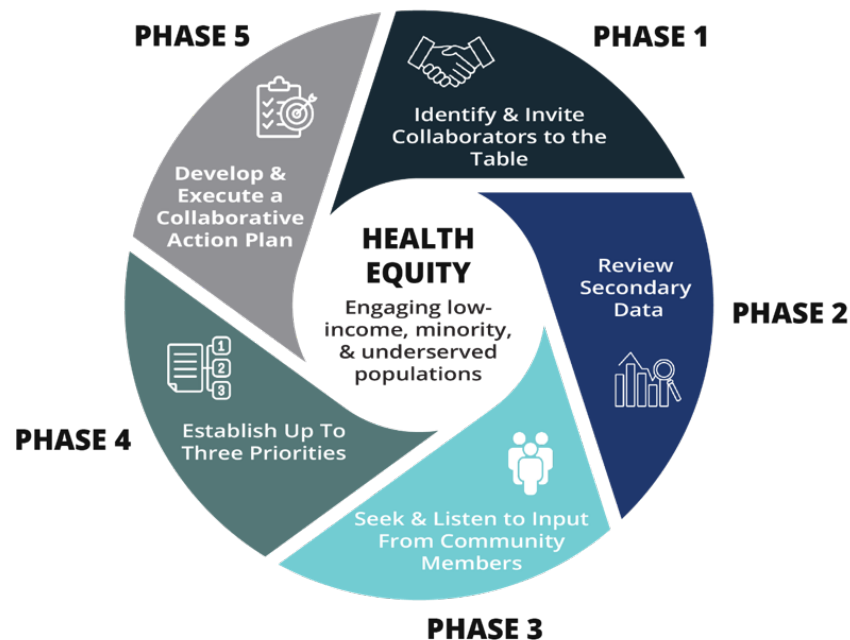
Worksheet: Question 2

Identifying priority populations

Identify at least five priority populations in your jurisdiction:

1.

2.

3.

4.

5.

Examples:

a. Children 0-5 years old
b. School-aged children
c. Pregnant people
d. Underserved and systemically marginalized populations
e. Medi-Cal populations
f. People living in rural areas or specific geographical areas
g. Tribal communities
h. Spanish-speaking communities
i. Undocumented communities
j. Individuals with developmental and intellectual disabilities
k. People experiencing homelessness
l. Foster youth
m. Older adults
n. Others specific to your community

UCSF

Identifying Priority Populations

Using a health equity lens, how would you prioritize communities or subpopulations?

Look into:

- Marginalized or at-risk populations in the jurisdiction
- The focus of the LOHP work plan
- What do your community stakeholders identify?

Worksheet: Question 3

Weaving evaluation and planning into needs assessment planning

- When thinking about your progress and challenges in the last 5 years (previous evaluation) and planning for the next 5 years, what information would help you improve or expand your programs?

- Examples: *What do school administrators think about KOHA? Which community has the most needs regarding young children's oral health?*

UCSF

Integration of Evaluation Questions Into the Needs Assessment

- Using the questions in your last evaluation plan and the first 5 years' progress report, reflect on:

  1. Are there any unanswered questions that would impact your understanding of the community's needs?

  2. What knowledge about community needs, perceptions, or feedback from community partners will help us improve the programs?

- Example: *You are unsure how pregnant individuals in your program perceived the oral health education. As part of the needs assessment, you can ask that question as part of a focus group with pregnant people or in an interview with the program administrators or health educators.*

Worksheet: Question 4

Identifying potential partners/champions

- Identify five potential <u>partners/champions</u> who can help you answer those questions through key informant interviews or focus groups.

- *Examples: school administrators or nurses, Head Start directors, Spanish-speaking parents of young children*

    1.

    2.

    3.

    4.

    5.

Worksheet: Question 5

Designing the NA to Answer the Identified Questions

How can you design your needs assessment to answer the questions you identified in question 3?

Focus Groups: Areas of Focus	Partner Agencies	Key Informant Interviews: Areas of Focus	Individual/ Organizations
Example: Spanish-speaking parents	Head Start	School dental programs, KOHA	Priority schools

California Oral Health Technical Assistance Center (COHTAC)

Where in the Needs Assessment Can You Integrate Your Questions?

Types of data

California Oral Health Technical Assistance Center (COHTAC)

UCSF
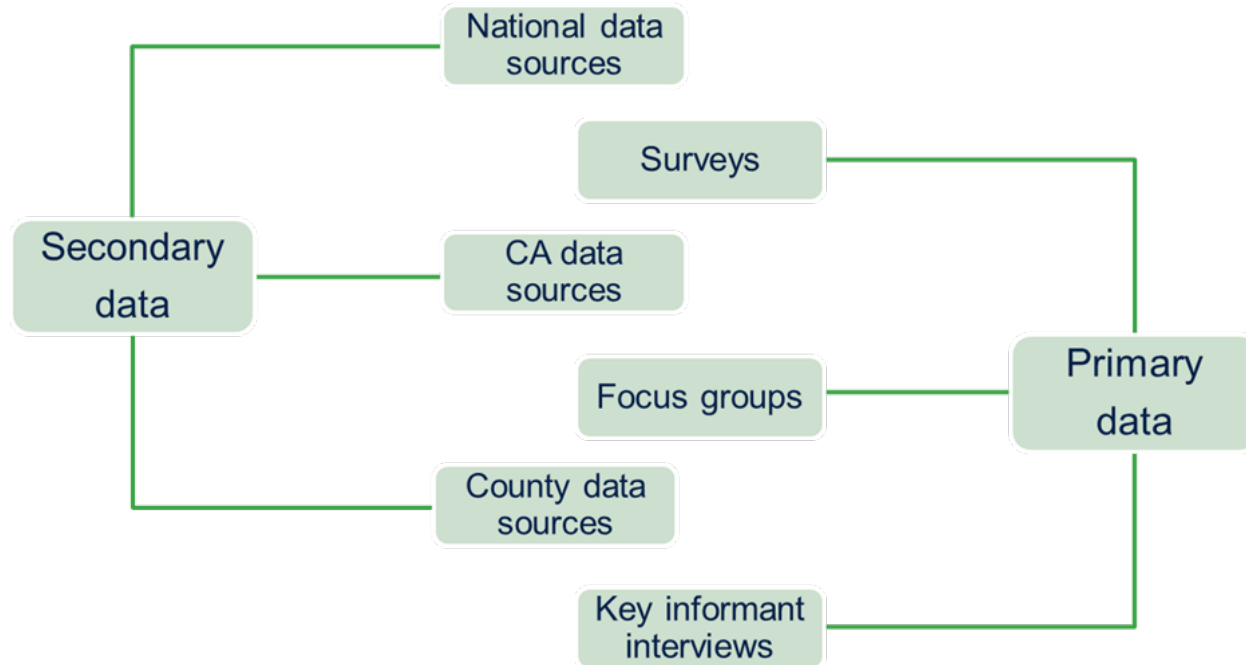
Worksheet: Question 6

Designing your questions

What questions do you want to incorporate into your focus groups or key informant interviews?

Questions for Focus Groups	Questions for Key Informant Interviews
Examples: *What actions do you think are important for children to have healthy teeth? (Probe if needed: What foods do you think are good for oral health?) How do you decide when to take your child for a dental visit?*	Examples: *What are some of the barriers to implementing KOHA at your school? Do you have suggestions as to how these barriers could be addressed?*

California Oral Health Technical Assistance Center (COHTAC)

UCSF

"

How are you updating your needs assessments?

How might you apply these ideas to your needs assessment planning?

Spend the next 10 minutes in discussion, then we will report out to the group

UCSF

Next Steps and Q&A

- Use the worksheet when you get home and with your advisory committees to plan your needs assessments

- Spend some time with each step to reflect

- Remember: this process might not be linear!

UCSF

Break 10:50-11:05

California Oral Health Technical Assistance Center (COHTAC)

UCSF

AM Roundtable Discussions

California Oral Health Technical Assistance Center (COHTAC)

Roundtable Discussions

Unstructured topical discussions

- Choose a topic for breakout roundtable discussions
  - Bring a question or challenge you're facing and share it with the group for feedback
  - Share tips, tricks, and successes
- Get into the weeds – you have until 12:00 PM for in-depth discussion
- Topics repeat in the afternoon

- Work Plan Strategizing
- Care Coordination & Referral Management
- School Dental Programs
- Working with Dental Partners
- Working with Other Key Partners

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Roundtable Discussions

School Dental Programs
Care Coordination & Referral Management
Work Plan Strategizing
Working with Dental Partners
Working with Other Key Partners
Office of Oral Health

[Front]

1 2 3 4

5

6

7 8 9 10

11

[Back]

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Lunch 12:00-12:50

California Oral Health Technical Assistance Center (COHTAC)

UCSF
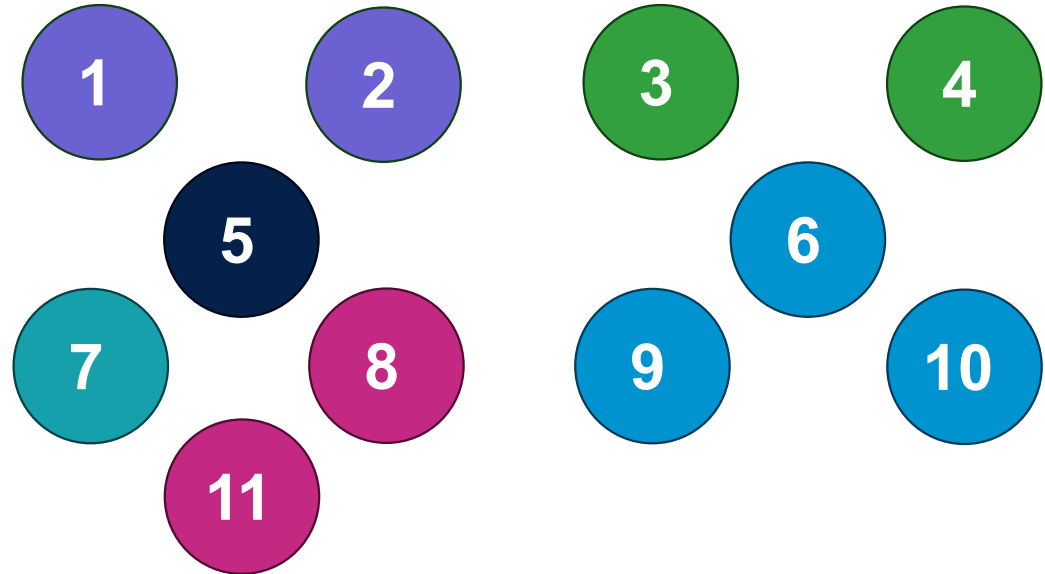
Let's Move!

Find an LOHP Similar to Yours
and Sit Together at a Table

UC**SF**

Success Stories: Sharing Towards Progress

Presenters: Katie Conklin, RDH, MPH, Kristin Hoeft, PhD, MPH, and Khadijat Alli, BA

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Session Objectives

- Demonstrate how to tailor a success story's message to match your audience

- Understand different dissemination formats and collection tools for success stories

- Craft a success story from your local oral health program

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Introduction

Work plan objectives

- Fluoride success stories dissemination plan (2.4.e)

- KOHA success stories dissemination plan (3.1.i)

- Key partners success stories dissemination plan (3.2.j)

- Sugar sweetened beverages reduction success stories dissemination plan (4.2.f)

- Oral healthcare delivery and care coordination systems success stories dissemination plan (6.4.c)

Dissemination

Goals

Dissemination has several very broad goals, such as:

- increase the **reach** of the program

- increase programmatic support and **partners** (internal and external)

- **celebrate** successes with partners, communities, administrators to establish ongoing buy-in and participation

- **influence** policy

- update and **engage** funders

California Oral Health Technical Assistance Center (COHTAC)

Identify success stories and document them in an engaging format such as photovoice to share with local programs, policymakers, stakeholders, and the general public to help sustain program efforts.

" From Your LOHP Work Plan:

Identify success stories and document them in an engaging format such as photovoice **to share with local programs, policymakers, stakeholders, and the general public** **to help sustain program efforts**.

UCSF

From Your LOHP Work Plan:

Identify success stories and document them in an engaging format such as photovoice to share with local programs, policymakers, stakeholders, and the general public to help sustain program efforts).

California Oral Health Technical Assistance Center (COHTAC)

UCSF

From Your LOHP Work Plan:

"

Identify success stories and document them in an **engaging format** such as photovoice to share with local programs, policymakers, stakeholders, and the general public to help sustain program efforts.

UCSF

Impact and Value: Telling Your Program's Story
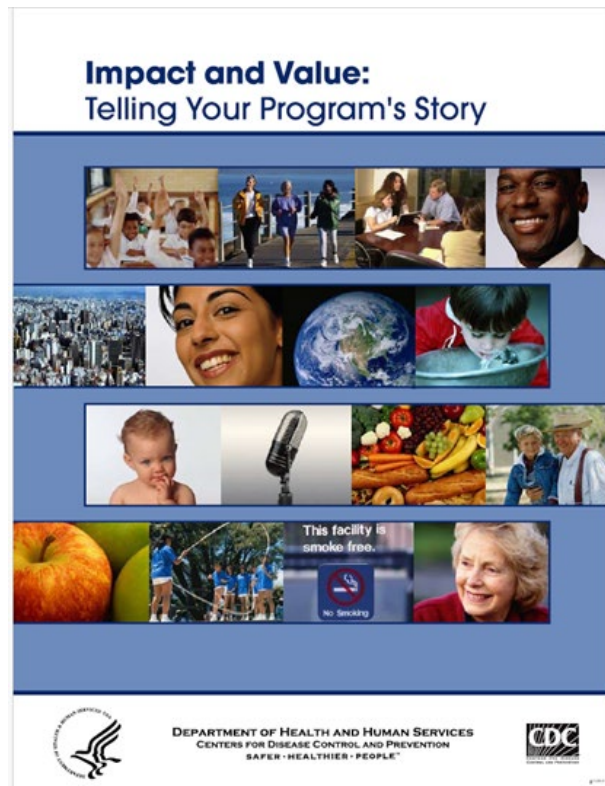
What Comes to Mind When You Hear the Phrase "Success Story"?

Mentimeter poll

California Oral Health Technical Assistance Center (COHTAC)

Recipe for a Success Story

Highlighting your program achievements

California Oral Health Technical Assistance Center (COHTAC)

Recipe for a Success Story

Highlighting your program achievements

California Oral Health Technical Assistance Center (COHTAC)
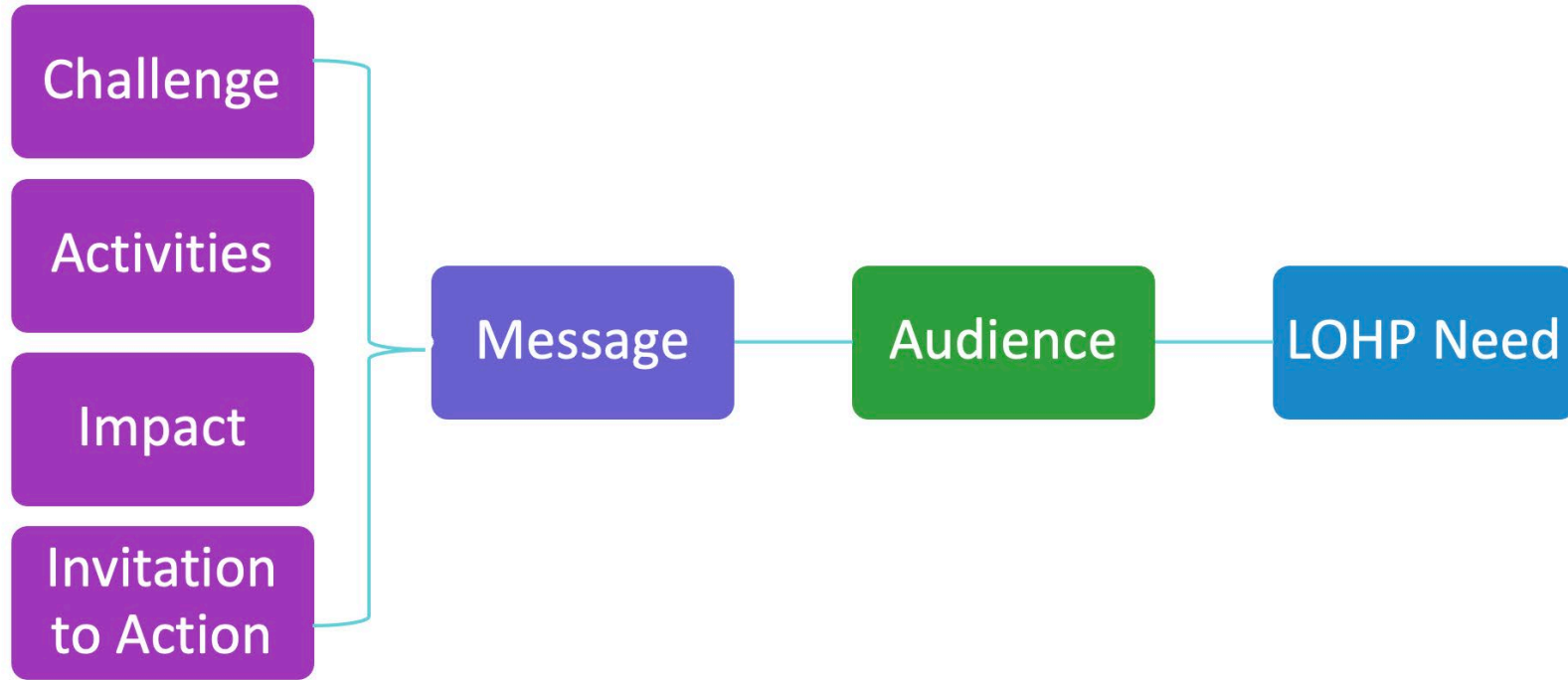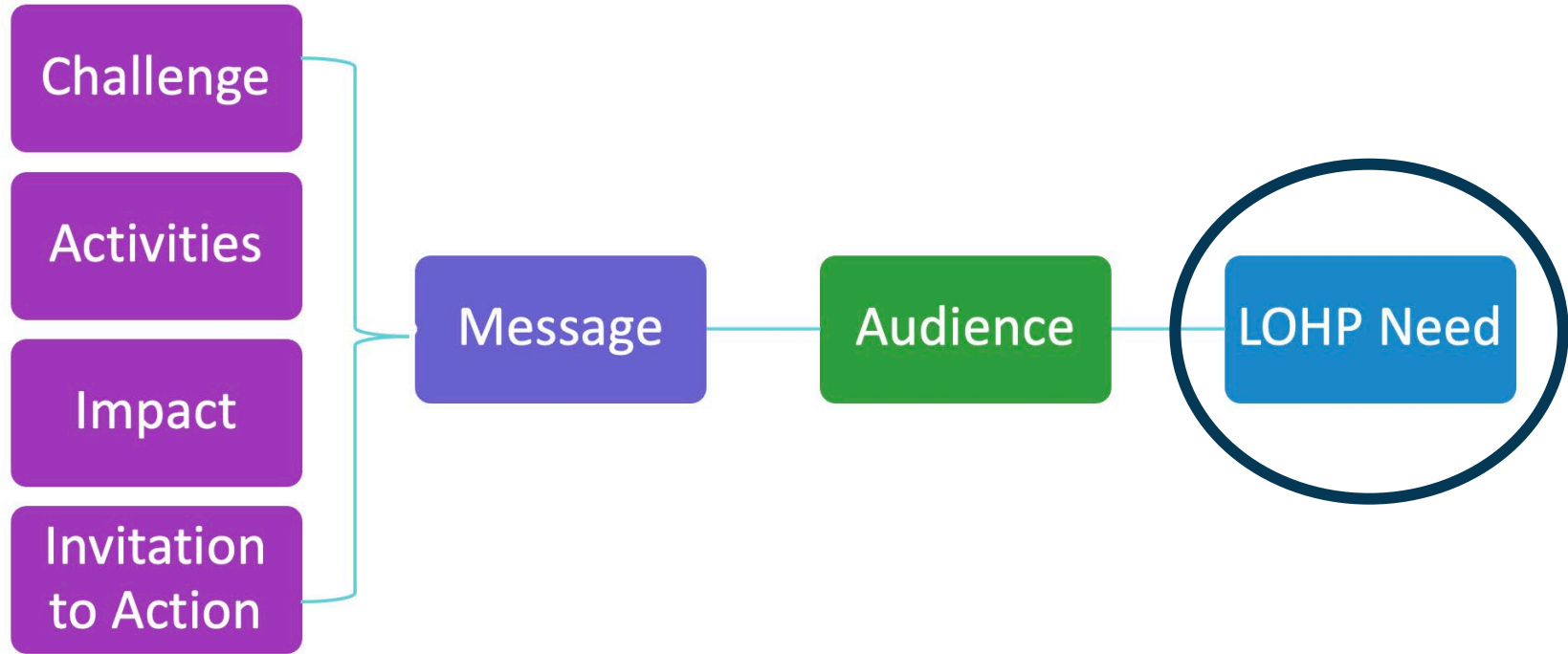
LOHP Need

- What are some of your LOHP needs?

California Oral Health Technical Assistance Center (COHTAC)

Recipe for a Success Story

Highlighting your program achievements

California Oral Health Technical Assistance Center (COHTAC)

UCSF
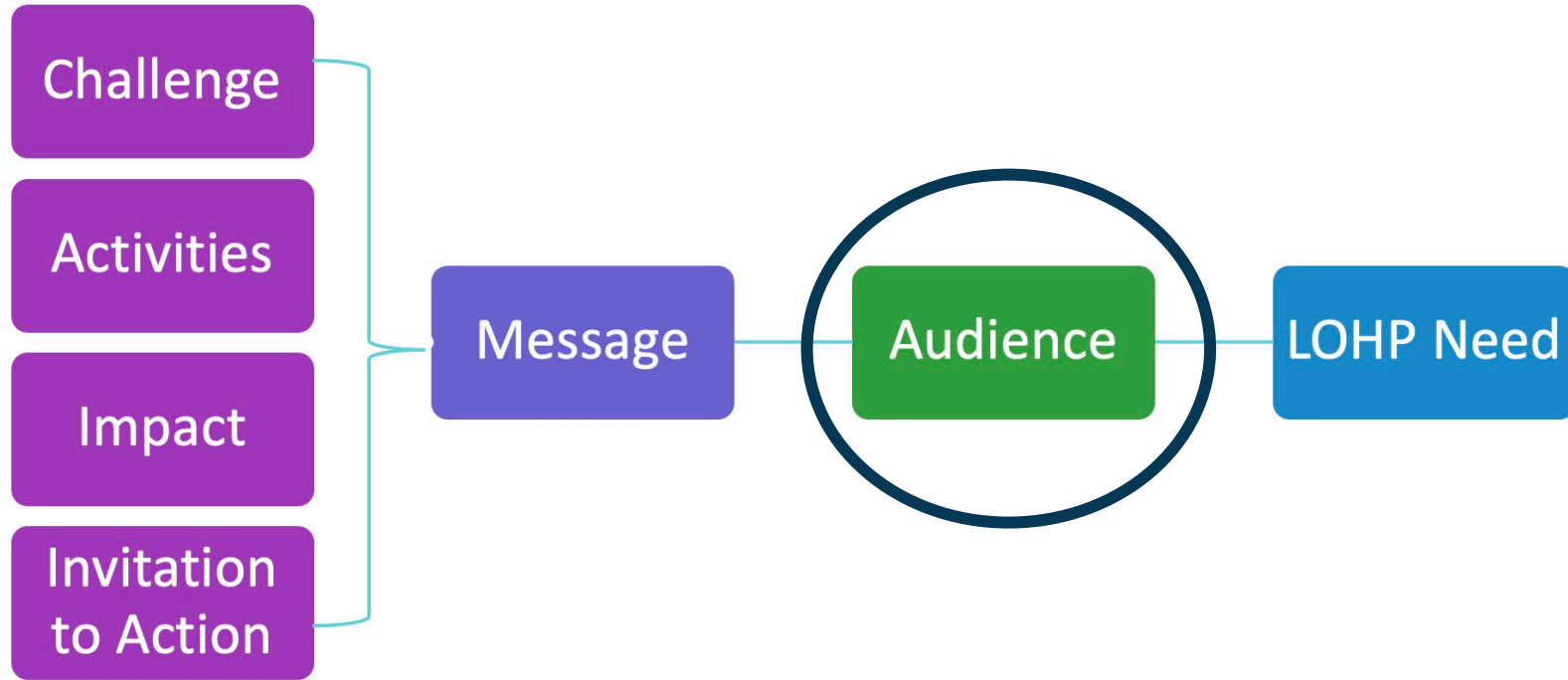
Choose Your Audience

- Who do you want to reach with your success story?

- Who can help you with your needs?

- Some possible ideas:
    - **Other local programs (*e.g.,* schools First 5, WIC)**
    - Policymakers
    - **General public / Community members**
    - Administration / Leadership of your own organization
    - Dental providers
    - Advisory board / Committee / Coalition
    - Funders
    - Community leaders
    - Media sources

UCSF

Audience Priorities

Knowing your audience and ensuring your message reaches them

Questions to brainstorm:

- What data or stories resonate most?

- What motivates them?

- What is needed most for them to "act" on your programs' message?

Ultimately, you want to be able to effectively identify the problem and share the success to overcoming it. This makes room for getting your audience to listen and spurs them to action.

California Oral Health Technical Assistance Center (COHTAC)

Share at your table

Audience + Priorities

(from your worksheet)

UCSF

Recipe for a Success Story

Highlighting your program achievements

California Oral Health Technical Assistance Center (COHTAC)
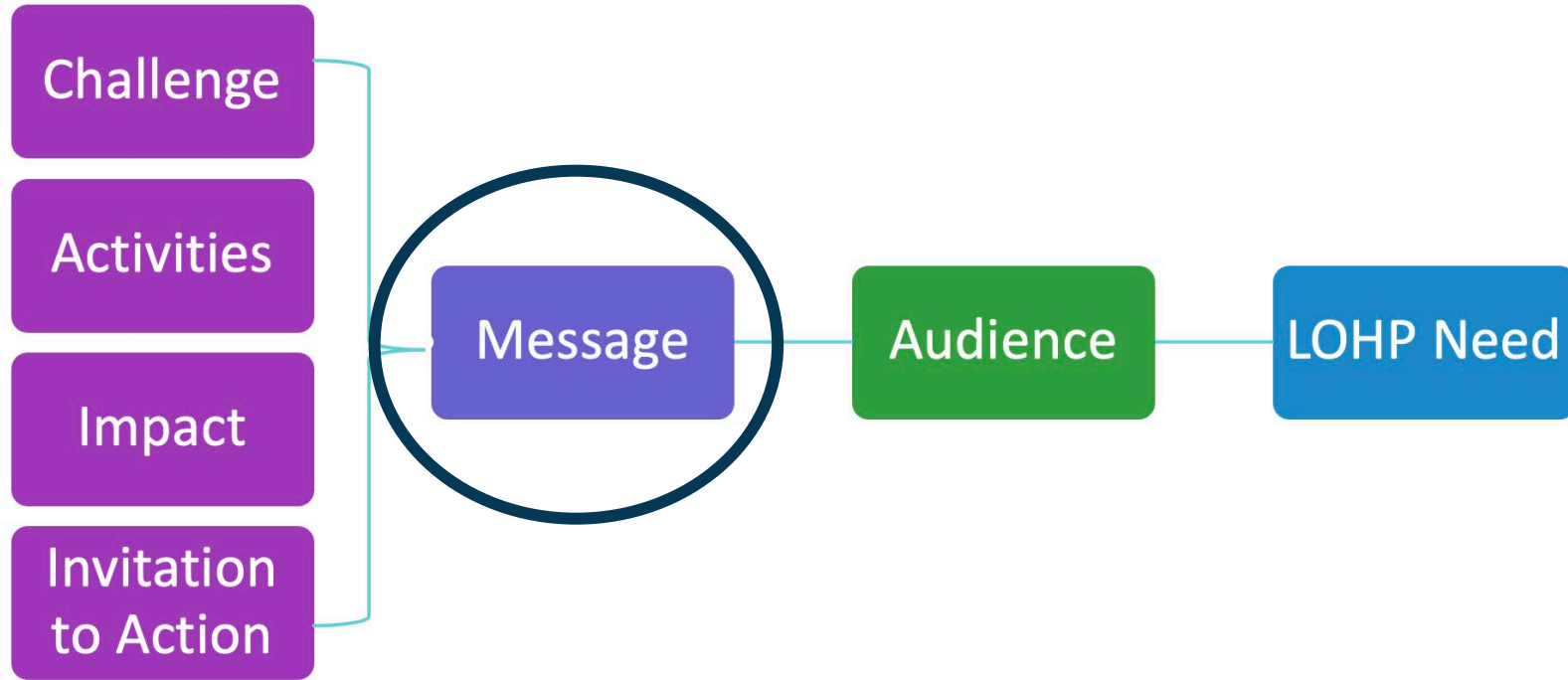
Guidelines for Crafting Your Message

Challenge

- Clearly describe the problem your program is working to solve

- Include specific populations affected and barriers encountered

- Find ways to illustrate the magnitude of the issue

- Choose a challenge that speaks to your audience

California Oral Health Technical Assistance Center (COHTAC)

Guidelines for Crafting Your Message

Activities

- Highlight the key steps/strategies your LOHP is implementing to address the challenge

- Share your innovative actions

- Emphasize collaboration with partners and stakeholders

California Oral Health Technical Assistance Center (COHTAC)

UC SF

Guidelines for Crafting Your Message

Impact

- Show measurable outcomes and success achieved

  - Leveraging data – graphs are a useful way to portraying this

- Use data or anecdotes to bring results to life

  - Show before & after comparisons

- Focus on how the solution improved lives or advanced goals

  - Use person stories to illustrate real impact

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Guidelines for Crafting Your Message

Invitation to Action

- Inspire audience to support and sustain your efforts

- Encourage actionable next steps aligned with the story's goals

- Appeal to shared values or community needs

UCSF

Share out about your success story!

UCSF

Stages of Success Stories

Upstream

(Early Stage)

Success Stories:

Midstream

(Operation Stage)

Success Stories:

Downstream

(Established Stage)

Success Stories:

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Recipe for a Success Story

Highlighting your program achievements

California Oral Health Technical Assistance Center (COHTAC)

UC_SF

Example

Join us and help Colorado kids become
Cavity Free At Three

What We Can Do For You

- Learn techniques for delivering services to infants and toddlers through hands-on demonstrations and practice.
- Need help? Receive continuous technical assistance before, during, and after implementation of oral health services in your organization.
- Access up-to-date patient education resources in multiple languages.
- Review new research and current practice

Medical Professionals:

- How to Effectively Manage Dental Inventory
- Dental Emergencies and Payday Loans: A Guide to Managing Sudden Oral Health Costs
- Implement AAP and USPSTF Grade B recommendations for preventing dental caries in infants and toddlers.
- Receive free certification training to obtain reimbursement from Colorado Medicaid and CHP+ for oral health services.

Dental Professionals:

- Are you up-to-date on current recommendations for infants, toddlers and pregnant women?
- Grow your practice by seeing more infants, toddlers and pregnant women!
- Get tips around Medicaid billing and managing Medicaid clientele

REQUEST A TRAINING

https://www.ruralhealthinfo.org/project-examples/647

https://cavityfreeatthree.org/

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Example

Cavity Free at Three

https://www.ruralhealthinfo.org/project-examples/647

Summary

- **Need:** In Colorado, 31% of children have experienced dental decay by the time they reach kindergarten. With several frontier and rural counties in Colorado considered Dental Care Health Professional Shortage Areas (HPSAs), options for oral healthcare are limited.

- **Intervention:** Cavity Free at Three (CF3) works to improve access to preventive oral health for pregnant women and young children.

- **Results:** CF3 has trained over 6,000 medical and dental professionals in performing preventive dental health. The percentage of children who received oral healthcare from a medical or dental provider before the age of 2 has progressively increased, and Colorado saw reduced cavities starting in 2007.

UCSF

Example

Join us and help Colorado kids become
Cavity Free At Three

https://www.ruralhealthinfo.org/project-examples/647

https://cavityfreeatthree.org/

What We Can Do For You

- Learn techniques for delivering services to infants and toddlers through hands-on demonstrations and practice.

- Need help? Receive continuous technical assistance before, during, and after implementation of oral health services in your organization.

- Access up-to-date patient education resources in multiple languages.

- Review new research and current practice

Dental Professionals:

- Are you up-to-date on current recommendations for infants, toddlers and pregnant women?

- Grow your practice by seeing more infants, toddlers and pregnant women!

- Get tips around Medicaid billing and managing Medicaid clientele

REQUEST A TRAINING

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Example

County of Santa Clara Public Health Department
3,204 followers
8mo · Edited

Dental 🦷 care 🦷 is 🦷 health 🦷 care 🦷

At the Happy Teeth event in San Jose, our Santa Clara Valley Medical Center colleagues and partners at Healthier Kids Foundation provided FREE dental screenings for 152 people, including 118 kids ages 5 years and younger. The team was able to schedule 20 of these patients for an urgent dental appointment.

Pictured here are Deputy Health Officer Sarah Rudman, Maternal Child and Family Health Branch Director Grace Meregillano, Santa Clara Family Health Plan Chief Medical Officer Dr. Ria Paul, and representatives from the offices of State Senator Aisha Wahab, and Supervisor Cindy Chavez, and our oral health staff. Thank you for all of your support!

Looking for how to keep your teeth healthy? https://lnkd.in/gXuMvaTM

Format

Elevator Story

One-Pager

Photovoice Project

Two-Page Success Story

Paragraph Spotlight

Full Brief

Social Media post

UCSF

Elevator Story

- Short, interesting, and engaging stories that can pop up in natural conversation

- Goals:
  - Highlight recent program success
  - Entice the target audience to seek more information about your program

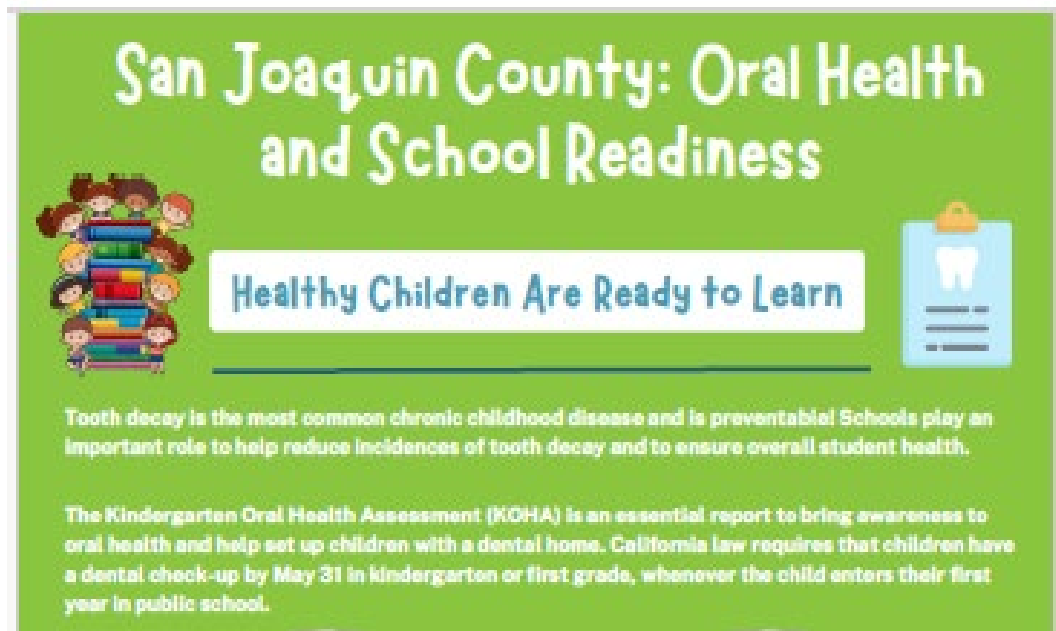# Tips for Successful Elevator Stories

- Be brief!
- Make the story relevant to your audience
- Practice so that the story sounds conversational
- Involve the whole staff
- Conclude with a promise to bring more information
- Practice as a group—anyone in your org can be ready with an elevator story

UCSF

One Pager

- Quickly summarizes your program and your success story

- Use pictures and graphs

- Include a way to find out more

- Include your contact information and/or invitation to action

One Pager Example

Using Photovoice

- We had a Share & Learn on this in January– check out the recording and resources on our website

California Oral Health Technical Assistance Center (COHTAC)

UC SF
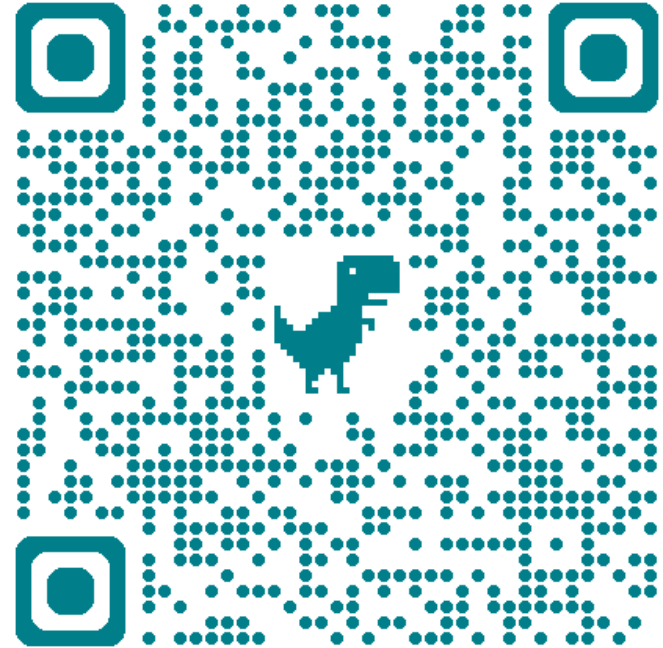
Social Media

- Great for activities and invitations to action

- Tag your partners

- Can still touch on all the story "recipe" ingredients

UCSF

Social Media

- Be brief

- Use photos or images

- Check out more tips from Matt Jacob's Share & Learn →

California Oral Health Technical Assistance Center (COHTAC)

UCSF
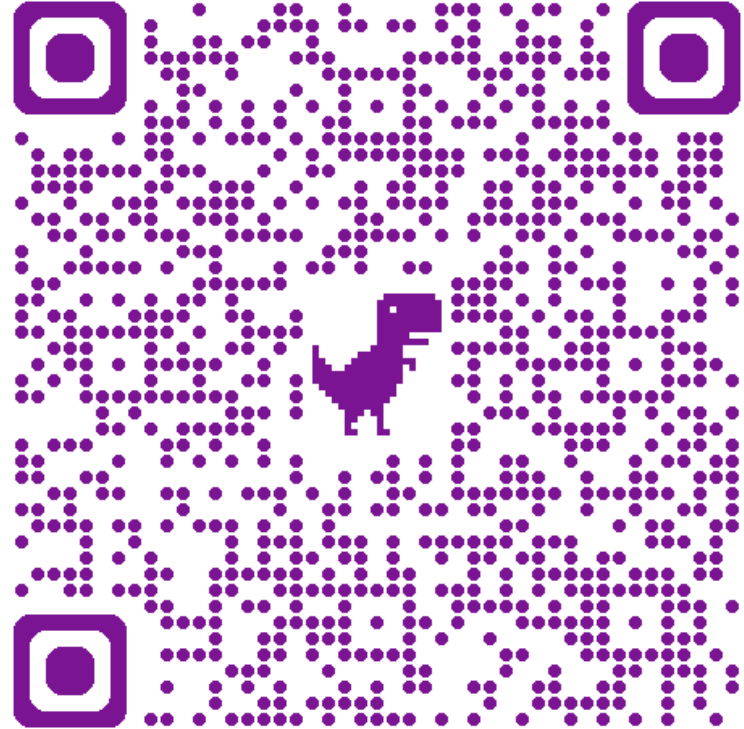
Best Communication Practices

- We had a Share & Learn on this in May 2024

- Check out the recording and resources on our website

California Oral Health Technical Assistance Center (COHTAC)

UCSF
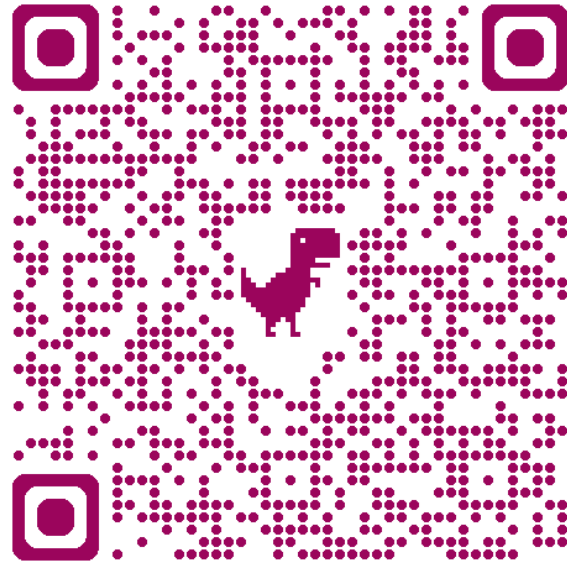
Best Communication Practices

- **Links to best communication practices are on the Oral Health Literacy Toolkit webpage**

Oral Health Literacy Toolkit Resources

- Always Use Teach-back! Training Toolkit
- Clear Communication Index
- Culturally Connected
- Healthy Teeth, Healthy Me
- Health Literacy Universal Precaution Toolkit
- Milestones for Mini Mouths
- Simply Put: A Guidebook To Creating Clear And Effective Patient Communications
- Think Cultural Health: Cultural Competency Program for Oral Health Providers

UCSF

Distribution Plan

Don't forget a distribution plan tailored for your audience

- Website

- Social media

- Presentations

- Include the one-page document in information kits or other materials you distribute

- Health fairs

- Newsletters

- Reports to OOH and your own health department/LHJ

- PARTNERS: schools, dentists, COHTAC, local agencies like First 5 and WIC, other LOHPs

UCSF

What Formats are You Considering?

Mentimeter poll

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Collecting Success Stories and Dissemination

UCSF

LOHP Work Plan Objectives

- **Fluoride success** stories dissemination plan (2.4.e)

- **KOHA** success stories dissemination plan (3.1.i)

- **Key partners** success stories dissemination plan (3.2.j)

- **Sugar sweetened beverages** reduction success stories dissemination plan (4.2.f)

- **Oral healthcare delivery and care coordination systems** success stories dissemination plan (6.4.c)

UCSF

Success Stories

A part of your evaluation plan

- Identify a data collection tool
- Organize your stories
- Develop a communication strategy
- Assign someone to be responsible

Impact and Value:
Telling Your Program's Story

DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION
SAFER · HEALTHIER · PEOPLE™
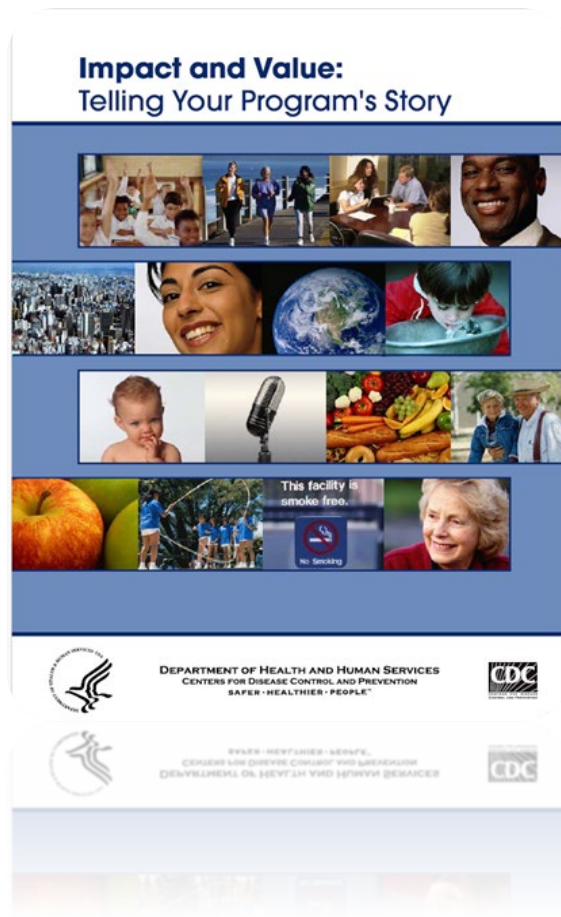
Strategies to Collect Success Stories

4 data collection tools

- Lookout (aka, always be ready)

- Solicitation

- Brainstorming

- Strategic planning event

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Lookout

Aka, always be ready

| Collect stories | Ask questions | Recognize | Assign |

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Solicitation

Actively ask your partners for stories

Ask partners to celebrate success within the program to engage policymakers, partners, and funders

Request:

- Stories

- Quotes

- Photos

- Details

WHAT'S YOUR STORY?

Credit:Makhbubakhon Ismatova

Come visit the photo booth in the hallway!

Smile!

California Oral Health Technical Assistance Center (COHTAC)

Get Involved with I ❤️ Public Health Month

At ASPPH, we celebrate I ❤️ Public Health Month every February to highlight and share the many reasons people love the field of public health. Throughout the month, we are sharing stories from students and practitioners in public health, and we want to hear from you!

Visit our **website** to download our resources, images and toolkit. Follow along on our social media accounts – **Instagram**, **Facebook**, and **LinkedIn** - and join in on the conversation!

We can't wait to hear your story about your work in public health.

SHARE YOUR STORY

"I love public health because it centers community voices and perspectives to address important upstream factors that impact healthcare access for all."

Shilpa Rajagopal

MD/MPH student
University of Texas Medical Branch at Galveston

...because it is multidisciplinary, dynamic, and complex. No matter where you find your home in public health, this is a field that calls us to work for the greater good.
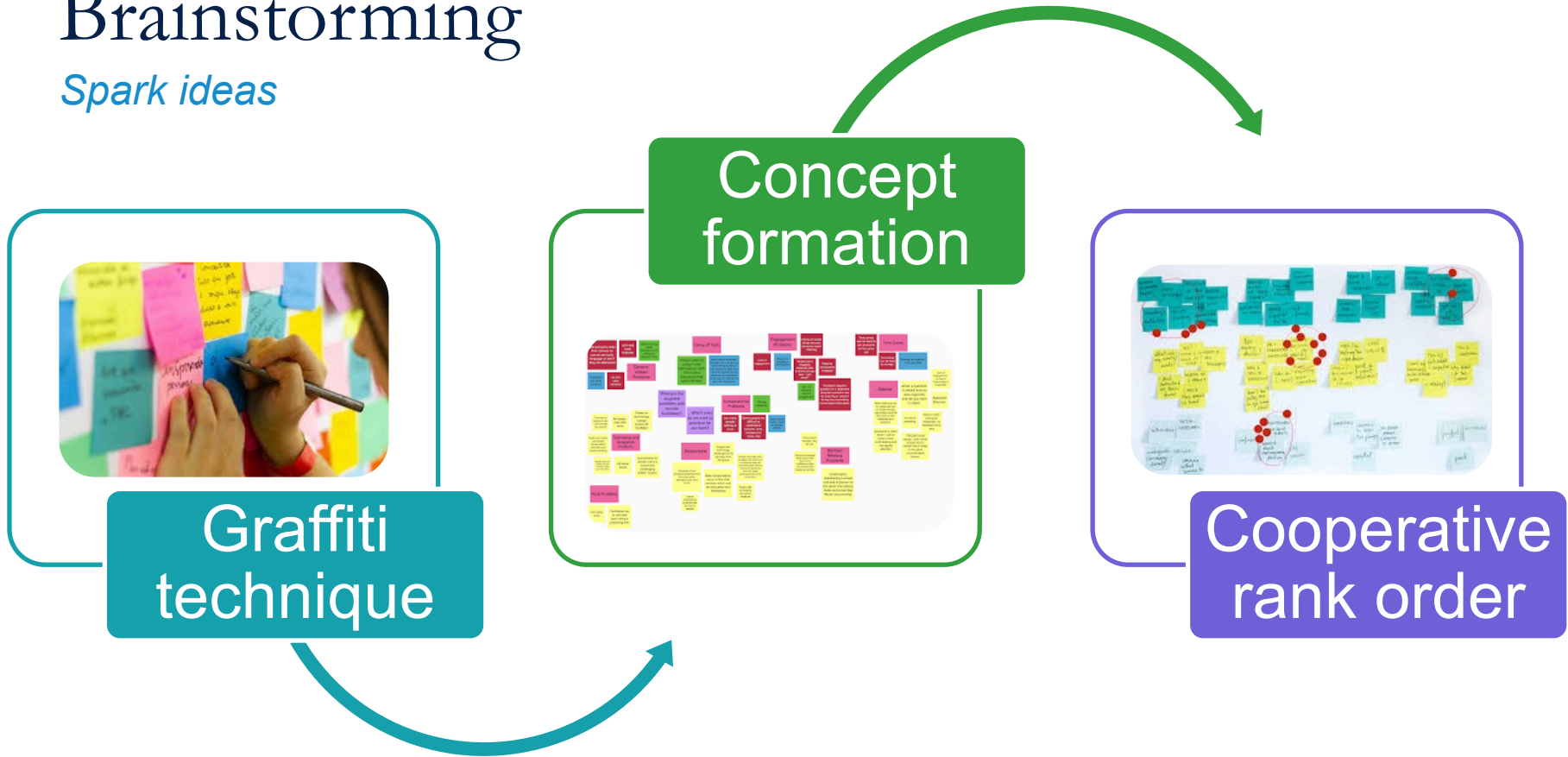
Caroline Arias, CPH-provisional
MPH Student in Epidemiology
University of South Florida
College of Public Health

Brainstorming

Spark ideas

Graffiti technique

Concept formation

Cooperative rank order

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Strategic Planning Event
Facilitation

- Bringing together a group of interested stakeholders to talk about success stories

- Opportunity to highlight what is going well in the program

- Collect a range and depth of stories

- Can help to inform your needs assessment, community health improvement plan, and/or evaluation plan

UCSF

"

A success story of any size should be celebrated

CDC Guide

UCSF

Organize Your Success Stories

Theme	Audience
Testimonials	Anecdotal "change-on-the-street"
Organization & partner achievements	Coalitions, advisory groups, committees, dental/public health providers
Promising practices	Programs that are showing progress, but are not yet proven practices (e.g., school programs, SSB, care coordination)
Infrastructure development	Surveillance, state and/or local plans, burden of disease document, and partnerships
Lessons learned	Ideas that other programs similar to yours might learn from or ideas that might suggest future action

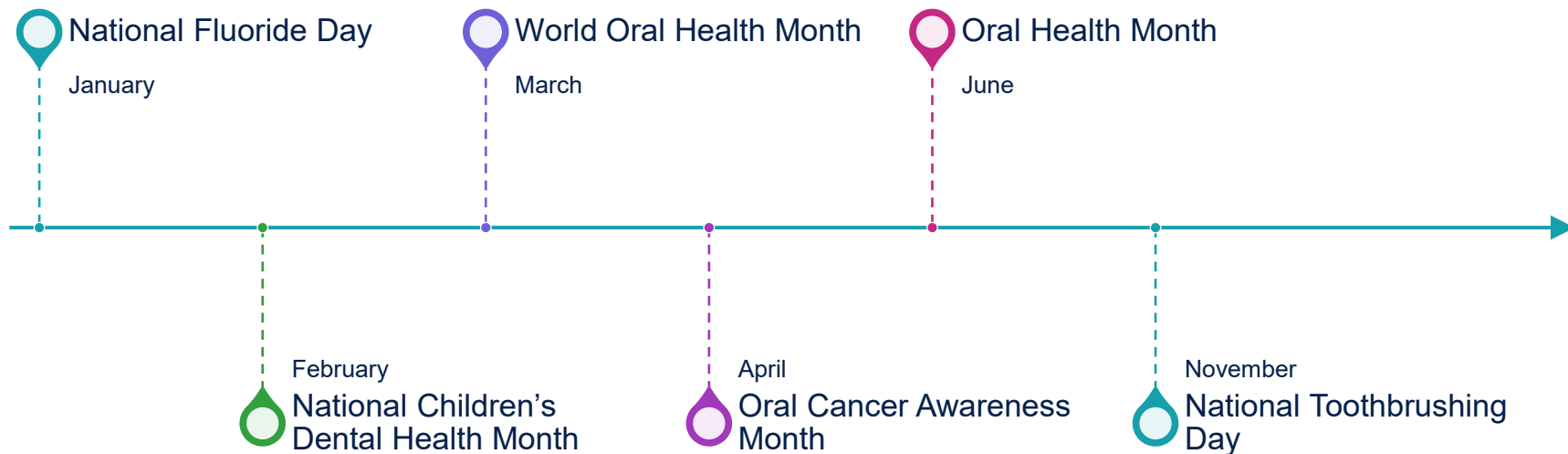California Oral Health Technical Assistance Center (COHTAC)

UCSF

Communication Strategy

Focus on the journey and the impact

- Bring awareness to priority stories and try to link them to a national campaign, policy, and/or funding.

- Think of an end goal and work backward to set a timeline
    - What steps are needed to launch your success story?
    - Who do you need to contact?
    - What is your internal approval process?

California Oral Health Technical Assistance Center (COHTAC)

UC SF

National Oral Health Campaigns

Calendar

National Fluoride Day

January

World Oral Health Month

March

Oral Health Month

June

February
National Children's
Dental Health Month

April
Oral Cancer Awareness
Month

November
National Toothbrushing
Day

UCSF

Benefits of Tracking Your Success Stories

Using a repository

- Can easily search for photos, quotes, and details

- Review regularly to keep your stories current

- Match stories to national campaigns, legislative action, funding opportunities, and public health leadership

- Prioritize your success stories to be timely for your audience

- Develop a plan to update stories

- Keep all stories as a reference to see how far you have come

UCSF

Example in Your Packets

Success Stories Data Collection Tool

CDC/DOH staff **(insert your program name here)** are collecting success stories in order to document our success in the development and implementation of key oral health initiatives. This tool will help you and other key partners provide information that we will use to develop the stories that will be used to communicate our success. The success stories can be about oral health prevention programs and/or infrastructure development, such as developing and using state plans, developing a coalition, implementing a school-based dental sealant program, community advocacy efforts on water fluoridation, or other areas. Your story might show successful planning, outreach, implementation, products, or impact (e.g., behavior change, prevention opportunities). It can describe efforts at the organization, community, individual, or interpersonal levels. We want to spotlight how much you have accomplished and show how grant funds are being used to improve the lives of **(insert program audience or participants)**.

Our staff will use the information you provide to develop one-page success stories, and you will have the opportunity to review the draft before publication. Please include your name, telephone number, and email address in the form below. If you should have question about how to use this form, please contact **(insert name and contact information here)**. Thank you for taking the time to share your success with us!

Please submit your success story via email (preferred) to: **(insert name and email here)**
Or via fax: **(Insert fax number here)**   Or Mail: **(Insert address here)**

Success Story Data Collection Tool	
Program Information	
Success Story Item	**Your Answer**
Contact name:	
Contact information:	Address: Email: Office number: Cell phone:
Employer/Organization name:	
Focus of the Story	
Proposed Title of the Success Story: This should include your program's name and grab the attention of your audience.	
Focus/Theme of the story: Focus might be on collaboration with partners, a community prevention initiative, advocacy efforts, using data to engage stakeholders, etc.	
Point of view: The story should be from the perspective of those who benefited from the program: a participant, family member, friend, etc.	
Audience(s): Who is the intended audience for the story?	
The public health/community need for this program:	
Background of the Story	
Time period of achievement:	
Location of the story:	
Program target group:	
Name and contact information of one participant to interview:	Contact Information: Name: Address: Telephone Number:
How did you accomplish your success? • What actions did you perform? • Who was involved? • How long did it take to accomplish? • Estimated costs and funding source(s). • Partners involved (would they be willing to include their logo in a one-page document?) *Think in terms of replication. What would your audience need to know to replicate your program?*	
Environmental context and barriers to success: What is the background of your program (context)? What barriers to success did you face and how did you overcome them?	
Key results or implications of success: Describe your most important results either at the participant, program, community, or environmental level.	

UCSF

American Public Health Association

Tracking your success stories

Social Media

Follow APHA on social media to stay informed on the latest news and upcoming events.
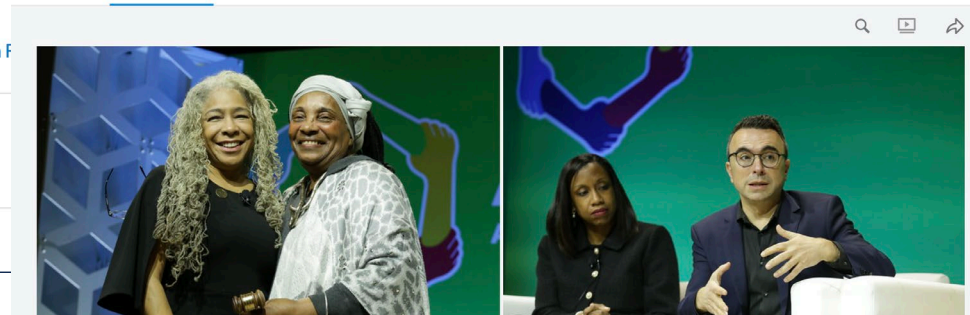
Follow on Threads | Follow on X | Follow on Facebook

We also have tip sheets on how to use each p

APHA Photos

Flickr gallery | Share your APHA photos on F

Annual Meeting and Expo

X | Blog

providers/social-media/social-media-gallery/

Little Teeth BIG RESPONSIBILITY

▶ 0:00 / 1:33

KVCR-FM - First 5 San Bernardino Little Teeth, Big Responsibility Campaign (4/25/24)

Westbound Communications

KVCR 91.9 npr Where you learn something new every day.

April 25: Little Teeth, Big Responsibility Campaign

Lillian speaks with Bonnie Flippin, Program Coordinator for the San Bernardino County Department of Public Health, Oral Health Program. Bonnie talks about their partnership with First 5 and the Little Teeth, Big Responsibility Campaign which stresses that taking care of teeth from an early age has a positive effect on overall health.

To learn more about Little Teeth, Big Responsibility, visit https://first5sanbernardino.org/oralhealth/

smile FIRST5 SAN BERNARDINO

Listen to an interview about Little Teeth, Big Responsibility on KVCR-FM with First 5 San Bernardino's oral health partner Smile SBC!

"

Dissemination is the targeted distribution of information regarding successes for a specific public health program, intervention or practice.

CDPH Office of Oral Health

UCSF

Where are You Currently With Your Success Stories?

California Oral Health Technical Assistance Center (COHTAC)

UC**SF**

Break 2:10-2:15

California Oral Health Technical Assistance Center (COHTAC)

UCSF

PM Roundtable Discussions

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Roundtable Discussions

Unstructured topical discussions

- Choose *another* topic for breakout roundtable discussions
  - Bring a question or challenge you're facing and share it with the group for feedback
  - Share tips, tricks, and successes
- Get into the weeds – you have until 3:10 PM for in-depth discussion

- Work Plan Strategizing
- Care Coordination & Referral Management
- School Dental Programs
- Working with Dental Partners
- Working with Other Key Partners

UCSF

Roundtable Discussions

School Dental Programs
Care Coordination & Referral Management
Work Plan Strategizing
Working with Dental Partners
Working with Other Key Partners
Office of Oral Health

[Front]

1 2 3 4

5 6

7 8 9 10

11

[Back]

UCSF
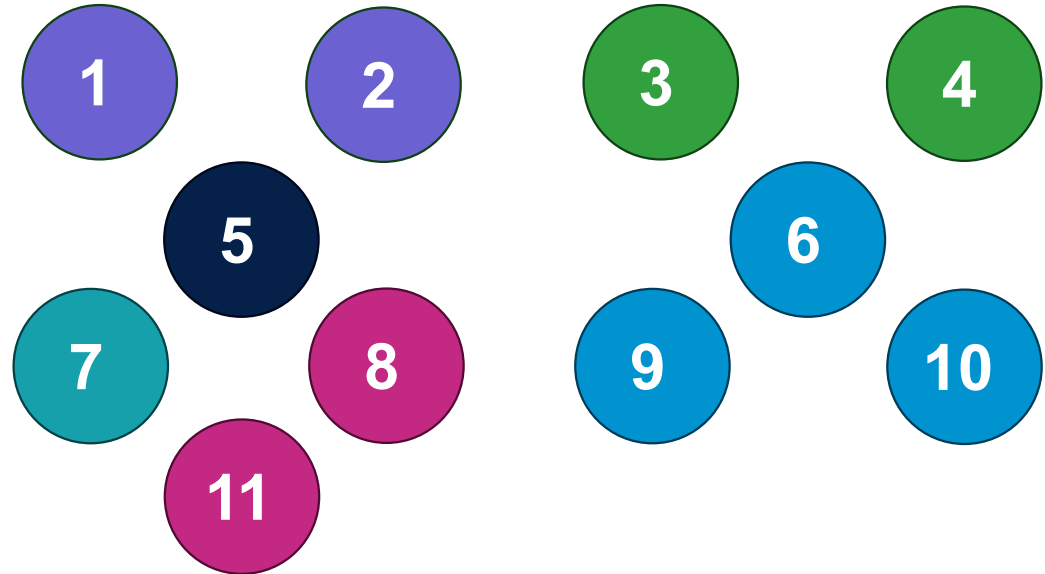
Check out COHTAC's New Resources & Opportunities

California Oral Health Technical Assistance Center (COHTAC)

UCSF

Reminders

- Materials for the day are posted to our Convening webpage Accessible via this QR code (also on folder sticker) and via the events page on COHTAC website

- We will share attendees' names and contact information

- As always, we appreciate your feedback – please take our emailed evaluation survey– coming to you later this week

UCSF

OOH Program Letter and Updated Deadlines

- OOH sent out a Program Letter with an updated Appendix 14 with updated deliverable deadline. Check your inboxes for details or access them on the COHTAC website →

UCSF

School Dental Programs Workgroup

California Partnership for Oral Health

- Do you have **school champions** or **school nurses** that may be interested in influencing statewide priorities for advancing school dental programs?

- Join the **School Dental Programs Workgroup** – email oralhealthsupport@ucsf.edu for more information or to sign up

Oral health equity and well-being for all Californians.

UCSF
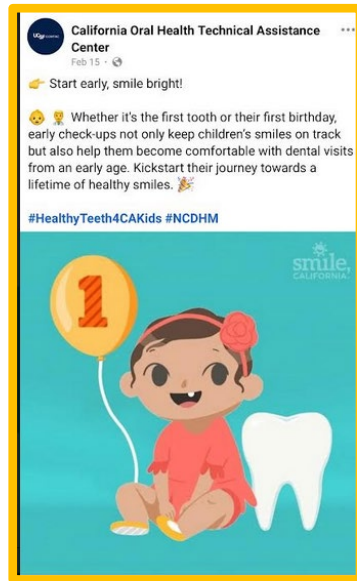
Stay Connected on Slack

LOHP workspace

- Get quick answers to your questions
- Share resources with other LOHPs

https://join.slack.com/t/lohp-workspace/shared_invite/zt-28i5jxx11-oUSLHIFKJCGbm9stGkxr1g
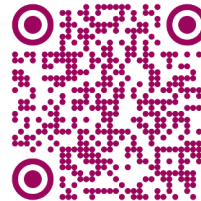
Follow COHTAC on Facebook & LinkedIn

Share what your LOHP is up to: oralhealthsupport@ucsf.edu

- Facebook

- LinkedIn

Wrap Up

- Please share your feedback with us – a short evaluation survey will be emailed

- All meeting materials will be posted on the event webpage for reference

We ♥ feedback

Snacks & Networking

California Oral Health Technical Assistance Center (COHTAC)

Thank You & Safe Travels Home

California Oral Health Technical Assistance Center (COHTAC)

UC**SF**