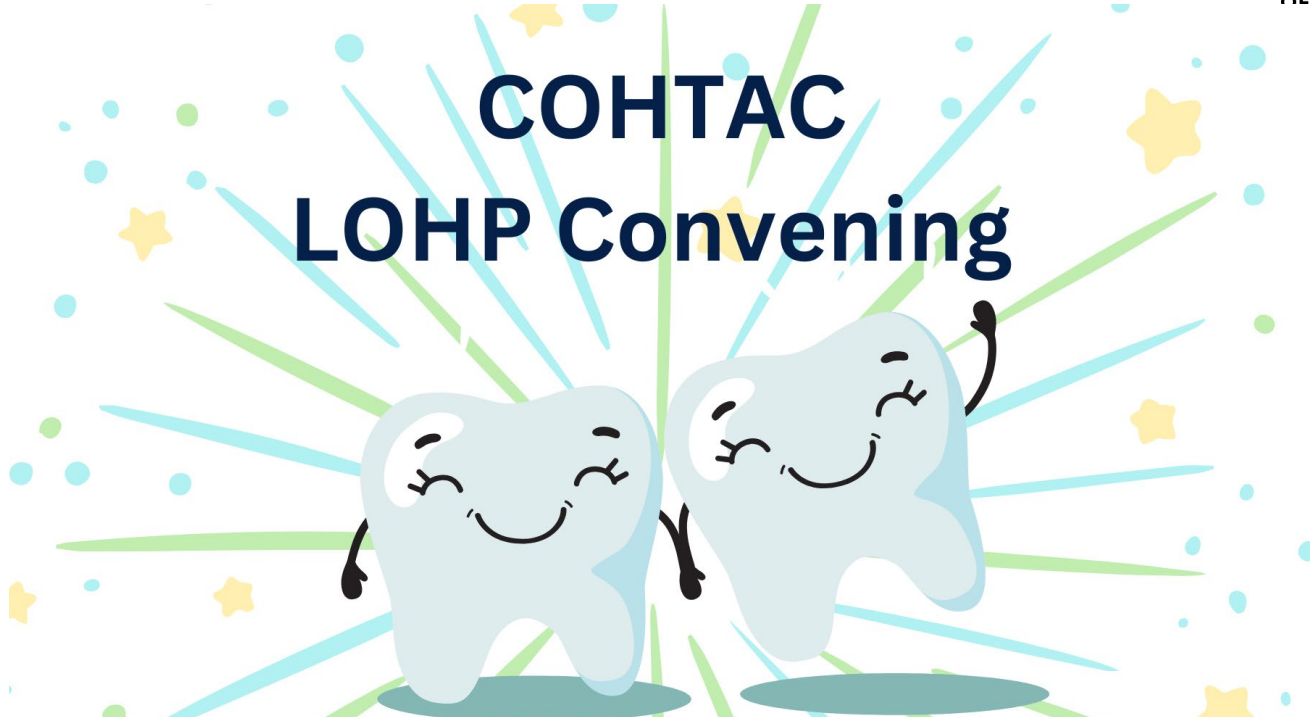




California Oral Health  
Technical Assistance Center



# COHTAC LOHP Convening



Please sit with someone new— don't sit with your own LOHP

## Agenda

<i><b>What</b></i>	<i><b>Where</b></i>	<i><b>When</b></i>
Breakfast and registration	Salon B	8:15 – 9:00
<i><b>Welcome: Goals and networking exercise</b></i> <i>Connect.</i>	Salon A	9:00 – 9:30
<i><b>Workshop: Success stories: Sharing towards progress</b></i> <i>Learn and take action.</i>	Salon A	9:30 – 11:00
Break and snacks	Salon B	11:00 – 11:15
<i><b>Breakout: Roundtable discussions</b></i>	Salon A	11:15 – 12:10
Lunch	Salon B	12:10 – 1:00
<i><b>Workshop: Weaving everything together: Connecting assessments, plans, and evaluations</b></i> <i>Learn and take action.</i>	Salon A	1:00 – 2:10
Break		2:10 – 2:15
<i><b>Breakout: Roundtable discussions</b></i>	Salon A	2:15 – 3:10
<i><b>Close: Upcoming TA and opportunities to further connect</b></i>	Salon A	3:10 – 3:20
Snacks and networking	Salon B	3:20 – 4:00

# Our Day

# 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: COHTAC
  - Password: floss25!
- As always, we appreciate your feedback – please take our emailed evaluation survey after the event



# Housekeeping & Announcements

- Google Doc: <https://tinyurl.com/3pm8yxby>
- Central place to share ideas, topics for the future, recommendations/findings from your table, suggestions, etc.



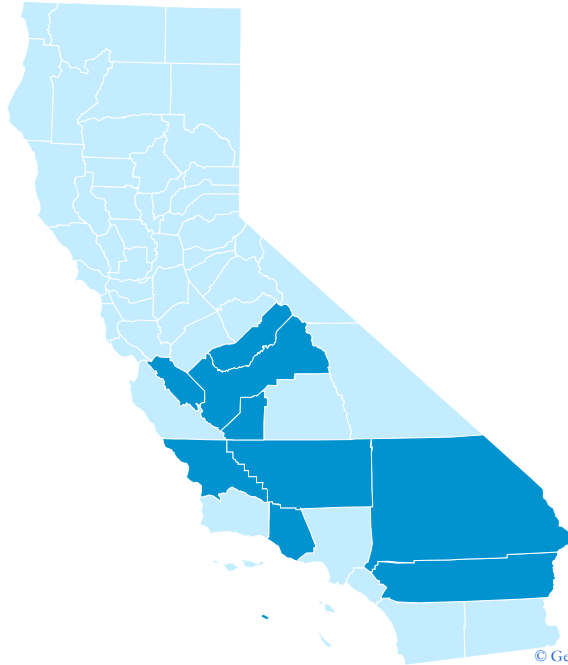
# Thank You for Your Input!

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



THANK YOU!

# We Are So Glad You Are Here!



Madera County

San Benito County

San Luis Obispo County

Ventura County

Fresno County

Kern County

San Bernardino County

Riverside County

Kings County



Powered by Bing  
© GeoNames, Microsoft, TomTom

# Thank You to the COHTAC Team

<https://oralhealthsupport.ucsf.edu/> | [oralhealthsupport@ucsf.edu](mailto:oralhealthsupport@ucsf.edu)



Khadijat Alli



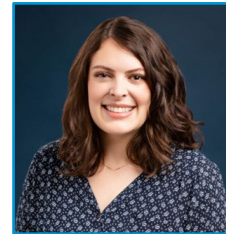
Bahar Amanzadeh



Katie Conklin



Kristin Hoeft



Aubri Kottek



Gustavo Sánchez

# Housekeeping & Announcements

Give yourself the gift of this time and experience

GIVE THE GIFT OF

connection





# Meeting Objectives

- Build connection among LOHP partners
- Share best practices and brainstorm solutions to challenges with peers
- Leave with practical solutions and plans to support LOHP work plan objectives



# Icebreaker Exercise

# Word Association Networking Game

Goal of this exercise is to meet new people and to also learn something new about different counties/cities!

1. Use your hand to cover your name tag
2. Go up to someone you haven't met yet
3. Share your names. Then take turns using hints to describe the county/city you are representing without actually saying the name (e.g., "Wine" or "Newest LOHP" = Napa)
4. Share with one another something unique about your county/city and/or something specific to your LOHP
5. How many people can you meet before time is up?

# Success Stories: Sharing Towards Progress

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

# 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

# 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:

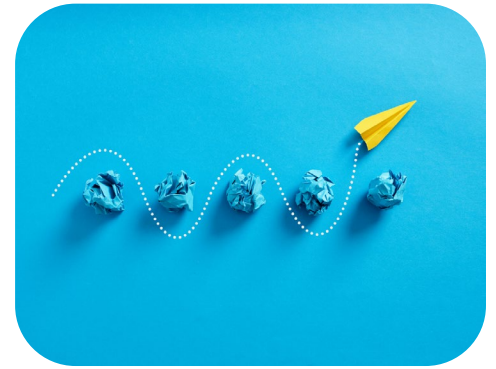
- to increase the reach of the program
- to increase programmatic support and partners (internal and external)
- to celebrate successes with partners, communities, administrators to establish ongoing buy-in and participation
- to influence policy and/or funding

# Dissemination

## *Strategies*

Dissemination strategies aim to:

- Spread knowledge and successes
- Share successful methods or approaches
- Update the community, leadership, policy makers and partner funders
- Demonstrate how funding has made a difference within a specific population, community or other setting
- Garner ongoing support and additional funding







## 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.



## 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.**



## From Your LOHP Work Plan:

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## 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.

# Impact and Value: Telling Your Program's Story

**Impact and Value:**  
Telling Your Program's Story

The collage consists of several small images arranged in a grid-like fashion. The top row shows a group of children in a classroom, a group of people walking outdoors, a woman sitting at a desk, and a close-up of a smiling man's face. The second row features a city skyline, a woman's face, a globe of the Earth, and a child eating. The third row includes a baby, a microphone, a variety of fresh fruits and vegetables, and an elderly couple. The bottom row shows a close-up of an apple, a group of people in blue shirts, a 'No Smoking' sign with the text 'This facility is smoke free.', and a close-up of a smiling woman's face.

 DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
SAFER • HEALTHIER • PEOPLE™ 

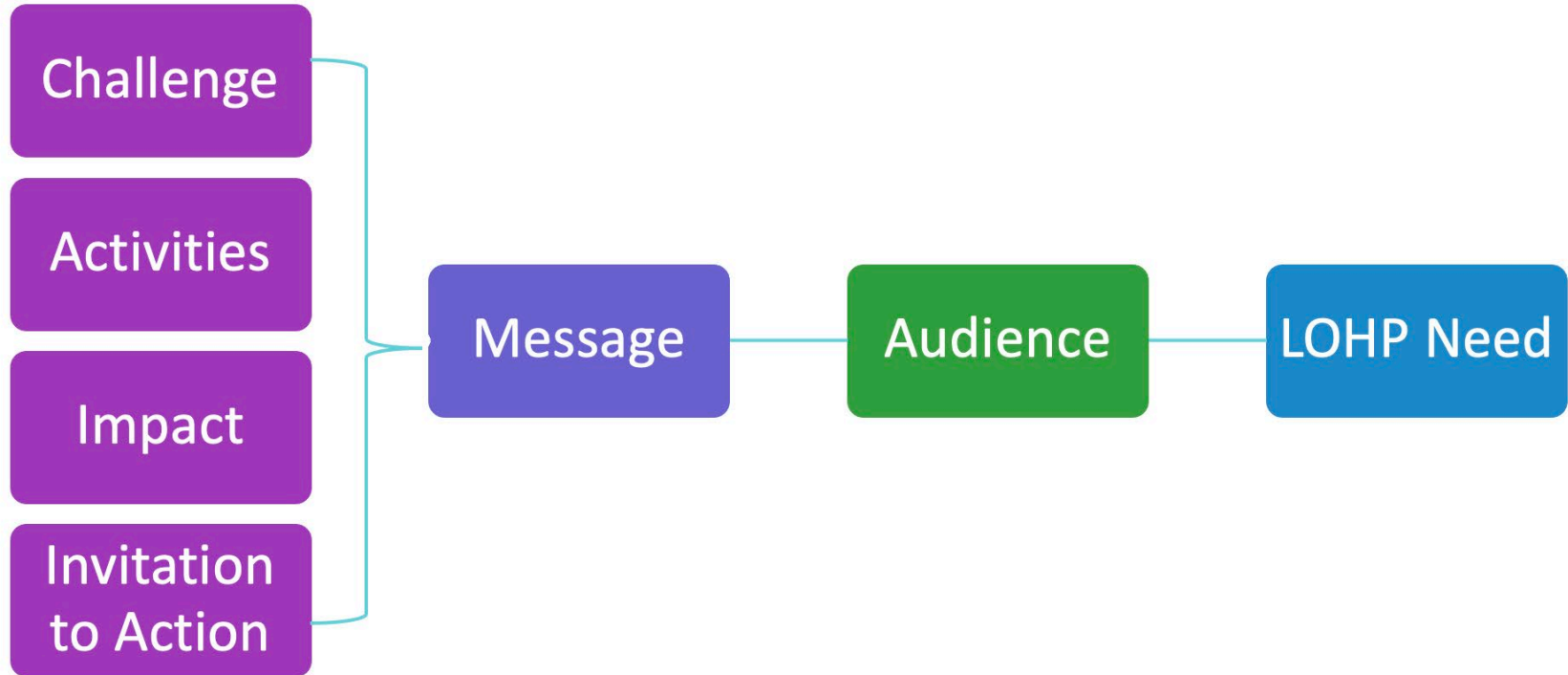
# What comes to mind when you hear the phrase “success story”?

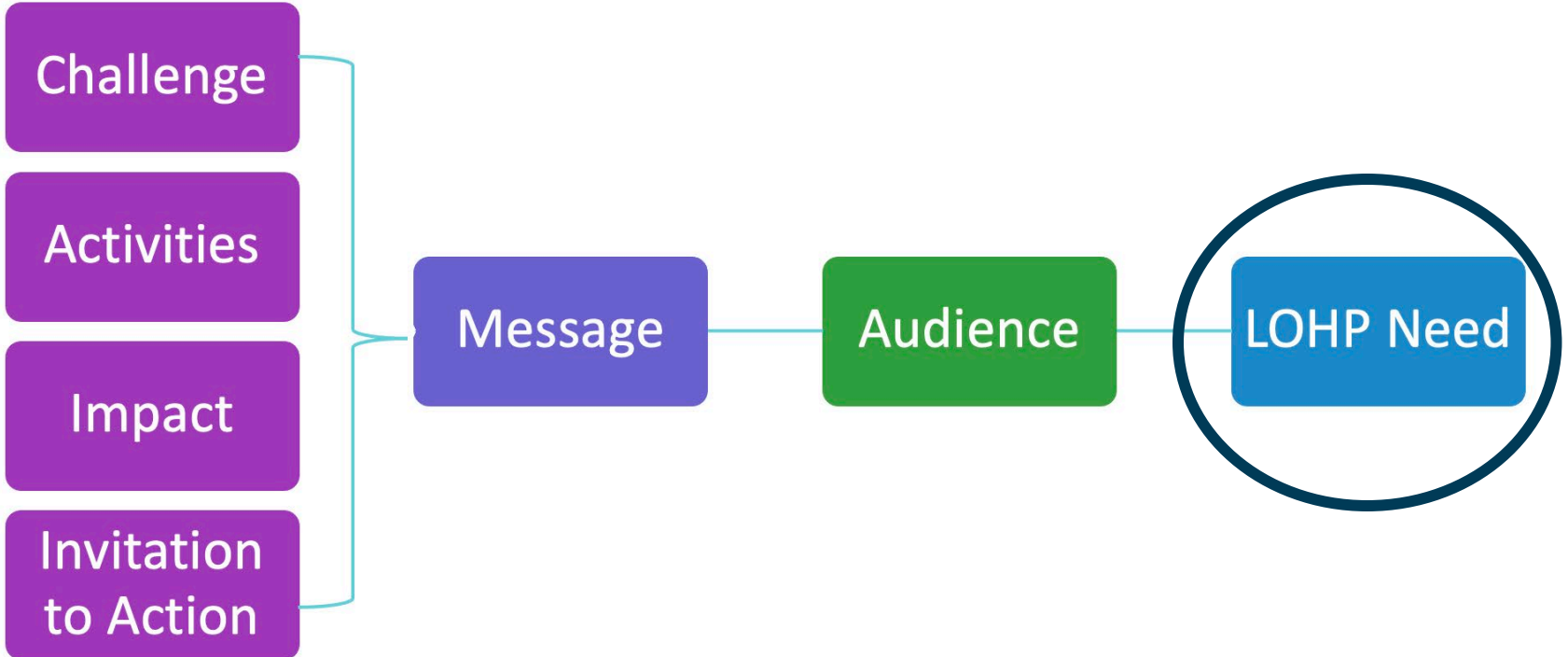
31 responses



# Recipe for a Success Story

*Highlighting your program achievements*





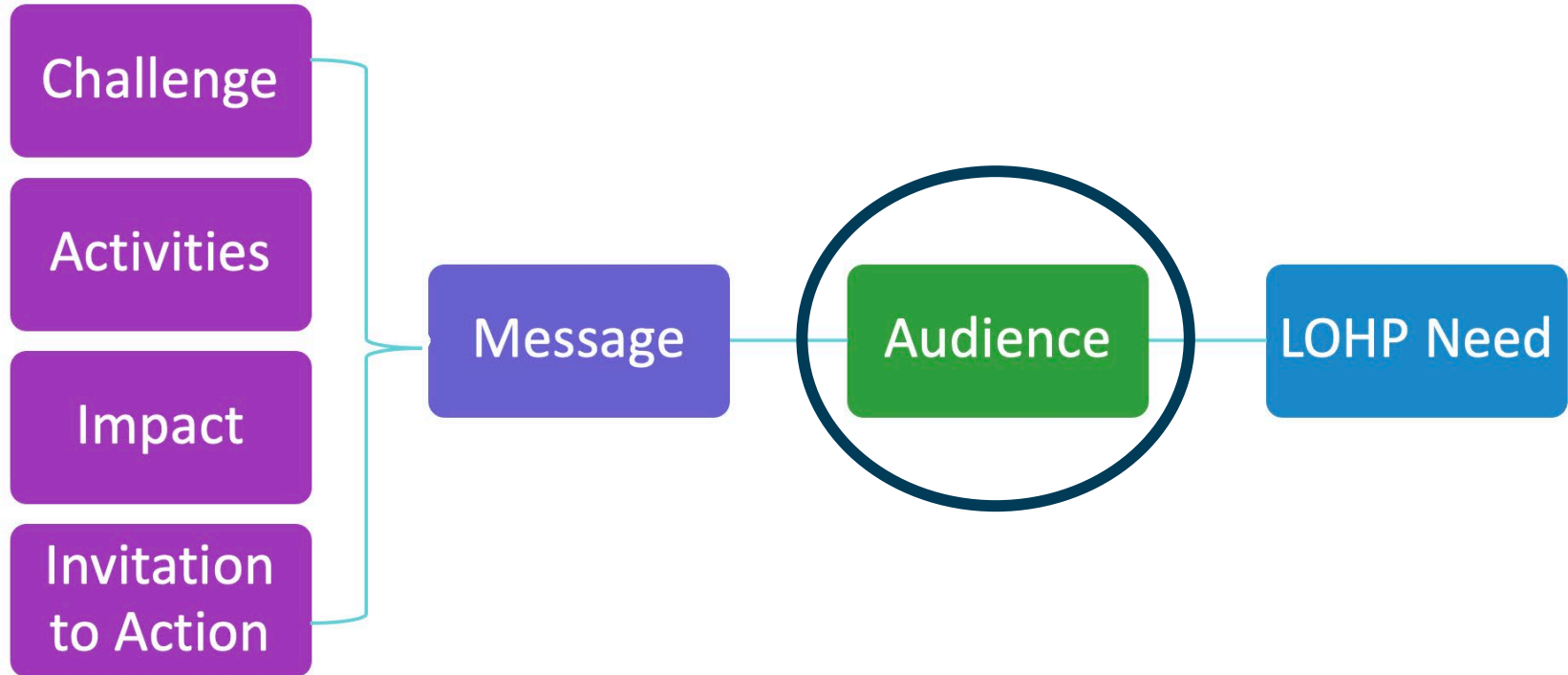


# LOHP Need

- What are some of your needs?
- What partnership or material support would help you in your work?

# Recipe for a Success Story

*Highlighting your program achievements*



# 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

# Audience Priorities

Knowing your audience and ensuring your message reaches them

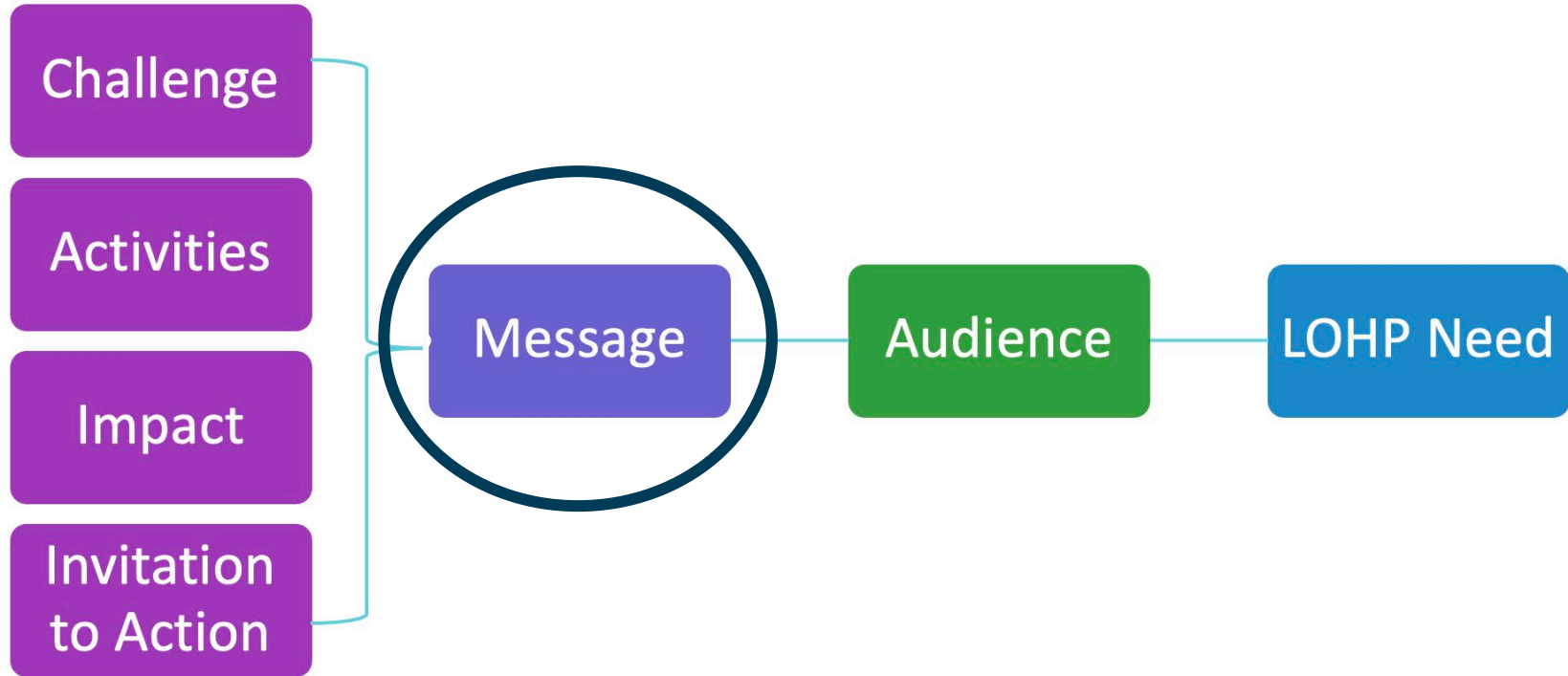
## Questions to brainstorm:

- 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.

# Recipe for a Success Story

*Highlighting your program achievements*



# 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



# 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



# 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





# 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



# Stages of Success Stories

## Upstream (Early Stage) Success Stories:

- Focus on describing program, partnerships, policy changes, and target population
- Highlight partnerships and use national or state-level data while strategies are still developing
- Document early foundational elements rather than outcomes



# Stages of Success Stories

## Midstream (Operation Stage) Success Stories:

- Share progress and early changes as the program becomes established
- Include anecdotal "change-on-the-street" stories alongside preliminary data to show growth and impact
- Use process evaluation to support these stories, combining data and narratives



# Stages of Success Stories

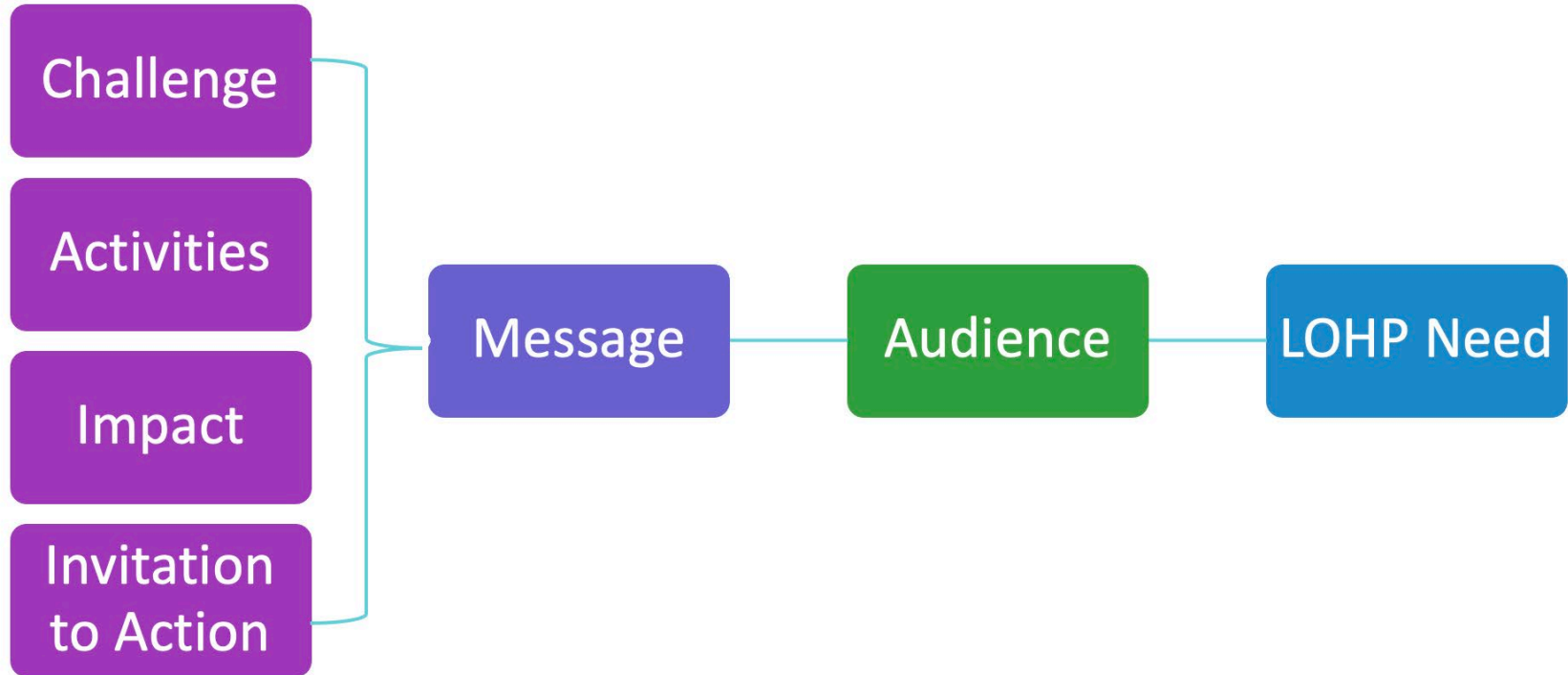
## Downstream Success Stories:

- Emphasize demonstrated impacts and how the program has changed lives
- Use clear expectations of surveillance data results to connect with your target audience
- Focus on engaging stakeholders by showing meaningful outcomes and sparking further interest

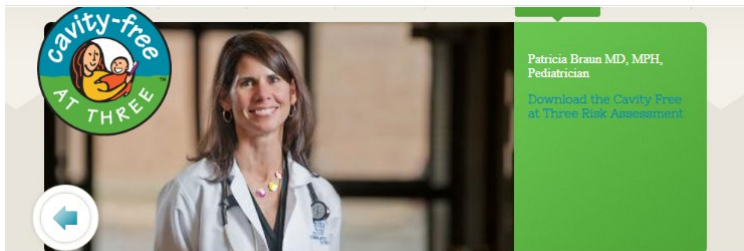


# Recipe for a Success Story

*Highlighting your program achievements*



# Example



Join us and help Colorado kids become

## Cavity Free At Three

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

<https://cavityfreeatthree.org/>



### 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.

### 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.

### 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

# 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.*

# Example



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

<https://cavityfreeatthree.org/>

Join us and help Colorado kids become  
**Cavity Free At Three**



## Medical Pro:

- How to Effectively Manage C
- Dental Emergencies and Pay, Managing Sudden Oral Heal
- Implement AAP and USPSTF recommendations for prevent infants and toddlers.
- Receive free certification tra reimbursement from Colora oral health services.

## Dental Pro:

- Are you up-to-date on curre infants, toddlers and prena
- Grow your practice by seein and pregnant women!
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REQUEST A TRAINING

## 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



# Example

**PUBLIC HEALTH** 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>



🔗 🍌 🌱 51

Elevator Story



One-Pager



Photovoice Project



# Format

Two-Page Success Story



Paragraph Spotlight



Full Brief



Social Media post



# 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

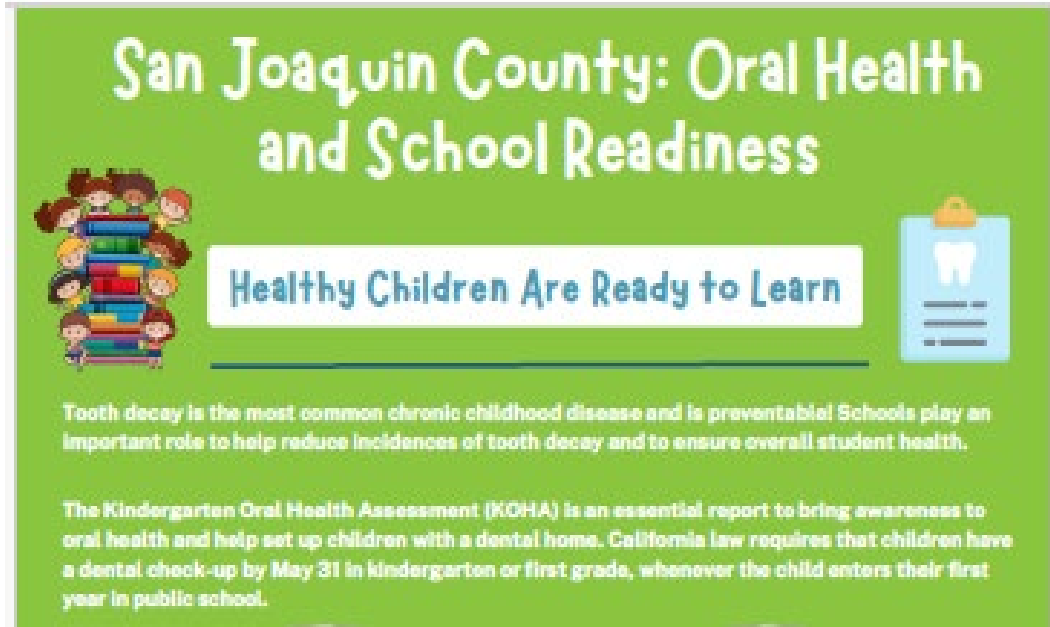
- Be brief!
- Make the story relevant to your audience
- Practice so that the story sounds conversational
- Involve the whole staff
- Conclude with a promise to bring more information
- Practice as a group—anyone in your org can be ready with an elevator story

# 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



## San Joaquin County: Oral Health and School Readiness

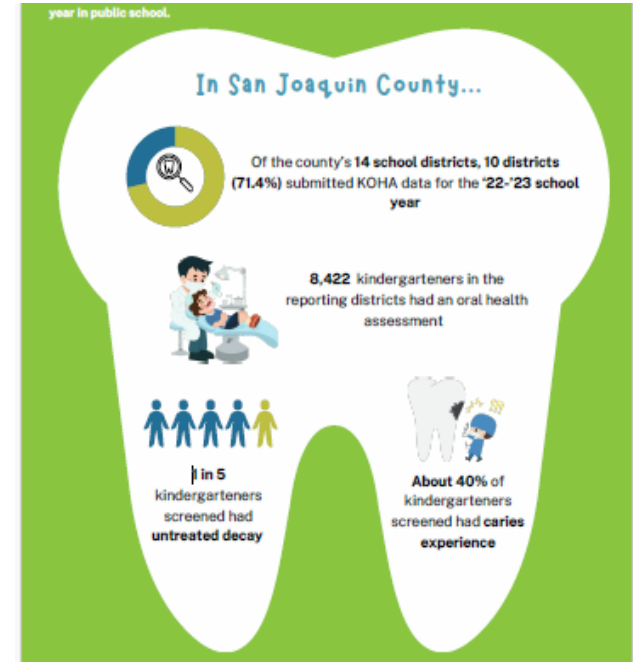
**Healthy Children Are Ready to Learn**

Tooth decay is the most common chronic childhood disease and is preventable! Schools play an important role to help reduce incidences of tooth decay and to ensure overall student health.

The Kindergarten Oral Health Assessment (KOHA) is an essential report to bring awareness to oral health and help set up children with a dental home. California law requires that children have a dental check-up by May 31 in kindergarten or first grade, whenever the child enters their first year in public school.

year in public school.

### In San Joaquin County...



- Of the county's 14 school districts, 10 districts (71.4%) submitted KOHA data for the '22-'23 school year
- 8,422 kindergarteners in the reporting districts had an oral health assessment
- 1 in 5 kindergarteners screened had untreated decay
- About 40% of kindergarteners screened had caries experience

## How Can You Make a Difference?

**PROMOTE**



Remind parents to take their child for a dental check up by **May 31st!**

**EDUCATE**



Educate students, parents, and staff about the importance of KOHA and oral health!

**PROVIDE**



Provide preventive services at school and refer children for care in the community!

### Did You Know?



Children with cavities can experience difficulty eating, talking and concentrating in school.

Children with poor oral health often miss more school and receive lower grades than those who don't.

Maintaining good oral health habits and hygiene during childhood can help maintain a healthy smile!



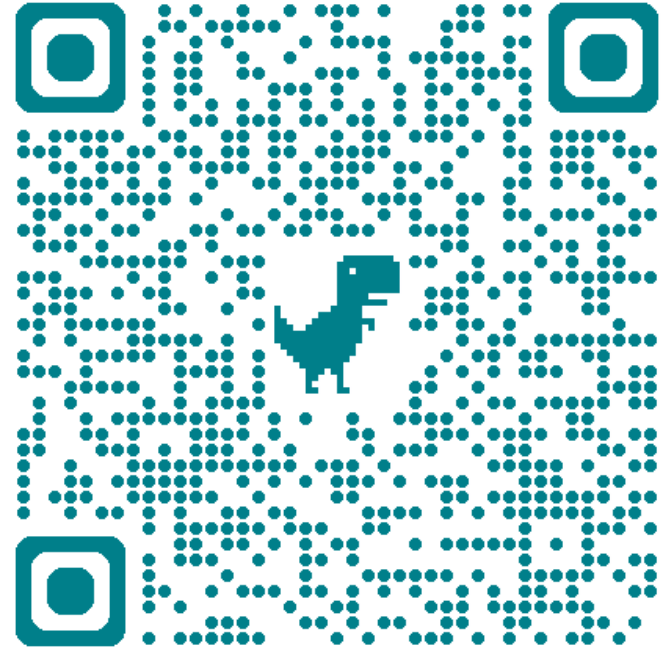
San Joaquin County  
**Public Health Services**  
health grows here

The Local Oral Health Program can support schools and districts! For more information, visit the [LOHP](#) site!

SAN JOAQUIN COUNTY  
**LOHP**  
LOCAL ORAL HEALTH PROGRAM

# Using Photovoice

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

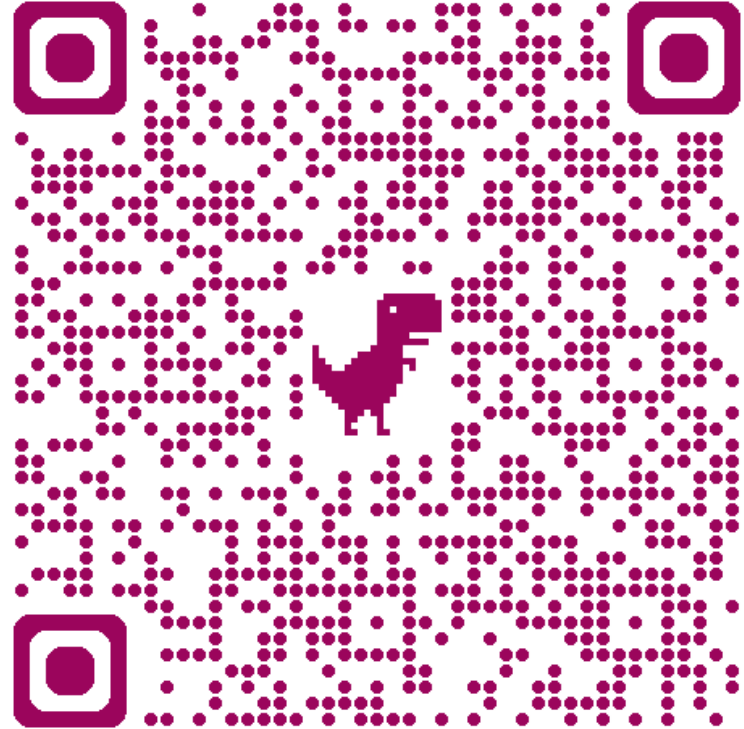






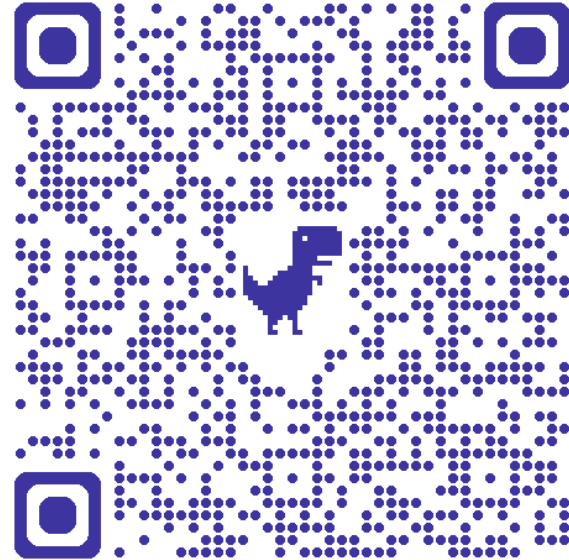
# Social Media

- Be brief
- Use photos or images
- Check out more tips from Matt Jacob's Share & Learn →



# Best Communication Practices

- We had a Share & Learn on this in May 2024
- Check out the recording and resources on our website



# Best Communication Practices

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

## Oral Health Literacy Toolkit Resources

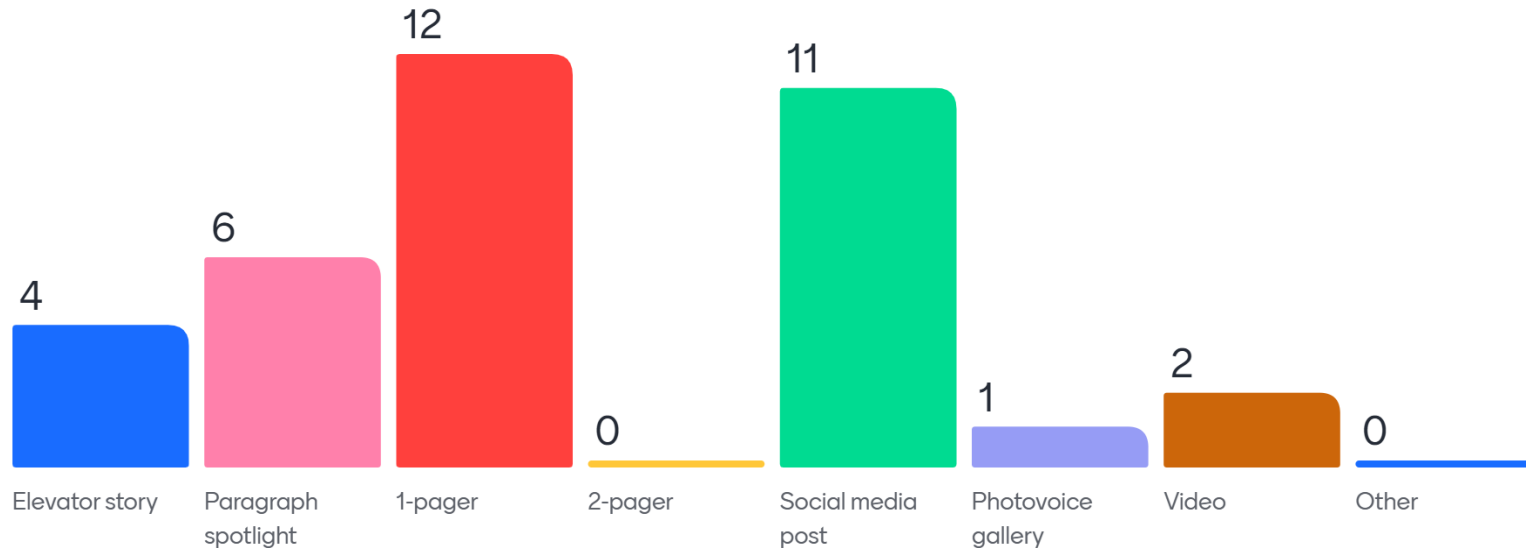
- [Always Use Teach-back! Training Toolkit](#)
- [Clear Communication Index](#)
- [Culturally Connected](#)
- [Healthy Teeth, Healthy Me](#)
- [Health Literacy Universal Precaution Toolkit](#)
- [Milestones for Mini Mouths](#)
- [Simply Put: A Guidebook To Creating Clear And Effective Patient Communications](#)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

# 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

What two formats are you considering for sharing out success stories? *(select up to two)*





# Collecting Success Stories and Dissemination

# LOHP Work Plan Objectives

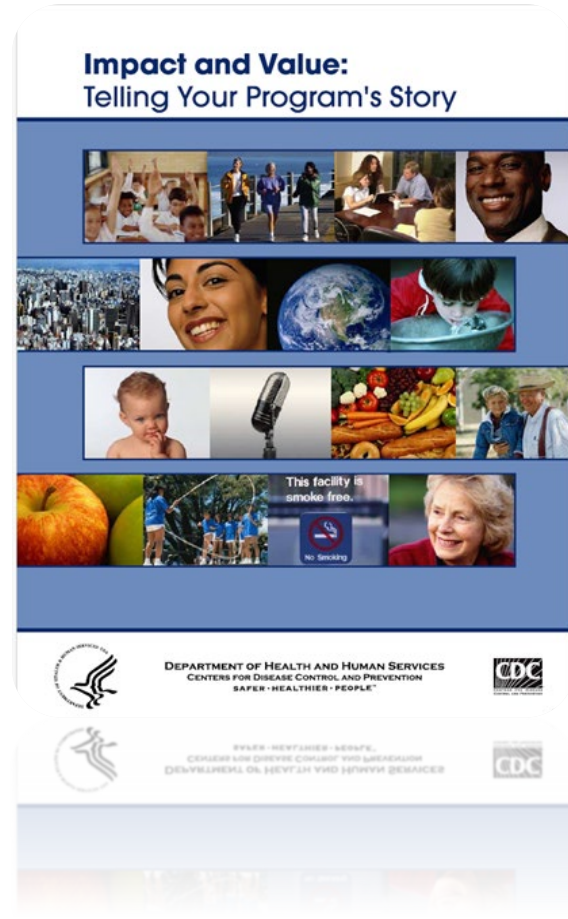
- Fluoride success stories dissemination plan (2.4.e)
- KOHA success stories dissemination plan (3.1.i)
- Key partners success stories dissemination plan (3.2.j)
- Sugar sweetened beverages reduction success stories dissemination plan (4.2.f)
- Oral healthcare delivery and care coordination systems success stories dissemination plan (6.4.c)



# 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



# Strategies to Collect Success Stories

## *4 data collection tools*

- Lookout (aka, always be ready)
- Solicitation
- Brainstorming
- Strategic planning event



# Lookout

*Aka, always be ready*



Collect  
stories

Ask  
questions

Recognize

Assign

# 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





## 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 from you about your 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



**I ♥ PUBLIC HEALTH**

**...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**

**ASPPH**

The graphic features a red background with a white border. It includes the Public Health ASPPH logo at the top left, a quote in the center, a circular portrait of Caroline Arias at the bottom left, and the ASPPH logo at the bottom right.

# Brainstorming

*Spark ideas*



Graffiti  
technique

Concept  
formation



Cooperative  
rank order

# 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



“

A success story of any size should be celebrated

CDC Guide

# 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

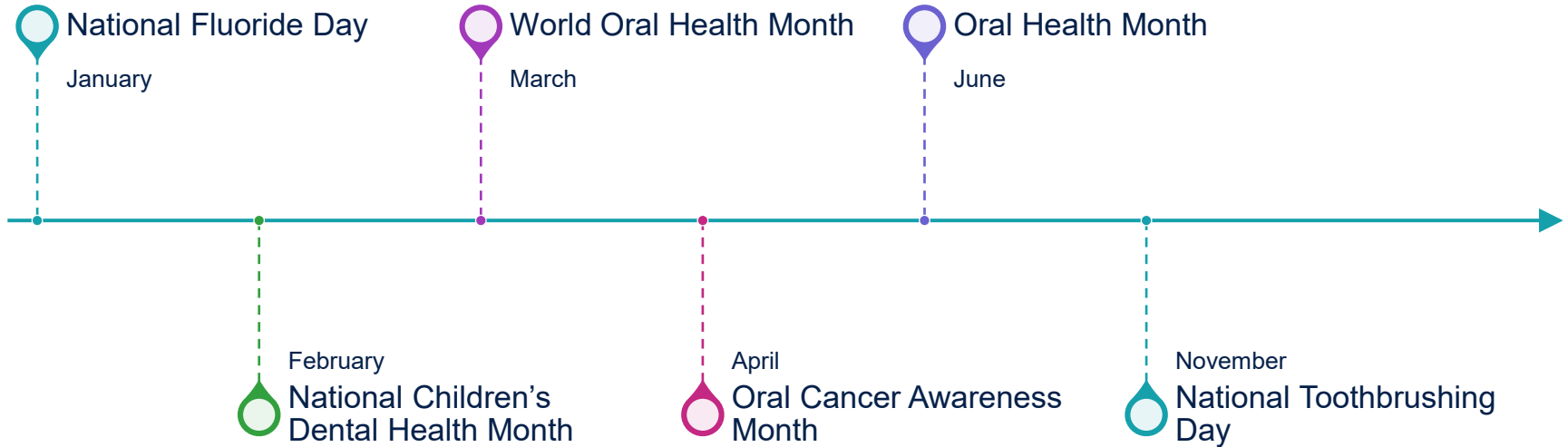
# Communication Strategy

*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?

# National Oral Health Campaigns

## Calendar



# 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

# 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
<b>Contact name:</b>	
<b>Contact information:</b>	Address:  Email: Office number: Cell phone:
<b>Employer/Organization name:</b>	
Focus of the Story	
<b>Proposed Title of the Success Story:</b> This should include your program's name and grab the attention of your audience.	
<b>Focus/Theme of the story:</b> Focus might be on collaboration with partners, a community prevention initiative, advocacy efforts, using data to engage stakeholders, etc.	
<b>Point of view:</b> The story should be from the perspective of those who benefited from the program: a participant, family member, friend, etc.	
<b>Audience(s):</b> Who is the intended audience for the story?	
<b>The public health/community need for this program:</b>	
Background of the Story	
<b>Time period of achievement:</b>	
<b>Location of the story:</b>	
<b>Program target group:</b>	
<b>Name and contact information of one participant to interview:</b>	Contact Information: Name: Address:  Telephone Number:
<b>How did you accomplish your success?</b> <ul style="list-style-type: none"> <li>• What actions did you perform?</li> <li>• Who was involved?</li> <li>• How long did it take to accomplish?</li> <li>• Estimated costs and funding source(s).</li> <li>• Partners involved (would they be willing to include their logo in a one-page document?)</li> </ul> <i>Think in terms of replication. What would your audience need to know to replicate your program?</i>	
<b>Environmental context and barriers to success:</b> What is the background of your program (context)? What barriers to success did you face and how did you overcome them?	
<b>Key results or implications of success:</b> Describe your most important results either at the participant, program, community, or environmental level.	

# American Public Health Association

*Tracking your success stories*



AMERICAN PUBLIC HEALTH ASSO  
*For science. For action.*

Follow APHA on social media to stay informed on the latest news and upcoming events.



Follow on  
Threads



Follow on  
X



Follow on  
Facebook

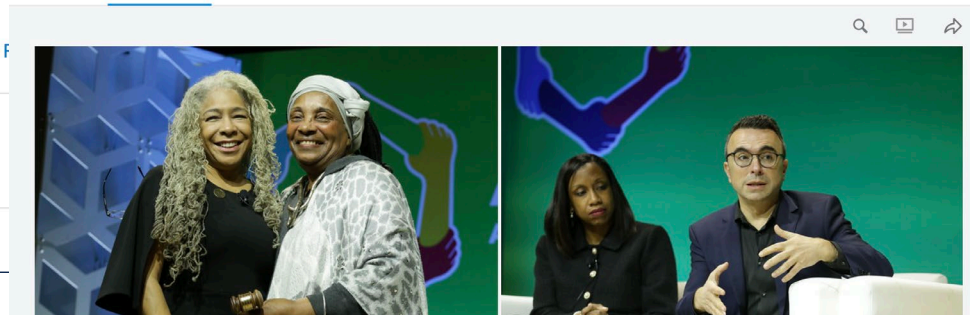
We also have [tip sheets](#) on how to use each platform.

[APHA Photos](#)

[Flickr gallery](#) | [Share your APHA photos on Facebook](#)

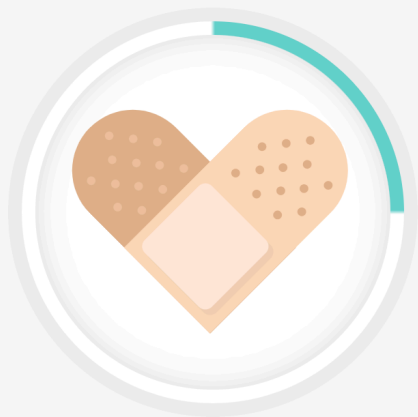
[Annual Meeting and Expo](#)

[X](#) | [Blog](#)










 **APhA**  
**VaccineConfident**

*An initiative to help pharmacists strengthen vaccine confidence in their patients and communities*

 Search...

[About & Media](#)

[Education & Resources](#)

[Patient Resources](#)

[Success Stories](#)

[Conversation Guide](#)

## Success Stories

Pharmacists are building vaccine confidence and contributing to increasing vaccination rates that will help bring the pandemic to a close.

It is not just about vaccine administration. Pharmacists are community leaders and advisors. They connect with their patients. Pharmacists use their expertise to provide the information and knowledge patients need to make educated decisions. APhA is sharing these successes through video and narrative stories you can read, watch, and share with your patients and communities.

## Stories from the frontlines

Read these powerful stories about how pharmacists and pharmacy team members from across the country improve their communities' success rates for COVID-19 vaccinations.



**Pharmacist Brings COVID-19 Vaccines to Kids Lost in the System**

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**Many Parents Ponder: “Vaccine Is Fine for Me, But Is It Safe for My Child?”**

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**Public Not as Informed About COVID-19 Vaccines as They Once Were**

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[ACCESS MORE STORIES FROM THE FRONTLINES >](#)



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/>



[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



# Where are You Currently With Your Success Stories?



Break 11:00-11:15



# AM Roundtable Discussions

# Roundtable Discussions

*Unstructured topical discussions*

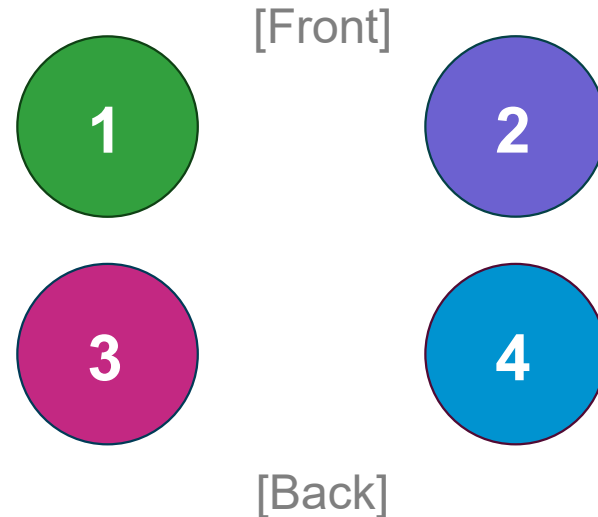
- Choose a topic for breakout roundtable discussions
  - Bring a question or challenge you're facing and share it with the group for feedback
  - Share tips, tricks, and successes
- Get into the weeds – you have until 12:10 PM for in-depth discussion
- Topics repeat in the afternoon

Care Coordination & Referral Management - 1

School Dental Programs - 2

Community Water Fluoridation - 3

Work Plan Strategizing - 4







Lunch 12:10-1:00

# Let's Move!

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



# Weaving Everything Together: Connecting Assessments, Plans, and Evaluations

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

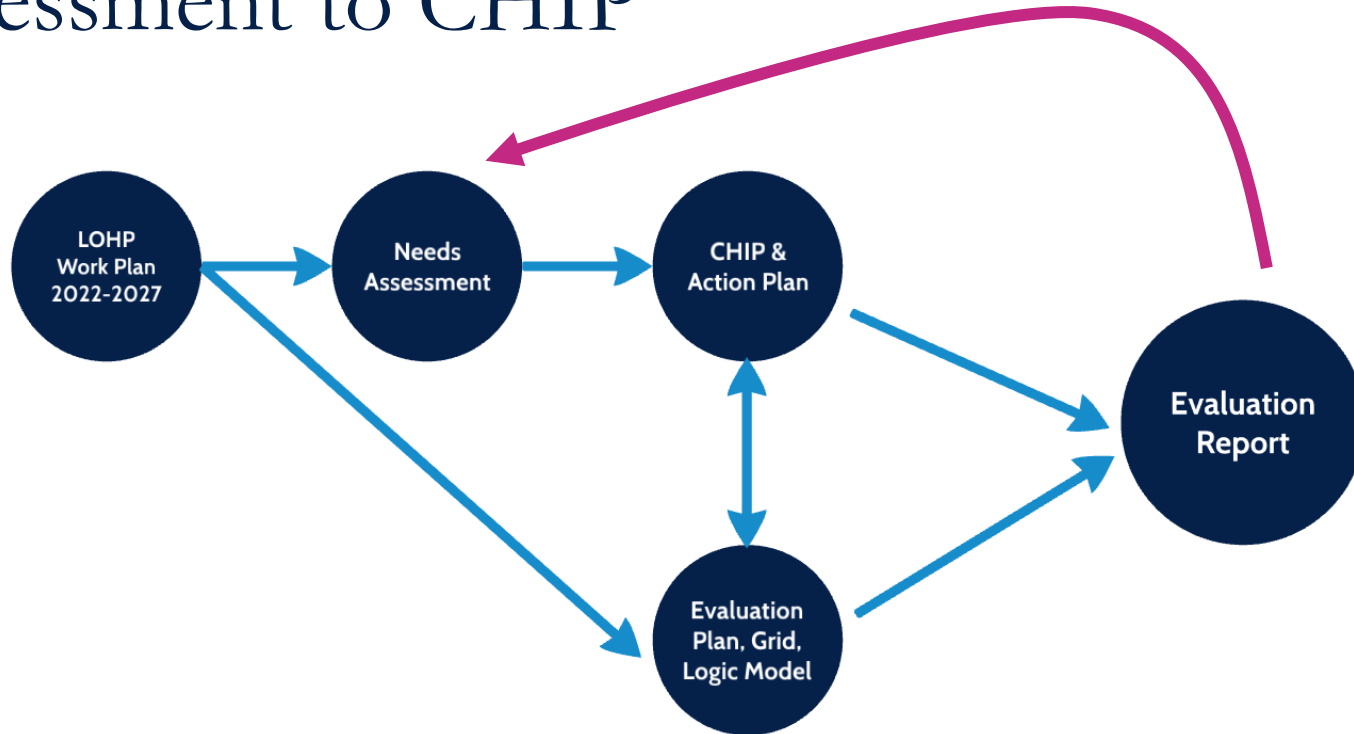
# Session Objectives

- 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



# Weaving LOHP Work Plan Deliverables Together

# Application: From Planning Needs Assessment to CHIP



# From the Last Convening

## COHTAC LOHP Convening - Redding

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



### 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](#)

# 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 special focus on underserved areas and vulnerable population groups

1.2. a	Identify staff, consultant, or work group from AC to conduct update of Needs Assessment. * <i>*Newly established LOHPS are responsible for developing a Needs Assessment</i>
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. <i>*Newly established LOHPs are responsible for developing a Needs Assessment</i>
1.2. f	Analyze data and prepare summary analysis.



# Why Needs Assessment?

- To develop a shared understanding of current resources and gaps, best practices, trends, and issues
- To provide a foundation 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

# Needs Assessment Process

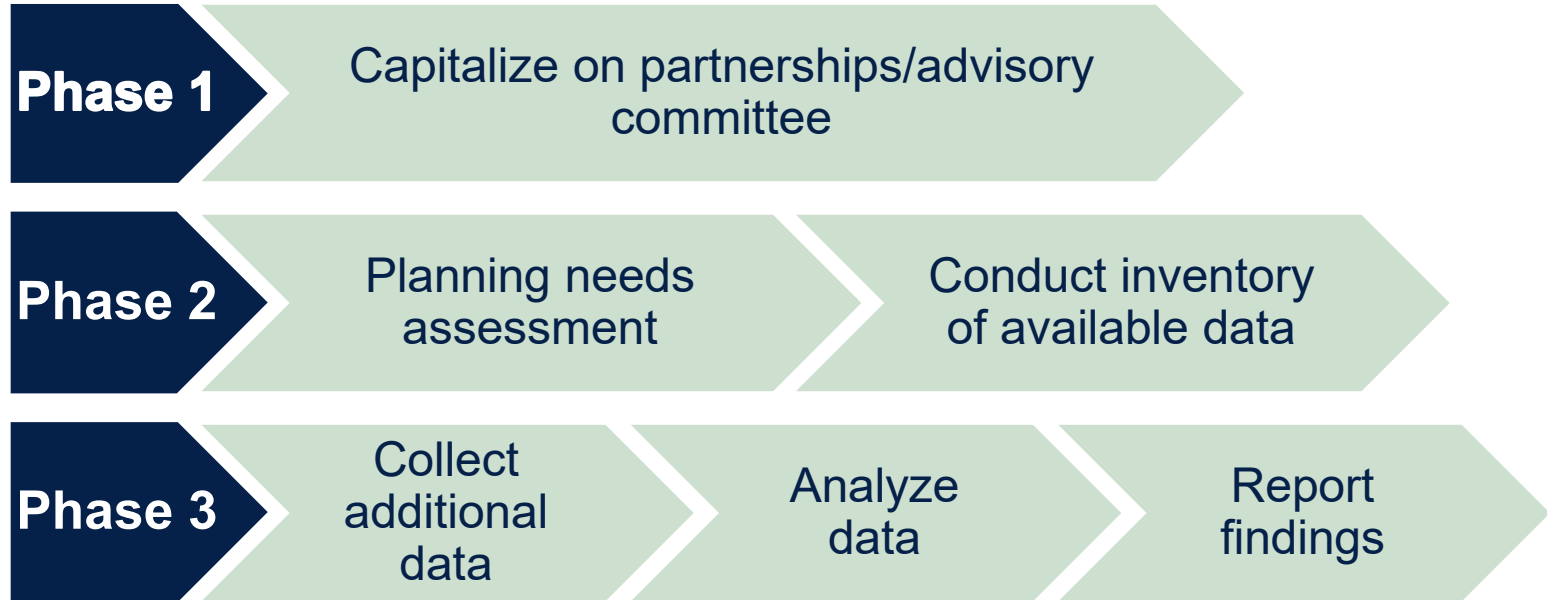
**Phase 1**

Capitalize on partnerships/advisory committee

# Needs Assessment Process



# Needs Assessment Process



# Needs Assessment

## Resource guide

1.2. a	Identify staff, consultant, or work group from AC to conduct update of Needs Assessment. * <i>*Newly established LOHPS are responsible for developing a Needs Assessment</i>	<ul style="list-style-type: none"><li>• <a href="#">Developing Strategic and Action Plans</a></li></ul>
1.2. b	Identify service and resource gaps needed to support underserved areas and vulnerable population groups.	<ul style="list-style-type: none"><li>• <a href="#">West Virginia Center for Local Health Primary Data Collection Resources</a></li></ul>
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.	<ul style="list-style-type: none"><li>• <a href="#">Assessing Oral Health Needs: A Seven-Step Model</a></li></ul>
1.2. d	Conduct inventory of available primary and secondary data. Determine the need for primary data. Identify resources. Select methods.	<ul style="list-style-type: none"><li>• <a href="#">Oral Health Data Resources</a></li><li>• <a href="#">Healthy Places Index-Data Resources</a></li><li>• <a href="#">Plan the Needs Assessment</a></li></ul>
1.2. e	Conduct Needs Assessment update. * Collect data. <i>*Newly established LOHPs are responsible for developing a Needs Assessment</i>	<ul style="list-style-type: none"><li>• <a href="#">United States Census Bureau</a></li><li>• <a href="#">California Department of Education FRPM</a></li></ul>
1.2. f	Analyze data and prepare summary analysis.	<ul style="list-style-type: none"><li>• <a href="#">Santa Clara Needs Assessment</a></li></ul>

# 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

# 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*

# 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



# 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*

# Questions?

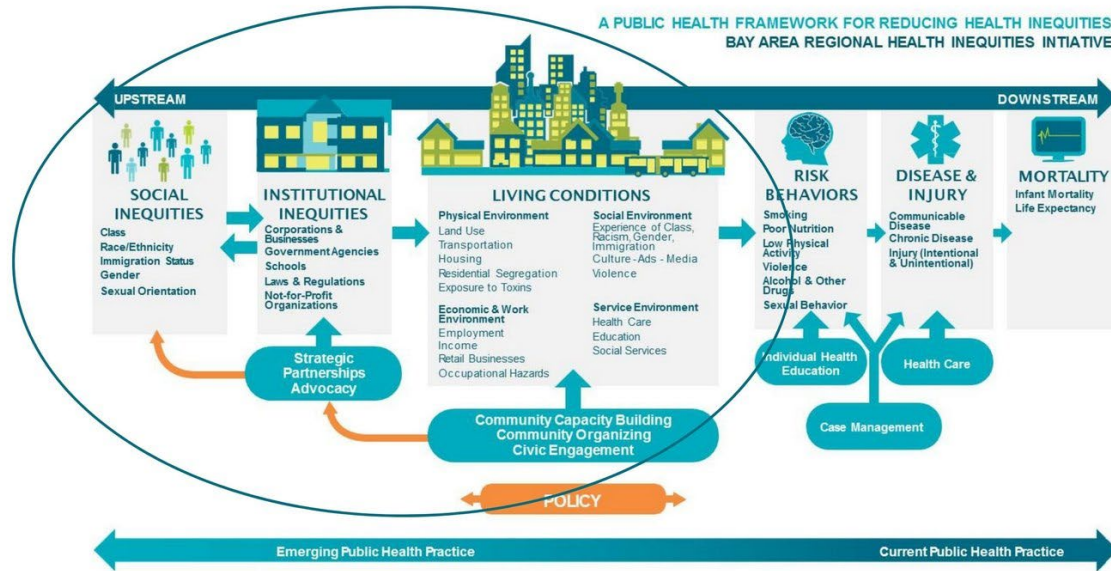


# Putting This Into Practice: Worksheet



# Worksheet: Question 1

## Health equity in practice



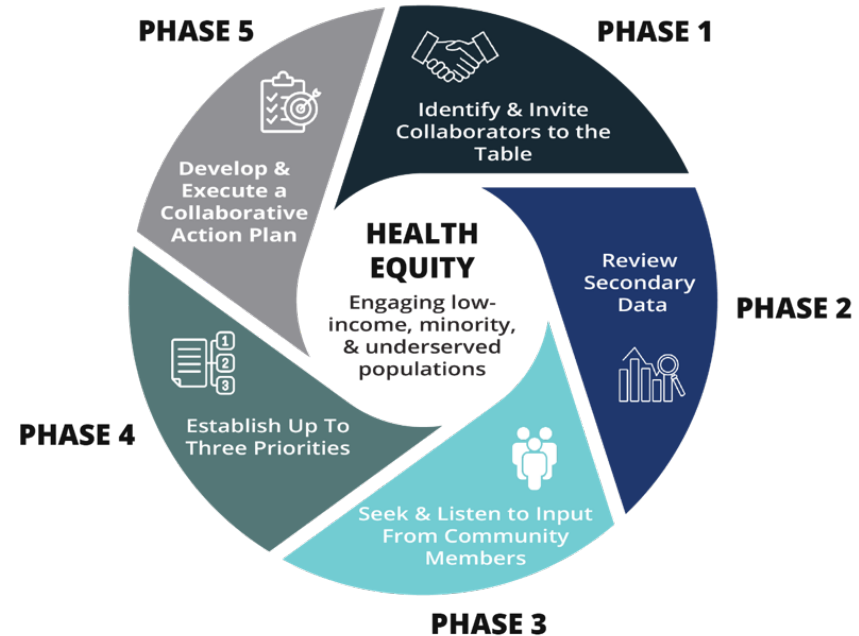
# Worksheet: Question 1

## *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 needs assessment (NA) and community health improvement plan (CHIP)?

# 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



# 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*

# 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?*

# 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 partners/champions 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

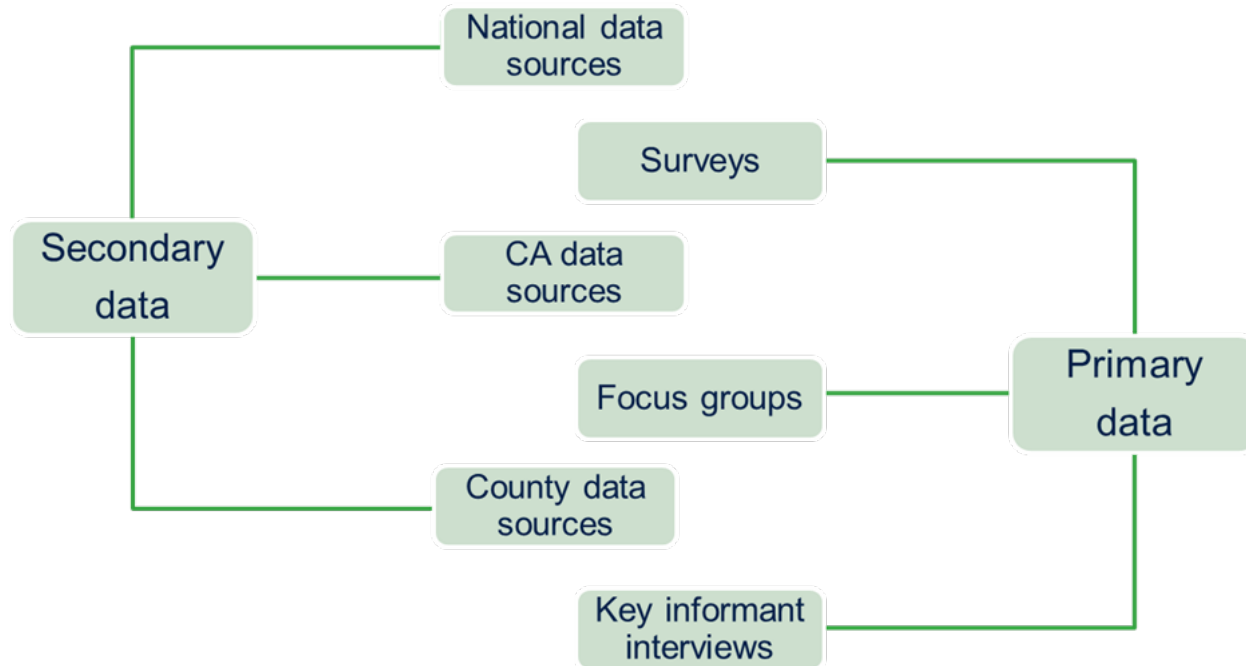
## *Designing the NA to Answer the Identified Questions*

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

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

# Where in the Needs Assessment Can You Integrate Your Questions?

## *Types of data*



# Worksheet: Question 6

## *Designing your questions*

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

<b>Questions for Focus Groups</b>	<b>Questions for Key Informant Interviews</b>
<p>Examples: <i>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?</i></p>	<p>Examples: <i>What are some of the barriers to implementing KOHA at your school? Do you have suggestions as to how these barriers could be addressed?</i></p>



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

# 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!







Break 2:10-2:15

# PM Roundtable Discussions

# Roundtable Discussions

*Unstructured topical discussions*

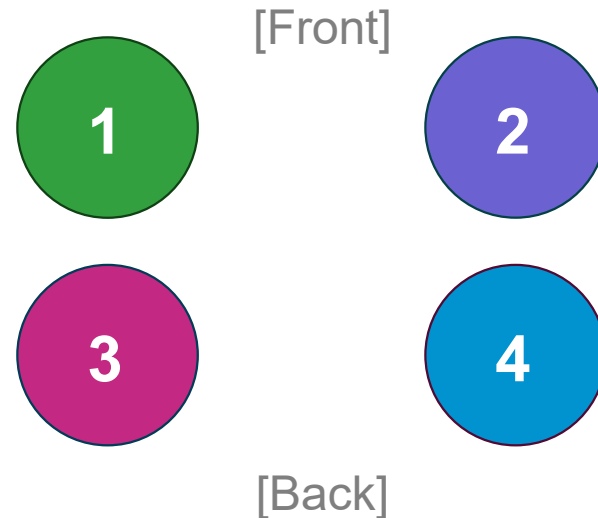
- Choose *another* topic for breakout roundtable discussions
  - Bring a question or challenge you're facing and share it with the group for feedback
  - Share tips, tricks, and successes
- Get into the weeds – you have until 3:10 PM for in-depth discussion

Care Coordination & Referral Management - 1

School Dental Programs - 2

Community Water Fluoridation - 3

Work Plan Strategizing - 4





# Check out COHTAC's New Resources & Opportunities

# 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



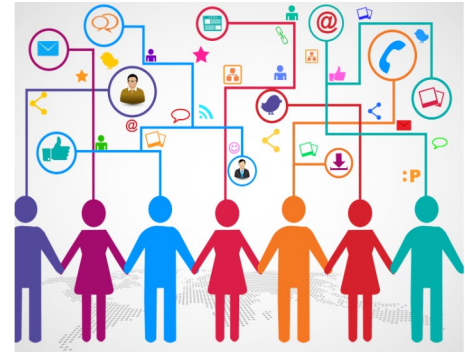
# School Open Hours

- COHTAC is recruiting for new cohorts of **School Open Hours** starting April 2025
- **What?** Small group learning to facilitate implementation of school dental programs
- **How?**
  - Fill out linked form if interested in joining either Cohort 4 (January) or Cohort 5 (April)
  - January cohort started last week: Thursdays from 2-3:30pm, 1/30, 2/20, 3/13, 4/10



# RBA Learning Collaboratives

- Results-Based Accountability™ (RBA) is a data-driven, community-centered approach to decision-making and QI
- Fulfill objective 3.1.h (QI plan) and learn alongside a cohort of your peers with COHTAC & OOH
- **Interested in joining the next cohort in Feb/Mar? Scan the QR code and complete a short survey to join!**



# 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](mailto:oralhealthsupport@ucsf.edu) for more information or to sign up



Oral health equity and well-being for all Californians.



# Stay Connected on Slack

LOHP workspace

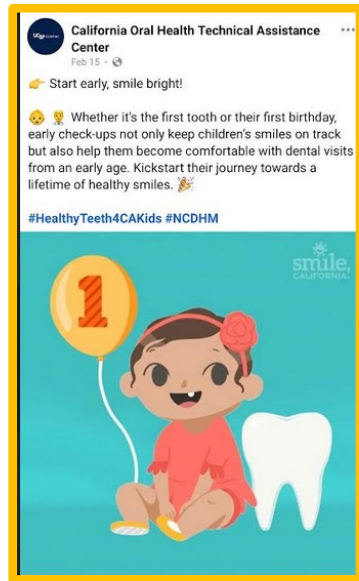
- Get quick answers to your questions
- Share resources with other LOHPs



[https://join.slack.com/t/lohp-workspace/shared\\_invite/zt-28i5jxx11-oUSLHIFKJCGbm9stGkxr1g](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](mailto: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



Thank You & Safe Travels Home