

Palm Beach County Oral Health Coalition Strategic Plan

Goal 1. Community Messaging/Education

Increase public and governmental awareness of oral health issues.

- Develop vision, mission and logo that represent oral health as it relates to overall health.
- Develop a cohesive unified message.
- Provide oral health awareness communication tools such as one pagers, power points, talking points etc.
- Expand community-based systemic oral health education (e.g. social marketing, Facebook, Twitter and YouTube).
- Develop key messaging items specific to oral health policy.
- Develop focus groups to determine oral health perception.
- Promote the dissemination of oral health information through the School District(channel 19) health fairs, schools local media stations using the following:
 - PSA's
 - Face to face presentations
 - Press releases
 - Press articles
- Establish public partnerships with other organizations/ disciplines (e.g. Commit 2B Fit, the zoo, planetarium, veterinary, etc.)
- Provide an online resource to identify Medicaid and CHIP for policy makers, advocates and parents in Florida that identify new oral health care policies and identify improvements to how Floridian's can access dental care, with a particular focus on low-income children and families covered by CHIP and Medicaid.
- Data Surveillance, Give Kids a Smile, Special Olympics, CSC, Head Start, PBC Health Department Sealant Program, etc.

Goal 2. Prevention/ Fluoridation

Develop plan for engaging community in support of fluoridation. Improve access to preventive services and education, including the integration of oral health prevention and education into general health (systemic oral health).

- Develop a fluoridation committee to address the need to expand water fluoridation various counties in Palm Beach.
- House an on line oral health resource center that will provide sample strategies for implementing oral health information dissemination/education, and utilized in efforts to engage systems/partners. Working chronologically along the age continuum, engagement efforts will focus on systems/partners in the following order:
 - ✓ prenatal – age 2 (& their families), child care centers (& their families), elementary aged children (& their families), secondary aged children (& their families)
- Develop oral health awareness messages focused on prevention methods.
- Oral health education through physician programs.
- Outreach to potential systems partners continues through activities such as presentations at systems partners' meetings and individual touch base meetings, for the Healthy Start, Healthy Beginnings, and Early Learning Coalitions (including the oral health standards for child care centers); as well as, the School District.
- Develop and provide oral health education training to community health providers, school nurses and home visiting professionals, physicians and FQHC.
- The Literacy Coalition has incorporated oral health-themed books into the Reach Out and Read program.
- Engaging elementary school principals to expand the availability of oral health-themed books in elementary school libraries.
- Incorporation of oral health-themed books into the School District's Read and Run program.

Goal 3. Access/Treatment

Improve access to oral health care for the dentally underserved in Palm Beach County.

- **Community fluoride varnish programs with dental hygienist and other allied health professionals. Work with other state efforts to build on existing programs.**
 - **Pediatricians can now provide Medicaid-reimbursable oral health preventive services (oral health checks, fluoride varnishes, etc.).**
 - **Expand "Give Kids A Smile" program presently at Palm Beach State College.**
 - **Implement Data collaboration with Special Olympics oral health screenings and fluoride varnish program.**
- **Increase access to oral health screenings and exams.**
- **Compile resource guide of oral health care programs available to disadvantaged populations.**
 - **Update resource guide quarterly.**
 - **House resource guide and link with Florida Public Health Institute (FPHI), Palm Beach State College Oral Health Resource Center, Florida Oral Health websites.**
- **Develop resources to support coalition activities.**
- **Implement oral health surveys through early beginnings systems.**
- **Distribute online dental resource guide for Medicaid and Chip providers.**
- **Explore opportunities to expand the volunteer dental services network (Project Dentists Care, Project Access, Adopt a Mom).**
- **Explore opportunities to increase the number of oral health care access points (e.g. clinics at PSCC), and full utilization of current safety net sites.**
- **Expand supervised student internships into additional safety net clinic sites.**
- **Develop a referral program for emergency oral health treatment for children (who would otherwise not have access to care) identified through the current school-based dental sealant program, school nurses, Healthy Beginnings and Comprehensive Services programs, etc. Services provided through PBCHD dentists, volunteer dentists, contract dentists, expanded safety net site capacity (including staff dentists, volunteer dentists, and students, etc.).**
- **Collaborate with Palm Beach County Dental Mobile unit (Tooth Fairy) for data surveillance.**