



**Oral Health Florida Conference Call
Wednesday, January 15, 2014, 1:00 – 2:00 pm**

MINUTES

In attendance: Dr. Frank Catalanotto, Tami Miller, Bob MacDonald, Dr. Nolan Allen, Sean Isaac, Dr. Covington, Karen Buckenheimer, Dr. Philippe Bilger, Dr. Elizabeth Orr, Cathy Cabanzon, Elizabeth Lense, Janice Siegel, Donna Solovan-Gleason, Lilli Copp, Dr. Robert Selwitz, Cristy Hom

Welcome/Introductions

Dr. Frank Catalanotto

Corrections to minutes are as follows:

- Karen Pesce stated that the Missions of Mercy (MOM) event will be the first for the state of Florida.
- Sean Isaac stated that the next Fluoride Action Team call should have been added as January 8, 2014 from 12:30 PM - 1:30 PM.
- Dr. Catalanotto announced that Dr. Rick Stevenson will step into the Florida Dental Association (FDA) presidency role and Dr. Bill D’Aiuto will be replacing him on the Oral Health Florida (OHF) Leadership Council (LC).

Planning for Results: 2013 Results, Strategies & Accountability

Tami Miller

- Dr. Catalanotto stated that the OHF LC has been using the framework of Results Based Accountability™ (RBA) to reformat, refocus and reenergize OHF. The next strategic planning session is scheduled for February 13 in the Orlando area. The purpose is to help OHF to be self-sustaining and to focus and sharpen its agenda. The process is being led by Dr. Roderick King of FPHI and an FPHI consultant, Deitre Epps.
- Tami Miller reported the following about the process: All LC members have committed to achieving collective impact using the results based accountability framework. This framework helps groups move from talk to action. The purpose of this process is to develop one statewide oral health plan. At the end of this strategic planning process, state stakeholders will have a plan for prioritized action.
- There will be a comprehensive strategy among all stakeholders and OHF will engage new members.
- Each face to face LC meeting builds upon the previous meeting and the LC is developing this plan. The overriding result (taking from OHF’s original operating principles) states: All people in Florida have optimal oral health and well-being. Under this result rests two focus areas which include: 1) improved access to quality oral health care and 2) increased community water fluoridation. For each focus area, there are a number of indicators which will measure progress. These include:
 - Focus Area: Increased community water fluoridation
 - Indicator: Percentage of population on community water systems receiving fluoridated water
 - Focus Area: Improved access to quality oral health care
 - Indicators: 1) Percent of preventive services provided to Medicaid/SCHIP eligible children, 2) Number of Dental Services provided in Hospital Emergency Rooms and overall cost 3) Percentage of schools with school-based sealant programs 4) Percentage of schools with school-based sealant programs



- LC notes from December 5 meeting provide a decent overview and reflect the depth of the process.
- To inform this process, the data action team identified existing data and formed trend lines. This framework uses data driven decision making to develop strategies. A data development agenda is being formed. This plan will be a living document. By March, there should be a simple draft to present to stakeholders.
- Dr. Catalanotto asked members to review notes; especially the last few pages entitled Turn the Curve.
- He affirmed that the original SOHIP was a very good plan but that OHF needed to narrow the focus and concentrate on addressing issues OHF and state stakeholders are able to address and change and that have data to track how the state is progressing. He thanked Dr. King and Deitre Epps for their leadership.

Action/Affinity Workgroups Updates

Data - Tami Miller:

- Data committee is on hold during strategic planning phase. In February, a data development agenda will be established at which time the committee will resume its meetings and its work.

Water Fluoridation - Sean Isaac:

- Sean Isaac provided a brief description of the Fluoride Action Team. There are two co-leaders, Sean Isaac and Dr. Phil Bilger. There are about 49 participants, and 19 confirmed and active members. The meeting is held quarterly in January, April, July and October on the second Wednesday of the month. The work group met January 8 and had nine individuals on the call.
- The work group discussed the National Oral Health Conference will be held April 28 to April 30 in Fort Worth, Texas.
- Under Partner Reports, the Florida Department of Health's Public Health Dental Program was able to announce:
 - Two positions were recently filled. Christina Vracar was hired as a Senior Health Analyst for the program and Dr. Ed Zapert was hired as the new Dental Executive Director.
- Under Partner Reports, the Florida Dental Association announced:
 - The FDA are following three bills during this Legislative Session including the Prepaid Dental Plan bill SB 340, the Dental Student Loan Repayment bill SB344, and the Health Access Dental Licensure bill SPB 7010.
- Under Partner Reports, the Florida Dental Hygiene Association announced:
 - It was focused on fixing a billing glitch left out of the Dental Health Access Law passed in 2011.
- The City of Brooksville officially reinitiated community water fluoridation on December 2, after an 8-month long campaign and efforts from local dental providers, the local health department, and many others. We celebrate this with the residents of Brooksville.
- Additional with ongoing fluoridation educational campaigns discussed on this call include: Hernando County, Port Orange, Ormond Beach, and Wellington. Additional communities with ongoing efforts, or expressed interests in fluoridation but not discussed in detail on this call include: the counties of Pasco, Marion, and Lake, as well as the cities of Avon Park, and Miami-Dade.
- The work group briefly spoke about its efforts to continue the Results Based Accountability process and new strategies and objectives to consider. During the call there were two suggestions around one strategy of educating local leaders. It was suggested that providing fluoridation information to



new local city council members and those running for a seat on the city council could help educate new council members of the issue so communities would not have to repeatedly discuss fluoridation every 3-5 years based on new city council members.

- Sean Isaac publicly thanked Dr. Roderick King for working with the Fluoridation Committee during the last Face to face Leadership Council meeting, held on December 5. He participated in the facilitation of the Results Based Accountability method, and it was helpful to the group.
- Added update: the next scheduled Fluoride Action Team conference call is scheduled for April 9, 2014.

Medical-Dental Collaboration - Karen Pesce Buckenheimer

- There is an action team meeting scheduled in two weeks. Karen Pesce and Cristy Hom developed a letter Karen will send to primary care residency programs throughout Florida offering training. Ms. Pesce is also creating a “starting a coalition” guide for oral health coalitions. Ms. Pesce noted that at the last LC meeting, she observed that we have begun gaps between medical and dental community.

Messaging - Cristy Hom

- The Action Team had a conference call in November where it discussed the importance in obtaining information from oral health consumers to inform messaging strategy, including social media. Since November, FPHI has been making connections in preparation for community engagement activities which will occur between March and May.
- Upward trend continues on both Facebook and Twitter. Facebook reached a total of 1200 in Dec, approx. 1600 in Nov and approx. 1650 in October. OHF has 617 followers on Twitter.
- The OHF Twitter feed is a good place to find the latest oral health articles, media, training opportunities and messaging aimed at the general public.
- Claudia Serna created QR codes for the OHF website, Twitter and Facebook pages. They are available on the OHF website.

Sealant - Dr. Elizabeth Orr

- Action team met in November. Dr. Marguerite Fontana from the University of Michigan Restorative Sciences discussed caries prevention and management. She covered a range of topics from prevention to sealants, discussed sealant retention and other in depth evidence-based information.
- Next action team call is scheduled for January 23 at which time the team will review last year and goals for 2014. The team’s focus is to work from an evidence base. They plan to hear from members regarding the nature of their programs (preventive, sealant only, etc.) and this relates to the evidence. The meeting schedule has been set. They will alternate guest speakers with action items.

Senior Oral Health - Dr. Nolan Allen; Bob MacDonald

- Bob MacDonald was appointed to the position of Executive Director of the Prescription Drug Monitoring Program Foundation. The foundation raises money to augment state funding. The program was appointed by the Florida legislature in 2009 to address the state’s pill mills. The board is appointed by the state surgeon general. Bob is recovering from a serious cycling accident.
- The action team met last month. Judith Corbin is leading efforts to populate toothwisdom.org with information for caregivers. The American Dental Association (ADA) is putting together online CEs on senior health.



- Dr. Allen announced that the MOM event will be March 28 and 29.
- Dr. Catalanotto made a call for people to join action teams.

OHF Sustainability Update

Dr. Frank Catalanotto

- OHF received a donation of \$5000 late fall from an anonymous source.
- Dr. Catalanotto expressed appreciation for FPHI as they are using their resources to drive the RBA, process, its planning, facilitator, etc.
- He shared a new initiative with Kellogg Foundation funding in a regional project with Florida, Mississippi and Georgia. After being contacted, Dr. Catalanotto suggested that FPHI be Florida's lead agency for the project. There is no award yet but it should be received shortly. Activities will be supportive and complementary to OHF.
- OHF is continuing to look for funding to fund initiatives.

General Member Announcements - none

Next General Membership Meeting: April 16, 2014 1:00 – 2:00 pm

Meetings

Leadership Council – TBD

OHF Fluoridation Action Team calls

April 9, 2014 12:30 PM - 1:30 PM
July 16, 2014 12:30 PM - 1:30 PM
October 8, 2014 12:30 PM - 1:30 PM

OHF General Membership calls

April 16, 2014 1:00 PM - 2:00 PM
July 23, 2014 1:00 PM - 2:00 PM
October 15, 2014 1:00 PM - 2:00 PM
January 21, 2015 1:00 PM - 2:00 PM

OHF Sealant Action Team calls

January 23, 2014 12:00 PM - 1:00 PM
March 20, 2014 12:00 PM - 1:00 PM
May 22, 2014 12:00 PM - 1:00 PM
July 24, 2014 12:00 PM - 1:00 PM
September 25, 2014 12:00 PM - 1:00 PM
November 20, 2014 12:00 PM - 1:00 PM

OHF Oral Health Literacy/Messaging calls

March 19, 2014 12:00 PM - 1:00 PM
May 21, 2014 12:00 PM - 1:00 PM
July 16, 2014 12:00 PM - 1:00 PM
September 17, 2014 12:00 PM - 1:00 PM
November 19, 2014 12:00 PM - 1:00 PM

Data Action Team TBD

Senior Oral Health Action Team TBD