



Florida Oral Health Messaging

"Healthy Mouth Healthy Body" Strategic Plan

A 2000 report by the U.S. Surgeon General called dental disease a "silent epidemic." Ten years later, too little has changed.

Oral Health initiatives set forth by Healthy People 2010 has not accomplished the goal set forth and now rolled into the next Healthy People 2020 initiative.

Recently the PEW foundation released its national oral health report card to include eight bench marks for success. Florida has received an "F" grade as it only met two of the eight benchmarks. It is the goal of the FPHI and the Florida Oral Health Messaging Workgroup to raise awareness of this "silent epidemic" of oral health and its disparities.

Goal 1.

Build upon the work begun in 2010 with grant funding from the DentaQuest Foundation to develop messaging around the importance of good oral health to create support for public policy solutions to improve access to dental care, with particular focus on low-income children and families covered by CHIP and Medicaid.

Action Steps

1. Develop a statewide logo and message.
2. Develop a statewide oral health messaging workgroup.
3. Secure data regarding oral health disparities.
4. Raise public awareness of the importance of good oral health through media relations, co-op advertising or sponsorship, and outreach to public health organizations and coalitions.
 - Production of public service announcements in multiple languages to be for all stakeholders.
 - Continued development of social media such as Facebook, Twitter, You Tube and the Florida Oral Health website that will offer a board range of information regarding oral health initiatives and policy both state and national.

- Provide a media tool box that can be accessible for all and housed on the Florida Oral Health website.
- 5. Generate media coverage of the issue by capitalizing on news-generating events, such as the expected release of two oral-health studies by the Institute of Medicine
- 6. Engage oral health-related companies or brands (e.g., Proctor & Gamble, Crest toothpaste, Oral B toothbrushes) in supporting a public awareness effort of the importance of good oral health and its connection to overall health.
- 7. Develop local-government policy-change toolkit for use by oral health coalitions within targeted counties or regions to be accessible through the Oral Health Florida website to include:
 - Issue briefs about policies that may be implemented at the local level.
 - Best practices or case studies provided by Oral Health Florida and/or FPHI of successful local activities.
 - Policy-change blueprint or map of the local government decision-making process.
 - Model policy and/or ordinance language.
 - Messaging.
 - Advocacy tools such as sample media advisories, letters to the editor, and ideas for media awareness activities, etc.

Goal 2.

Create the Oral Health Florida coalition and increase coalition activity throughout Florida to improve oral health outcomes.
--

Action Items

1. Secure a list of existing coalitions through the use of email, and survey of all state dental directors.
2. Increase and support local coalition activities by continuing to build on the existing training of FrameWorks Institute throughout Florida.
3. Develop quarterly webinar trainings.
4. Organize a statewide conference for oral health coalitions and advocates where best practices and strategies may be shared and developed.
5. Produce a local coalition's site for all coalitions to post best practices as well as local events and announcement that will be housed on Florida Oral Health website.

Goal 3.

Develop Policy Platform comprising the areas for which the Pew Center awarded Florida an 'F' grade in its review of state dental policies.

Action items

1. Identify or develop best practices, model legislation and/or model policies derived in part from those utilized in states receiving an 'A' from the Pew Center that may be adopted in Florida to support the Policy Platform. In the area of;
 - Community Sealant programs.
 - Expansion of auxiliary delegable duties.
 - Increase Medicaid rates for dentists.
 - Expand on the physician oral health early childhood caries prevention program (ECCPP) by improving HMO's reimbursement for preventive services provided by primary care physicians.
 - Develop and statewide data surveillance system.
 - Providing care to Medicaid enrolled children.
 - Expand on the Health Departments existing school based fluoride rinse program know as SWISH.
 - Research existing models of Head Start and Give Kids a Smile programs throughout Florida's Dental Hygiene programs.
2. Identify platform policies already being pursued by public health partners and ways that FPHI and Oral Health Florida may endorse/support those efforts. E.g., legislation.
3. Identifying legislative champions to recruit to promote policy change.
4. Organize Oral Health Coalition activities to improve oral health outcomes.
5. Target specific counties or regions where the conditions are favorable for local policy adoption based upon the presence of an active oral health coalition and other public health partners, a clear indication of need, and identifiable resources for creating change.