Building A Critical Mass for Oral Health Advocacy and Infrastructure

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April 6, 2020
YES ON HH
Oakland vs. Big Soda

Paid for by Yes on Measure HH, Coalition for Healthy Oakland Children, with major funding by Michael Bloomberg, Action Now Initiative, California Dental Association, and American Heart Association.
Example #1.
The Oakland SODA TAX: a short story

- Diabetes and dental caries epidemic

- 2014 Suggested Berkeley Campaign succeeds but Richmond and San Francisco fail

- 2015 Policy options to limit access, increase water access, use warning labels and soda tax presented but fell flat.
Articulate a Credible Need

County commissions a literature review and assessment of Obesity revealing that:

“Sugary drink consumption is a key contributor to high rates of overweight and obesity and... increased risk of dental caries”

• Establish, package and promote
• Define it, prepare it for specific audiences
• Make it relevant to them and their values
Develop a Constituency of Advocates

• Oral Health Committee seeks support

• Vice Mayor of Oakland picks SSB Tax calls for a coalition and funding

• Dental society leadership and Board commit to engaging and educating general membership

• Expand to stakeholders: medical, nutrition, nursing, children’s advocates, educators, clergy, health clinics, and hospitals and beyond.
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Clarify a Shared Vision, Goals and Tangible Objectives

- Published studies and dental association policy supporting a tax.
- Key messages developed
  - SSB consumption increases the risk of diabetes, obesity and tooth decay
  - Tax revenue will be used to prevent and or mitigate the negative effects of consumption
  - Will raise public awareness
Build and Nurture Partnerships: local and state dental association

• Educational updates and materials
• Briefing dental membership by the ad hoc committee & Vice Mayor
• Engaging opportunities to participate in the campaign:
  o Endorsements, Educational materials Posting literature
  o Signs, Telephone banking, Financial contributions
• Briefing the state dental association and seeking technical and financial support
Go where the money is!

• Raise $ from local dental society
• In kind support from medical and others
• Technical support from state dental association
• Financial support from state dental association to leverage foundation $  
  • Major foundation support for campaign
Reap Win-Win Rewards of Campaign Success

- Oakland: $11 million SSB Tax revenue:
- An expanded WIC Oral Health Program
- $250 k Dentist screening program for diabetes at 3 FQHC’s
- Hydration stations in every school
- Healthy meals program
- San Francisco: $1 million district wide dental sealant program
Example #2

Barriers in Access to Care for 1/3 of Californians

- Oral health literacy
- Provider capacity
- Location
  - Developmentally disabled
  - Special needs
  - Seniors
  - Non-English speaking
  - Medically compromised
  - Minority populations
- Transportation
- Cultural/linguistic preferences
- Financial factors
- Sustainability

10 million Californians
Need Statement: Access Barriers Are Serious Requiring Attention

- Elimination of Medicaid Adult Dental Benefits
- Elimination of School Based Dental Disease Prevention Program
- Meager Grant Resources for successful Dental Public Health Demonstration Programs
- First hand experience with Barriers in Access to Care for 1/3 of Californians!
Working Within The CDA Policy Process

- ACDS develops resolution to bring to CDA leadership and House of Delegates for CDA Action

- Input from statewide regional and all component caucus

- CDA House adopts resolution to study the problem of barriers in to care access and report evidence based policy recommendations.

- A 2 year process yields the 3 phase 7 year plan to address barriers in access to care.
Key CDA Plan Recommendations for Oral Health Infrastructure

• Hire a director with dental public health experience
• Develop an oral health plan building on what exists
• Work with existing stakeholders and programs
• Seek federal and private funding
• Develop new childhood prevention programs
Key Takeaways

• Developing a clear need statement

• Discovering shared goals and objectives

• Importance of long-term engagement

• Respecting the process

• Building a sustained committed partnership
PARTNERSHIPS

CLEAR NEED

CRITICAL MASS

SHARED GOALS

PARTNERSHIPS