American Association of Community Dental Programs

Building a Sustainable Local Oral Health Program

FIRST San Joaquin
First 5’s - Unique Funding and Role on Oral Health Programs

Funding:

- Proposition 10 – Tobacco Tax and Other Tobacco Products
- Federal and State Grants (Dental Transformation Initiative, Medi-Cal, Mental Health Services Act)
- Other: Foundations, etc.

Role:

- Brings Together Diverse Stakeholders
- Builds Capacity
- Introduces Innovative Strategies to Meet Community Needs
Importance of Outcomes: for Funders and Future Funding

- Engrained in Results Based Accountability
- Provides Quantitative Results (Program Data)
- Provides Qualitative Data (Parent/Stakeholder Surveys)
- Allows for Continuous Quality Improvement and Recalibration of Strategies
- Provides Comparison With Benchmarks or Baselines
- Highlights Successful Strategies for Future Funding
- Paints a Picture of the Impact of the Program
Partnerships and Systems Change: Reaching Service Gaps and Equity

**Underserved Populations** - Strategically Aimed to Reach Underserved Populations and Minorities

**Equity** - Agencies Provide Outreach Through Trusted Messengers at Cultural Events, Housing Programs, and Community Centers

**Partnerships** - Agencies Interact, Learn, and Develop Resources - Clients Win!

**Systems Change** - Integration of Oral Health Into all Programs and Client Contacts
In Amador County

Dental Health Partnership

- Grant Funding – Sutter and Amador Community Foundation to Serve Seniors
- Big Smiles School-Based Services, Medi-Cal billing – No Cost to Schools
- Dental Education at First 5 Kindergarten Bridge Program and Toddler Groups
- Fluoride Varnish at Well Child Checkups at Sutter Pediatrics
In Riverside and San Bernardino

Virtual Dental Home

Early Childhood Oral Health Assessment (ECOHA) - Mobile App

- Help Me Grow
- Home Visitation

Local Oral Health Plans

FIRST 5 RIVERSIDE • SAN BERNARDINO
In Sacramento: Fluoridation is a Sustainable Investment

- Fluoridated Water Keeps Teeth Strong and Reduces Tooth Decay by 25% in Children and Adults (CDC).
- First 5 Sacramento has Invested Over $20 Million Dollars in Water Fluoridation Since 2000.
- Project Will Continue for 20 Years After Contract Ends, Resulting in Long-Term Sustainability
- Fluoridated Water Will Reach 68% of Sacramento County’s Children Ages 0 to 5 by 2020.
Strategies for Sustainability in San Joaquin County

- Enhanced Organizational Capacity
- Partnerships/Collaboration
- Systems Change - Oral Health in All Practices
- Braided Funding – Greater Reach
- Trainings
- Evergreen Materials - Media
- Virtual Dental Home Services
- Grant Writing

56% of First 5 San Joaquin Current Funding is not Proposition 10 Funding
San Joaquin County
Oral Health Partnerships

Local Oral Health Plan
- Funding Over Five Years (2018-2022)
- Community Health Improvement and Action Plan

Local Dental Pilot Program
- Countywide Collaboration
  $5.5m Through December 2020
  Dental Services - Care Coordination
Public Education Campaign

Multi-Strategy Campaign
- Radio, Digital and Social Media, Based on Media Usage Data for Target Audience.

Collaborative
- Joint Campaign Developed by First 5 and Public Health, Leveraging Multiple Funding Streams.

Multi-Message Approach
- Messages Covered Topics Such as Sugar-Sweetened Beverages, Care Coordination, Fluoride, and Success Stories
Voice of Parents Through Success Stories

- Focuses on Success Stories and Key Messages (Child With Autism)

“Success Story” Digital Ad
Evaluation Highlights

98% of Parents Plan to Take Their Child to the Same Dentist in the Future (Continuity of Care)

4.7 out of 5 Parents Were Satisfied With Their Child’s Dental Visit. (Care Coordinators Match Providers Based on Family Needs)

1,499 Children Served With Care Coordination in the Last Six Months (Access to Care)
Questions?
For More Information

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