

ON THE ROAD TO THE GOAL: ERADICATE DENTAL DISEASE IN CHILDREN

**ORAL
HEALTH
FOR ALL
2020**

*At the end of the
journey the vision
becomes
reality.*



TARGET

WITH A CLOSING OF
DISPARITY GAPS, 85% OF
CHILDREN REACH AGE 5
WITHOUT A CAVITY.



GOAL

ERADICATE DENTAL
DISEASE
IN CHILDREN.



*Milestones are
markers along the
road to reaching
a target, and can
happen in the network
in any order, and
even at the
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2018 MILESTONES

15 percentage point
increase in the number of
kids receiving oral health
preventive services from
any healthcare provider
on an annual basis by
age two

A detailed understanding
of which populations
have the lowest
percentage of children
reaching age five without
a cavity in each state
will have been developed

Number of fluoridated
communities increased
by 10 percent and no
communities currently
fluoridated eliminate
fluoridation

15 percentage point increase
in the number of nondental
providers that have delivered
preventive services, anticipatory
guidance, education, and/or
referral for continuous care for
kids under age five

The US preventive
services task force
includes an oral health
strategy for prospective
parents and primary
care givers

65 percent of kids
under age five have
access to consistent,
evidence-based oral
health care

90% of early
childhood programs
will deliver oral
health education and
prevention to the
children they serve

NATIONAL TACTICS

- Include oral health measures in Kids Count
- Support development and launch of national campaign to increase oral health literacy of new parents and families (prioritize target communities)
- Support development and spread of innovative technological tools to promote the integration of oral health into overall health
- Expand interprofessional education and practice to broaden oral health impact of healthcare system in early life
- Identify and build partnerships with key national organizations to build action on this goal (emphasize disparity reduction and equity)

STATE TACTICS

- Support integration of oral health in:
 - Government programs focused on young children and families
 - Early childhood health programs
 - Early childhood social/education programs
 - Perinatal programs
- Support development and spread of inter-professional education and practice to broaden oral health impact of healthcare system in early life
- Engage state partners in exploring alternative workforce and care delivery models
- Engage state partners in collecting and reporting state-wide oral health data
- Identify and build partnerships with key state-based organizations to build action on this goal (emphasize disparity reduction and equity)

COMMUNITY TACTICS

- Support integration of oral health in:
 - Government programs focused on young children and families
 - Early childhood health programs
 - Early childhood social/education programs
 - Perinatal programs
- Organize communities to support early childhood health campaigns
- Engage community members in development and dissemination of culturally, linguistically appropriate educational materials, programs, and practices
- Conduct ongoing community needs assessments
- Engage community leaders in collecting and reporting local oral health data
- Identify and build partnerships with key community-based organizations to build action (emphasize disparity reduction and equity)



*Tactics, as they
are implemented, will
help to achieve mile-
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at multiple levels, and
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ON THE ROAD TO THE GOAL:

INCORPORATE ORAL HEALTH INTO THE PRIMARY EDUCATION SYSTEM

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TARGET

THE TEN LARGEST SCHOOL DISTRICTS HAVE INCORPORATED ORAL HEALTH INTO THEIR SYSTEMS.



GOAL

INCORPORATE ORAL HEALTH INTO THE PRIMARY EDUCATION SYSTEM.



Milestones are markers along the road to reaching a target, and can happen in the network in any order, and even at the same time.

2018 MILESTONES

X % of schools in districts are delivering oral health services in the ten districts

National learning collaborative has created measureable district-wide improvement in cross-cutting policy barriers in the ten districts

The Oral Health 2020 Network has adopted the defined parameters of oral health integration into primary education

All ten districts include oral health in their wellness policy

Consent rates for student participation in oral health programs in the ten largest school districts has increased by 20 percentage points

NATIONAL TACTICS

- Convene the ten districts to share best practices
- Engage national partner organizations with reach and influence in school-based healthcare to integrate oral health
- Host national convening (or integrate into larger health conference) of best practice in school-based oral health programs
- Define parameters of oral health "integration" in schools and compile all supporting tools and resources
- Define a standardized set of school-based measures and data collection tools and resources
- Create a case statement for the value of oral health integration into primary education

STATE TACTICS

- Identify and spread best-practice financing models for school-based oral health programs
- Engage state partners in exploring alternative workforce and care delivery models in school-based settings
- Engage state partners in collecting and reporting state-wide school oral health data
- Develop and implement a comprehensive model in the ten districts

COMMUNITY TACTICS

- Assess landscape and expand relationships in ten districts to identify best partners and obtain buy-in
- Develop and implement comprehensive models for each of the 10 districts
- Engage broader range of community partners to promote equity and disparity reduction through school-based oral health programs in school districts
- Engage district partners in collecting and reporting district and individual school oral health data
- Assess current community needs and existing programs delivered in school settings
- Include oral health representation in school health advisory councils, school boards, etc.



Tactics, as they are implemented, will help to achieve milestones. Tactics happen at multiple levels, and often simultaneously, across the network.

ON THE ROAD TO THE GOAL:

INCLUDE AN ADULT DENTAL BENEFIT IN PUBLICLY FUNDED HEALTH COVERAGE

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TARGET 1

AT LEAST 30 STATES
HAVE AN EXTENSIVE
MEDICAID ADULT
DENTAL BENEFIT.

GOAL

INCLUDE AN ADULT
DENTAL BENEFIT IN
PUBLICLY FUNDED
HEALTH COVERAGE.

TARGET 2

MEDICARE INCLUDES
AN EXTENSIVE DENTAL
BENEFIT.

2018 MILESTONES

Four states enhance the oral health benefit offered to specific eligibility categories in their Medicaid program

The Oral Health 2020 Network adopts a definition of an extensive Medicaid adult dental benefit

A comprehensive set of resources and supports exists for any state to implement an advocacy campaign to increase coverage

Four states have increased level of covered services for all Medicaid eligible adults

No states have rolled back Medicaid adult dental coverage

2018 MILESTONES

Oral Health 2020 Network has adopted a consensus Medicare dental benefit design

Dental benefit in Medicare is part of the mid-term election discussion

Senate committee of jurisdiction holds hearing on benefit

A consensus advocacy agenda and approach has been adopted by a critical mass of key influencers with position and clout to support passage of a bill

There is a 15% increase in the number of Medicare-eligible people that are aware of and actively advocating for coverage

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NATIONAL TACTICS

- Build national and state awareness about lack of coverage and access to care
- Define extensive benefit and survey where states stand
- Conduct and disseminate ROI analysis of Medicaid adult dental coverage
- Educate states about differences and overlaps between Medicaid and Medicare coverage
- Develop specific strategies and supports that are reflective of states' current and desired levels of Medicaid coverage
- Evaluate viability of national strategy to mandate dental benefit for adults in Medicaid
- Conduct ongoing monitoring and reporting of state action on Medicaid adult dental coverage

STATE TACTICS

- Develop and spread story (why and how) of states expanding/maintaining Medicaid adult dental coverage
- Translate state lessons and ROI analysis into comprehensive resources to support movement in states
- Convene state Medicaid Directors and other key stakeholders to build increased will and action on value and impact of benefit
- Mobilize and educate advocates in states where expansion action is likely
- Support states working to implement or improve coverage

COMMUNITY TACTICS

- Mobilize community members to demonstrate impacts of lack and benefits of coverage
- Develop a comprehensive set of advocacy resources for community champions
- Create community partnerships to build awareness and utilization of current and/or new benefits through robust education and navigation programs

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NATIONAL TACTICS

- Build partnerships with key national organizations that have position, clout, and influence to support consideration and passage of a bill
- Engage national partner(s) to draft needed legislation and supporting materials
- Develop and implement continuing education programs for care providers serving older adults
- Develop a consistent national message about the importance of the Medicare benefit and a strategic plan for delivering the message
- Engage national partner to conduct Congressional Budget Office (CBO) scoring of benefit and bill
- Define and build consensus on definition of comprehensive dental benefit in Medicare
- Develop and disseminate sign-on letter supporting benefit to be signed by all states and delivered to policymakers

STATE TACTICS

- Support state and local organizations to engage administration and legislative champions for appropriations
- Engage and mobilize state and local advocates to drive movement from the state and grassroots, including partnerships with legislative champions

COMMUNITY TACTICS

- Mobilize community members to demonstrate impact of lack of coverage
- Develop comprehensive set of advocacy resources for community champions

ON THE ROAD TO THE GOAL:

BUILD A COMPREHENSIVE NATIONAL ORAL HEALTH MEASUREMENT SYSTEM

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TARGET

A NATIONAL AND STATE-BASED ORAL HEALTH MEASUREMENT SYSTEM IS IN PLACE.



GOAL

BUILD A COMPREHENSIVE NATIONAL ORAL HEALTH MEASUREMENT SYSTEM.



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2018 MILESTONES

Forty percent of states are collecting data aligned with the recommendations of the Oral Health 2020 Network

Consensus recommendations for a core set of measures with sufficient granularity and a measurement and reporting strategy have been adopted by the Oral health 2020 network

Thirty percent of care delivery settings using EHRs have integrated medical and dental records

Key federal agencies, policymakers, and the Oral Health 2020 Network are aligned around a core set of measures with sufficient granularity and a measurement and reporting strategy

NATIONAL TACTICS

- Support release of first comprehensive national survey and report of nation's oral health
- Support policy change to ensure sustainable financing model for collection and analysis of data, and a national repository of data
- Support policy change to integrate medical and dental records
- Identify and engage national partners to analyze and report nationwide disaggregated data
- Engage national partners to assess and monitor where states stand on adherence to measurement strategy
- Engage national partners to develop and build consensus on core set of measures with sufficient granularity and a measurement and reporting strategy

STATE TACTICS

- Engage targeted states building model measurement systems and spread promising approaches to other states
- Identify and engage state partners to develop a framework for submitting, analyzing, and reporting state disaggregated data to state and national measurement repositories
- Engage professional associations to promote integrated health IT systems

COMMUNITY TACTICS

- Support inclusion of oral health in community needs assessments
- Promote training and use of integrated health IT systems and other data collection practices by community providers
- Engage community champions and community based organizations to advocate for and use new models for data collection and analysis
- Support systems that provide community members access to data and their interpretation, analysis, and messaging of that data



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ON THE ROAD TO THE GOAL: INTEGRATE ORAL HEALTH INTO PERSON-CENTERED HEALTHCARE

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TARGET

ORAL HEALTH IS INTEGRATED
INTO AT LEAST 50% OF
EMERGING PERSON-
CENTERED CARE MODELS.



GOAL

INTEGRATE ORAL HEALTH
INTO PERSON-CENTERED
HEALTHCARE.



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2018 MILESTONES

Oral health included in
key national accreditation
standards for person
centered care

Twenty-five states have oral
health incorporated into their
person-centered care policies

Quality metrics for oral
health care integration
have been developed by
key national stakeholders

Oral health 2020 network
is aligned around a
definition of integrated
person-centered care

A diverse set of pilot
programs that serve as a
model for fully integrated
person-centered care and
are reimbursed based on
health outcomes have
been launched

Twenty percent of provider
education and training
programs include a
focus on oral health and
interprofessional care

NATIONAL TACTICS

- Develop alignment around effective care model
- Engage national organizations to develop oral health accreditation standards and certification
- Engage national dental providers and payer associations in design and regulation of PCMH, ACO, other payment reform efforts
- Identify and engage oral health champions in primary care health professions to prioritize the integration of oral health
- Build and expand interprofessional education resources that include oral health for broad range of clinical professions
- Support published and adopted integrated care model implementation tools
- Engage DDA to develop and test dental quality metrics as NCOA is engaged to include robust oral health measures
- Support implementation efforts to integrate medical and dental records
- Support national orgs to influence state-based program design and implementation
- Engage professional organizations to integrate bi-directional oral health and primary care into provider education curricula
- Identify and build partnerships with insurance companies and health plan administrators to incorporate oral health

STATE TACTICS

- Engage local and state-based integrated care organizations to test models, including metrics, financing, and practice reform
- Support the integration of oral health into state Medicaid ACO models
- Engage PCAs in the promotion of integrated care delivery in safety net settings
- Engage dental providers and associations in design of state PCMH, ACO, and other payment reforms
- Promote state adoption of regulation and policy
- Identify and build partnerships with insurance companies and other health plan administrators to promote the incorporation of oral health

COMMUNITY TACTICS

- Test care model integration in community sites
- Engage a broad range of community partners to develop local and state alignment around effective models, promotion of equity, and improvement of oral health literacy
- Integrate oral health into community and economic development efforts
- Engage local providers, care coordinators, and consumer advocates to build relationships, support, and champion oral health integration
- Conduct ongoing community needs assessments to support person-centered, integrated care



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ON THE ROAD TO THE GOAL:

IMPROVE THE PUBLIC PERCEPTION OF THE VALUE OF ORAL HEALTH TO OVERALL HEALTH

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TARGET

ORAL HEALTH IS INCREASINGLY INCLUDED IN HEALTH DIALOGUE AND PUBLIC POLICY.



GOAL

IMPROVE THE PUBLIC PERCEPTION OF THE VALUE OF ORAL HEALTH TO OVERALL HEALTH.



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2018 MILESTONES

Twenty five states have legislative committees of jurisdiction with oral health as a priority in their health policy agenda

The Oral Health 2020 Network has consensus policy priorities that promote the achievement of the 2020 targets

Engagement of congressional champions has resulted in all committees of jurisdiction having oral health as a priority in their health policy agendas

All oral health 2020 network members are delivering framed messages in their oral health communications

NATIONAL TACTICS

- Continuously assess social and new media for opportunities for effective engagement
- Include oral health-related questions in national surveys/polls to monitor public perception
- Build partnerships with and assess and influence attitudes of national policy makers to support policy change
- Build partnerships with key national organizations and champions with the position, clout, and influence to support policy change at the national level
- Continuously monitor and contribute to national dialogue on oral health in media and social media
- Develop appropriately framed messages and share and implement framed messages with partners and broader public

STATE TACTICS

- Build partnerships with and assess and influence attitudes of state policy makers to support policy change
- Support state and local organizations to engage administration and legislative champions
- Continuously monitor and contribute to state dialogue on oral health in media and social media

COMMUNITY TACTICS

- Expand support for broad range of community partners to serve as advocates to engage partners that influence policy change
- Continuously monitor and contribute to local dialogue on oral health in media and social media
- Collect community level oral health data that demonstrates impact on overall health outcomes to drive legislative decisions
- Adapt framed messages to be culturally and linguistically appropriate for different communities
- Build power through authentic community engagement that mobilizes the public to advocate for change



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