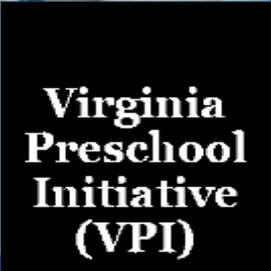




Meeting Kids Where They Are
Oral Health and Head Start



Presented by
Dr. Richard Byrd, DDS
Richmond, Virginia





Q: How can this be happening in 2017?

A: Early poor hygiene creates a cycle that continues into adulthood.

Richard L. Byrd, DDS



University of Delaware, Newark, Delaware
B.S. Oral Sciences

Meharry Medical College School of Dentistry,
Nashville, Tennessee
Doctor of Dental Science

Eastman Institute for Oral Health,
University of Rochester Medical Center
*University-based and hospital-affiliated two-year
postdoctoral program to complete Pediatric Dentistry
certificate*

Howard University School of Orthodontics
*University-based two-year postdoctoral program to
complete Orthodontics certificate*

Founded Dr. Richard Byrd & Associates, 19??
Providing Orthodontics and Pediatric Dentistry in Richmond and Orthodontics in Midlothian



*“When you know better, you do it better.”
–Maya Angelou*



WHAT IS OUR NUMBER ONE OBJECTIVE?

Our goal is for every child to have a dental home.

HOW DO WE ACCOMPLISH OUR OBJECTIVE?

We invest in our community by sharing the benefits for a having a dental home with parents, agencies and educational support staff at every opportunity. The relationships we have built with the federally-funded preschool programs, WIC and other agencies providing services for the uninsured and underinsured have supported our goal. Regular staff development guarantees team excellence.

We build community.



- 52% of the parents who came into our office for 2017 GKAS Day did not realize they had **dental** coverage (both Medicaid and commercial insurance) because the benefits of their policy were not clearly communicated to them.
- Most of the time this group does not seek routine dental services because they do not believe they have coverage. This knowledge supports our decision to continue our participation in GKAS Day as well as partner with school systems to provide a free exam, prophylaxis and dental x-rays to students who do not have a dental home.
- Once the parent is in the office we take time to mentor them to discover if a funding source for dental benefits exists.
- We do not limit the number of Medicaid patients we accept.
- In addition to offering mandated translation services, we have multiple bilingual staff members for several languages. All forms are provided in Spanish and a section of our website is in Spanish. We also launched a dedicated Hispanic Facebook page.



In early 2016 we formed our “We Swear To Tell The Tooth” performing troupe to help communicate the importance of oral health to the community. They present a fun, interactive and engaging 30-minute program to schools and daycare centers as well as participating in field trips to our office.



Research indicates dental anxiety is passed from parents to children, especially for low-income demographics. This year we hosted seven one-hour school field trips to our office allowing children to become familiar with dental instruments, staff and procedures in an effort to reduce dental anxiety. Students were greeted by the Tooth Fairy, given hygiene instructions and left with products and educational materials.



*VPI Richmond Facebook post, January 13, 2017:
“Thank you, Dr. Richard Byrd & Associates Forest Hill Avenue for taking such great care of our Virginia Preschool Initiative students!”*



We participate in free screenings offering incentives such as raffle prizes, educational information and free products to attract parents which provides a platform to begin building a relationship with parents and child.

Left photo credit: Partnership for Families Northside Neighborhood Trick or Treat 2017



We seek new ways to educate staff, children and parents in the office and on social media

Photo credits: Forest Hill Avenue reception area wall and one of our many Facebook posts



During GKAS Day we provide tables for WIC, Head Start, Healthy Families and other groups to interact with children and parents in our reception area and share information about their agencies and the services they offer. Our doctors and staff are on alert for any patients who would benefit from a referral to these agencies.



After a year of planning we are partnering with Henrico Country Public Schools to offer a satellite dental clinic for screening in the New Bridge Learning Center. This was made possible through our relationship with Henrico Healthy Learning Coalition.

We lead workshops on dental health for social services groups and others such as Healthy Families.

We provide dental education presentations to public school system groups on and off site.



Taking the time to build relationships in our community is critical if we are to affect change but commitment comes with a price.



- **MONEY:** Having a dedicated staff member to “manage” the community in which we so heavily commit
- **MONEY:** Payroll for volunteer and onsite sponsored activities
- **MONEY:** Costs of donated materials
- **TIME:** To engage parents, serve on boards and committees, and attend meetings and other events



We see success because we say YES to everything that improves the dental health of our children. Sadly, in spite of the fact many of these children are targeted by multiple groups stressing the importance of a dental and medical home, too many students are without services.

