

## Greater Richmond & Petersburg Oral Health Oral Health Alliance

**When:** 2 full alliances meetings per year at varying locations

**Mission statement:** Be a change agent for improving oral health among members of the Greater Richmond and Petersburg region by

- Listening to the community's needs
- Advocating for better access to care
- Educating community members
- Engaging with community members, policymakers, and other stakeholders to reduce barriers to dental care

**Vision Statement:** Greater Richmond and Petersburg area community members understand the importance of oral health as a part of overall health, and ultimately experience lives free from pain and disease; an increase in self-confidence; and the ability to function fully at work, school, and home.

**Objectives:**

- Learn together and share information
- Partner development
- Advance public awareness and community engagement

### WORKGROUPS

#### Grassroots Advocacy

**When:** Monthly meetings/calls

**Goals:**

- Develop an infographic that focuses on how oral health is linked to the rest of the body and other diseases, and what can be done on multiple levels (links to find care, policy/advocacy/how-to-get-involved, community level factors), that will be in English and Spanish to serve constituents and featured in the grassroots advocacy toolkit.
- Develop dissemination plan that includes multi-level points in Petersburg and Richmond (providers, faith-based, schools, patient navigators, social services, VDH, center on aging, civic organizations, rotary clubs, nail salons, hair salons, barbershops, convenience stores)

#### Pregnant Women

**When:** Monthly meetings/ calls

**Goal:**

- To increase the utilization of dental care among pregnant women in Richmond-Petersburg area by 10%.

#### Safety Net

**When:** Monthly meetings/ calls

**Goal:**

- Develop a plan to assess and inform research on barriers and facilitators to safety net dental care utilization.

#### School Age

**When:** Monthly meetings/ calls

**Goal:**

- Increase the rate of parental consent forms returned for school-based dental services (2 in Richmond, 2 in Petersburg) by 10% over this school year (2017-2018).

### VaOHC Backbone Support of Alliance and Workgroups

- Roles = convener, facilitator, topical expert
- Coordinate meeting planning and logistics for alliance and workgroups
- Provide resources and tools to support alliances and workgroups
- Link alliance and workgroups to state partners

## Grassroots Advocacy Workgroup Work Plan 2018-2019

<b>Members</b>	Alisa Brewer, Tegwyn Brickhouse, Theresa Caldwell, Tiffany Cox, Juanita Epps, Aracely Harris, Valerie Liggins, David Minoza, Maghboeba Mosavel, Kimberly Richbourg, Patricia Walker, Michelle White, Freda Williams
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<b>Goal</b>	Increase public awareness and build community capacity to address oral health issues and social determinants of health in the greater Richmond and Petersburg region.
<b>Immediate Outcomes</b>	Public awareness at the grassroots level.
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Assist VAOHC with Community Outreach and Community Partnership efforts</li> <li>• Build capacity and advocacy at the grassroots level</li> <li>• Adapt existing communication tools to assist with grassroots advocacy</li> <li>• Provide coalition with guidance on expanding grassroots advocacy efforts</li> </ul>

Action Steps	Status	Completion Date	Who's Responsible
1. Develop infographic – <ul style="list-style-type: none"> <li>• Use 'reframing oral health video'</li> <li>• Utilize aspects that affect us</li> </ul>	Not started – this action step was put on hold	Will be a step by step process with desire to complete by May 21.	Freda

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<p>2. Social media – twitter, linked in</p> <ul style="list-style-type: none"> <li>• Action – Dorian does social media – send to Sarah and she will post.</li> <li>• Send Maghboeba.mosavel@vcuhealth.org</li> <li>• Research what we would put out.</li> <li>• Advertise information about existing oral health resources and events focusing on those underserved and uninsured</li> </ul>	Complete	As needed; during the advocacy training more targeted messaging	Tiffany  VAOHC; community partner organization
<p>3. Become familiar with message and tools available on the oral health infographics website.</p> <ul style="list-style-type: none"> <li>• OH2020 Network website /frameworks institute</li> </ul>	Complete	April meeting	As a team <ul style="list-style-type: none"> <li>• <a href="#">DentaQuest Oral Health Infographics</a></li> <li>• <a href="#">Oral Health Data and Evidence-Based Research</a></li> </ul>
<p>4. Ideas to change what is at hand such as image, change image to connect overall health and how to use the image to bring connectivity to our body and overall health.</p> <ul style="list-style-type: none"> <li>• Keep simple and not complicated with wording.</li> <li>• Decide what the audience is for infographic, community, general population, children, professional, parents, community.</li> </ul>	Incomplete	April Meeting	As a team
<p>5. Provide support to the VaOHC in the implementation of grassroots advocacy training for community partner.</p> <ul style="list-style-type: none"> <li>• Identify organizations; advocacy groups to be invited</li> <li>• Coordinate home office visits with state legislators to promote a comprehensive adult dental benefit in Medicaid</li> </ul>	In progress	August 2018	As a team (but have each person identify who they will recruit to participate in the advocacy training)

## Pregnant Women Workgroup Work Plan 2018-2019

### Members

Brenda Ayala, Marcia Cowart, Jernice Giles, Dr. Shillpa Naavaal, JoAnn Wells, Richard M Zucker

<b>Goal</b>	To increase dental visits among pregnant women in Richmond- Petersburg area by 10%. Data comparison will be 7/1/16—6/30/2017 and 7/1/2018.
<b>Immediate Outcomes</b>	<ol style="list-style-type: none"> <li>1. Increase in number of claims of dental services among pregnant women</li> <li>2. Increase in referral of pregnant women to dentist from OB-GYN and other primary care providers</li> <li>3. Increase in awareness of Medicaid dental care benefit among women enrolled in Medicaid</li> </ol>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Collect primary data to estimate awareness and utilization of dental care among pregnant women.</li> <li>• Gather secondary data from DMAS to understand utilization of dental services among pregnant women in Richmond-Petersburg area. <ul style="list-style-type: none"> <li>○ Some of this data is already accessible via an agreement between VCU (Shillpa) and DMAS. The geographic boundaries of the data need to be clarified, however.</li> </ul> </li> <li>• Collaborate with Community Action Network to identify potential partners and champions in the Petersburg area.</li> <li>• Work with VDSS to include oral health resources for children and pregnant women in their early childcare provider education and training.</li> <li>• Provide outreach, messaging and education to pregnant women as well as to the OB-GYN and primary care providers</li> </ul>

## Pregnant Women Workgroup Work Plan 2018-2019

Action Steps	Status	Completion Date	Who's Responsible
1. Complete survey data collection and analyze primary data	Complete	December 2018	Dr. Naavaal
2. Request information from DMAS using FOIA or utilize VCU's data agreement to access necessary data	Complete	May 2018	Dr. Naavaal, Lauren, JoAnn
3. Engage with Petersburg Community Action Network (CAN) and Crater Health District	In progress	May 2018	Richard, Marcia, Brenda
4. Gather resources from PIOHQIE, VDSS and EDH group	Incomplete	April 2018	Stephanie (left her position) and Joann
5. Conduct outreach to pregnant women and to providers	Not started	June 2018	Richard, Marcia, Brenda

## Safety Net Workgroup Work Plan 2018-2019

### Members

Tonya Adiches, Julie Bilodeau, Lisette Johnson, Deanna Krautner, Sheena Mackenzie, Victoria Mansfield, Robert Noriega, Sarah Raskin, Kerri Reed, Ally Singer Wright, Cindy Watts, Paige Wesley

<b>Goal</b>	Develop a plan to assess and inform research on barriers and facilitators to safety net dental care utilization.
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Research tool (survey and/or patient interview questionnaire) to elicit information about barriers to care, facilitators to care, and capacity of dental safety net clinics to meet needs of the region’s uninsured and underinsured population.</li> <li>• Results disseminated to broader community and stakeholders who can affect barriers to care in different sectors (such as transportation, childcare, etc.)</li> <li>• Stronger collaboration and coordination amongst safety net clinic partners and community-based organizations who offer wraparound services to the uninsured/underinsured individuals.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Provide forum for information sharing between safety net partners and community-based organizations who offer wraparound services to the uninsured/underinsured individuals.</li> <li>• Develop a research tool (survey) of safety net clinics to complement or add to other research efforts led by the Community Partners in Oral Health workgroup and by Richmond City Health District, Henrico Health District, and Capital Regional Collaborative.</li> <li>• Implement survey and analyze results.</li> <li>• Disseminate results and develop action plan to address needs/gaps.</li> </ul>

## Safety Net Workgroup Work Plan 2018-2019

Action Steps	Status	Completion Date	Who's Responsible
<ul style="list-style-type: none"> <li>• Create survey template</li> </ul>	Complete	March 2018	Sarah Raskin, Victoria Mansfield, Workgroup members
<ul style="list-style-type: none"> <li>• Coordinate survey with members of CPOH and RCHD/HHD/CRC workgroups</li> </ul>	In progress	Timeline TBD by CPOH and RCHD/HHD/CRC groups	Sarah Raskin, Lauren Gray, Matt Jones
<ul style="list-style-type: none"> <li>• Implement survey</li> </ul>	In progress (CPOH); Not started (RCHD/HHD/CRC)	September 2018	Alliance workgroup members in collaboration with CPOH and RCHD/HHD/CRC workgroups
<ul style="list-style-type: none"> <li>• Analyze and disseminate results</li> </ul>	Not started	January 2018	Alliance workgroup members in collaboration with CPOH and RCHD/HHD/CRC workgroups
<ul style="list-style-type: none"> <li>• Develop action plan to address gaps and needs</li> </ul>	Not started	March 2019	Alliance workgroup members in collaboration with CPOH and RCHD/HHD/CRC workgroups

## School Age Oral Health Workgroup Work Plan 2018-2019

### Members

Ronke Akinkugbe, Luis Arroyo, JohnJason Cecil, Leslie Crocker, Samantha Dockery, Jennifer Grossnickle, Teresa Isom, Sharon Logue, April Shuck, Mary Tognarelli, Eric Tolkin, Dearsley Vernon

<b>Goal</b>	Increase participation among school children being serviced by an in-school dental program measured by a 10% increase in the percentage of children who return signed consent forms.
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Increase in the number of children receiving dental care versus previous school year in the pilot schools.</li> <li>• Summary of recommendations or lessons learned based on actions that worked well in schools to increase return of consent forms.</li> <li>• Pilot school staff are engaged and supported to sustain improvements achieved through the program.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Identify 4 pilot schools for fall 2018</li> <li>• Meet with school administrators and relevant staff to coordinate initiatives designed to maximize student participation.</li> <li>• Execute initiatives designed to maximize student participation.</li> <li>• Evaluate best practices of the pilot - what worked and what did not.</li> </ul>

## School Age Oral Health Workgroup Work Plan 2018-2019

Action Steps	Status	Completion Date	Who's Responsible
1. Identify 4 pilot schools, 2 from schools using VDH and 2 from schools using Smile Virginia.	Complete	February 2018	Sharon Logue – VDH Eric Tolkin – Smile Virginia
2. Meet with 4 pilot schools to discuss their selection, request acceptance to participate and review requested action steps	In progress – mtgs held with RVA (Angela Jones, Director of Student Services) and Chesterfield school districts. Petersburg could not find time to meet. VaOHC also held mtg with the Petersburg City & Schools Partnership rep on 8/10/18.	May 2018	The workgroup would like to engage the assistance of the coalition in organizing a meeting with the selected schools.  <b>VDH</b> – Richmond – John B. Cary Petersburg – Walnut Hill  <b>Smile Virginia</b> – Richmond – Bellevue Petersburg – JEB Stuart  <b>VaOHC</b> – Petersburg City & Schools Partnership
3. Work with pilot schools to promote parent awareness that students can receive dental care at school. Initiative discussed include: <ul style="list-style-type: none"> <li>• Putting permission forms in Back-to-School packets</li> <li>• Making robo-calls to parents.</li> <li>• Sending parents text messages and/or emails. (For Smile Virginia, including link to online portal.)</li> </ul>	Not started	Dec 2018	<b>VDH</b> – Richmond – John B. Cary Petersburg – Walnut Hill  <b>Smile Virginia</b> – Richmond – Bellevue Petersburg – JEB Stuart  <b>Support staff at schools:</b> School nurses, admins, CiS Petersburg and Richmond, teachers, intervention specialists?  <b>School Age Workgroup:</b> Provide advice/feedback?

## School Age Oral Health Workgroup Work Plan 2018-2019

<ul style="list-style-type: none"> <li>Pilot testing some best practices that have worked elsewhere. For instance, providing stickers/wrist bands to kids to serve as a reminder for parents</li> </ul>			<p>Opportunity for funding is available through a small grant mechanism at VCU, school of dentistry</p>
<p>4. Engage in ongoing evaluation effectiveness of strategies, identify corrections needed for strategies that don't work.</p>	<p>Not started</p>	<p>Dec 2018</p>	<p>School Age Workgroup, VaOHC</p>
<p>5. Compile brief summary of effective strategies that can be disseminated throughout our network.</p>	<p>Not started</p>	<p>Dec 2018</p>	<p>School Age Workgroup, VaOHC</p>