

Oral Health Plan for South Dakota 2015- 2020



**South Dakota Oral Health Coalition
Spring 2015**

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A Note from the Planning Committee

We want to thank the South Dakota Oral Health Coalition for taking an active role on the issues surrounding oral health. Through the efforts of many, we have developed a robust set of goals and objectives to move oral health forward in South Dakota. We are grateful for the organizations, employers, and volunteers who have dedicated precious resources to enhance oral health care and wellness for all South Dakota residents.

The Planning Committee has successfully vetted this strategic plan through the Coalition. We encourage the continued support of the champions and our industry to help us improve oral health in South Dakota.

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Mendy Herke, Inter-Lakes Community Action Partnership - Head Start/Early Head Start

Paul Knecht, South Dakota Dental Association

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Introduction

Oral health is a critical component of overall health and well-being for South Dakota citizens. This document extends the efforts of the Oral Health Coalition, a broad consortium of health, medical, dental, social, education, and policy leaders formed to focus on promotion of oral health awareness and service access. It is the third such effort of the Coalition to focus attention and resource commitment as oral health education, prevention, and access continually challenges the citizens of the state.

The South Dakota Oral Health Coalition was formed in 2002 when a group of interested leaders met to explore the oral health needs for South Dakota. The Coalition is a volunteer effort and is managed by volunteer leaders within the Coalition ranks. With representation from government, nonprofit, public, private sector, and association sectors, the Coalition seeks to promote oral health as part of ongoing efforts from across all sectors of membership. The Coalition has active support of the South Dakota Department of Health, South Dakota Department of Social Services, Delta Dental of South Dakota, South Dakota Dental Association, South Dakota Dental Hygienists Association, and the South Dakota Head Start to facilitate efforts, collect data, report progress, and assist with ongoing leadership of Coalition efforts.

To move forward with design, writing, and adoption of a new Oral Health Plan for South Dakota, the South Dakota Oral Health Coalition empowered the Steering Committee to lead efforts and plan the process. The steering committee identified five volunteer leaders to focus the design and timeline for planning and writing of the new Oral Health Plan. This five member planning team identified a five step process for completion of the new plan. They also received funding support from Delta Dental of South Dakota and the Department of Health to seek consultative support to complete the five-step process. The steps included:

1. **Assessment of Outcomes** – The Planning Committee and larger Steering Committee met to identify key outcomes and accomplishments of the previous Oral Health Plan. This effort set the stage for development of key strategic priority areas for the new plan.
2. **Setting the Stage** – For consultation support, the Planning Committee contracted with Sumption & Wyland, a strategic planning consulting firm located in South Dakota. The consultant and the Planning Committee met over the course of four months to identify key strategic priorities, objectives and strategies for consideration by the larger Steering Committee.
3. **Steering Committee Readiness** – The Steering Committee met in a day-long facilitated retreat to refine the work of the Planning Committee and set the stage for a full Coalition Planning event.
4. **Statewide Coalition Planning Effort** – A day-long retreat was held in Chamberlain, South Dakota on October 30, 2014. Seventy-plus members came together to refine the plan and make final recommendations for the design and content of the Oral Health Plan for South Dakota.
5. **Adoption** – The Steering Committee met a final time to refine and present the plan to the full Coalition. After the receipt of comments, a final draft of the plan was packaged for use by Coalition members to focus efforts for the coming five years.

The Oral Health Plan provides three critical tools for the State of South Dakota. First, it acts to focus efforts toward meaningful growth and development of education, prevention, access, and best practices. Through identification of meaningful measurable goals, oral health can be moved forward in the state. The second benefit of the plan is to act as a tool to coalesce a widely diverse sector toward focused work in the area of oral health. And, third, this effort acts to set the bar to measure the state's progress in moving toward better oral health care and wellness in the state.

This document is organized into sections to focus on the four key goal areas identified by the Coalition. The Plan serves as a roadmap; an adaptable, working guide for those oral health advocates who have a role in improving oral health, dental and non-dental health professionals, elected officials and policy makers, community agencies, and community advocates. Inherent in the implementation of this strategy is the need for coordination and collaboration as well as adequate funding to ensure the initiatives are delivered as they have been conceived.

The Coalition supports the Plan and its principles as a framework for achieving improvements in oral health in South Dakota. The Plan is intended to be a living document, and will be revised, adapted, and updated as the resources and needs of South Dakota evolve.

2020 State Oral Health Plan

Mission

Prevent oral disease and improve access to promote oral health as a vital part of whole body wellness.

Vision

Our vision is that oral health will be understood as a critical component of overall health and well-being throughout the life span. We envision a South Dakota where:

- Citizens have a deep understanding and sense of responsibility for their own oral health care;
- All citizens are free from oral disease and enjoy optimal oral health;
- Every professional within healthcare, education, social service, and safety-net services systems of the state possess understanding of the importance of oral health and its relationship to overall health and well-being;
- Prevention and health promotion efforts for oral health care are embraced as a critical component of health and well-being;
- Oral health care is delivered with a commitment to prevention; and
- Oral care is accessible and delivered in the most efficient and affordable way possible.

Guiding Principles

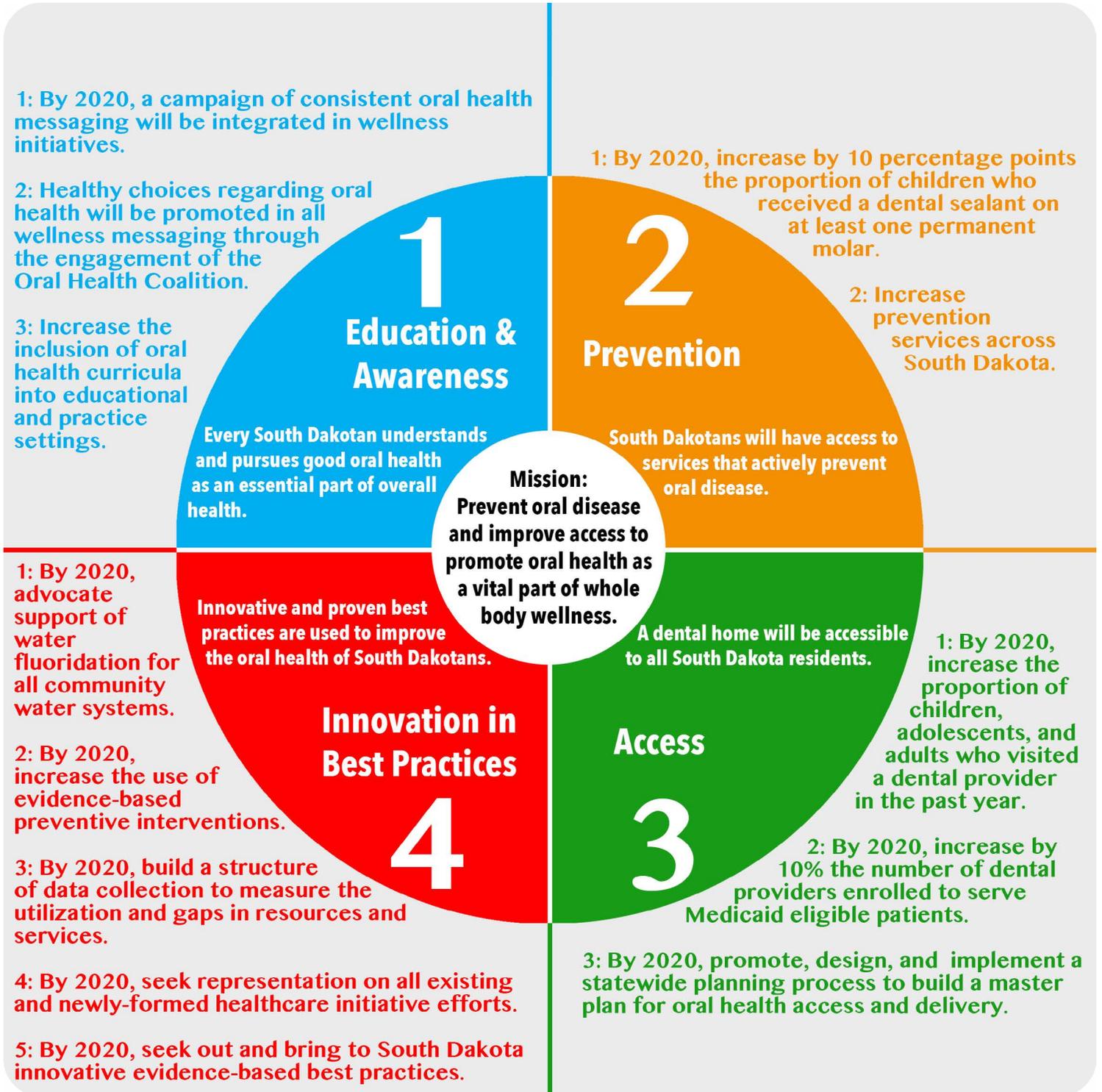
The South Dakota Oral Health Plan goals, objectives, and strategies have been built by South Dakota professionals, leaders, and volunteer advocates committed to meeting the challenges of assuring a healthy South Dakota. The guiding principles of this group include a commitment to:

- Taking on the role of a vocal advocate for oral health as part of ongoing work and efforts in our sphere of work.
- Including oral health education, prevention, access, and best practices messaging as we work to encourage health and well-being for those we serve.
- Supporting and speaking on behalf of initiatives, policies, and actions that move oral health education, prevention, access, and best practices forward for the people of South Dakota.
- Promoting evidence-based and culturally appropriate activities related to oral health promotion and treatment.
- Engaging families and individuals in making healthy decisions that result in sustaining their own good oral health.
- Providing data, information, guidance, and advocacy in moving the goals of the South Dakota Oral Health Plan forward.
- Engaging community groups, policy leaders, professionals, public sector, and private sectors to share the responsibility for the oral health needs of all South Dakota citizens.

South Dakota Oral Health Plan Summary

The Oral Health Plan has been designed to promote the overall health and well-being for South Dakotans.

Below is a summary of the full Oral Health Plan - the mission, goals, and objectives.



Strategic Goal 1

Education and Awareness

Every South Dakotan Understands and Pursues Good Oral Health as an Essential Part of Overall Health.

Objective One: By 2020, a campaign of consistent oral health messaging will be integrated in wellness initiatives.

Strategies:

1. Coalition partners commit to deliver culturally appropriate oral health education.
2. Create messaging that includes full utilization of social media to reach more residents.
3. Increase efforts to integrate oral health into overall health.
4. Increase the percentage of pregnant women receiving information about optimal oral health.
5. Increase age one dental visits.
6. Grow, sustain and engage a diverse statewide Oral Health Coalition.
7. Develop and provide coordinated oral health awareness and education messaging to Oral Health Coalition members and encourage the use of these materials/tools in general awareness and education activities.
8. Provide oral health messaging to legislative and other policy makers annually.
9. Conduct third grade basic screen survey and monitor trend data. (BSS – 2014 baseline 57% - Department of Health)

Objective Two: Healthy choices regarding oral health will be promoted in all wellness messaging through the engagement of the Oral Health Coalition.

Strategies:

1. Decrease the consumption of sweetened beverages. (Baseline 24% YRBS 2013)
2. Decrease tobacco use through the utilization of the South Dakota QuitLine.
3. Increase of the number of people with diabetes receiving oral health services. (BRFSS – 2013 Baseline 59%)

Objective Three: Increase the inclusion of oral health curricula into educational and practice settings.

Strategies:

1. Promote the inclusion of oral health education into medical, health sciences, and human services professional curricula.
2. Promote the inclusion of oral health education into early childhood, primary, and secondary educational program settings.
3. Promote the inclusion of oral health education to practicing healthcare providers.
4. Provide oral training to agencies and facilities who serve the elderly and people with disabilities. (Caring for Smiles and Smiles for Life)
5. Include oral health education and messaging in Virtual Nursing programs.

Strategic Goal 2

Prevention

South Dakotans will have Access to Services that Actively Prevent Oral Disease.

Objective One: By 2020, increase by 10 percentage points the proportion of children who received a dental sealant on at least one permanent molar. (CMS goal)

Strategies:

1. Increase by 10 percentage points the proportion of children ages 6 to 9 enrolled for at least 90 continuous days in Medicaid or CHIP who received a dental sealant on a permanent molar tooth within 5 years of phase-in. (CMS goal)
2. Increase the number of children served by the University of South Dakota dental prevention program by 10 percent annually.
3. Increase the percent of hygienists working under collaborative supervision to 10 percent.

Objective Two: Increase prevention services across South Dakota.

Strategies:

1. Increase the number of medical providers who bill Medicaid for fluoride varnish application.
2. Increase the number of nursing homes with on-site oral health prevention services.
3. Encourage the development of school based oral health clinics that include comprehensive prevention services.

Strategic Goal 3

Access

A Dental Home will be Accessible to All South Dakota Residents.

Objective One: By 2020, increase the proportion of children, adolescents, and adults who visited a dental provider in the past year. (LHI) (HP 2020 OH-7)

Strategies:

1. Increase by 10 percentage points the percentage of children ages 6-9 enrolled in Medicaid for at least 90 continuous days that received a sealant on a permanent molar. (CMS goal)
2. Use marketing messaging to promote the engagement of all dental and medical professions to include oral health as part of overall health promotion.
3. Engage core stakeholders, including tribes, IHS dental clinics, or not-for-profit organizations, to provide access on the reservations.
4. Increase the use of collaborative agreements to provide services to children in alternative settings.
5. Identify gaps for the uninsured and engage coalition partners to pilot two innovative access projects in dental HPSAs.
6. Decrease the number of emergency room visits due to preventable oral health conditions.
7. Acquire the ability for a Dental Hygienist practicing under collaborative supervision to bill for Medicaid.
8. Provide two ABCD Pediatric trainings for dentists and healthcare professionals.
9. Investigate approaches to remove transportation as a barrier to access.
10. Provide training for dental professionals to optimize dental treatment for developmentally disabled patients done in a dental office setting.
11. Encourage the development of school based oral health clinics that include comprehensive prevention services.

Objective Two: By 2020, increase by 10 percent the number of dental providers enrolled to serve Medicaid eligible patients.

Strategies:

1. Assure adequate numbers and utilization of dental professional's capacity.
2. Maintain the number of counties that have an enrolled dentist serving Medicaid program beneficiaries at 50 counties.
3. Promote and communicate strategies that increase successful delivery of dental services to Medicaid populations.

Objective Three: By 2020, promote, design, and implement a statewide planning process to build a master plan for oral health access and delivery.

Strategies:

1. Seek support of the South Dakota Governor's Office to promote a taskforce on oral health access in South Dakota.
2. Promote a commitment to statewide policy leadership that seeks to place oral health access on par with other health and wellness initiatives in the state.

Strategic Goal 4

Innovation in Best Practices

Innovative and Proven Best Practices Are Used to Improve the Oral Health of South Dakotans.

Objective One: By 2020, advocate support of water fluoridation for all community water systems.

Strategies:

1. Develop talking points available for dissemination to all Coalition partners by November 2015.
2. Coalition members will respond to anti-fluoridation activity by engaging with other partners.

Objective Two: By 2020, increase the use of evidence-based preventive interventions.

Strategies:

1. Increase by 12 (from 38 to 50) the number of non-dental healthcare professionals who bill Medicaid for fluoride varnish applications.
2. Advocate for optimal use of allied dental staff.
3. Promote the use of oral health risk assessment tools by all healthcare professionals.

Objective Three: By 2020, build a structure of data collection to measure the utilization and gaps in resources and services.

Strategies:

1. To help identify underserved populations, utilize the Head Start Program Information Report (PIR) through the SD State Head Start Collaboration Office.
2. Ensure that all services provided through Medicaid and Indian Health Services are reported and captured.
3. Encourage hospitals to share oral health needs identified in community health needs assessments.
4. Coalition members will partner with Indian Health Service and Tribal Governments across the state to collect and provide oral health surveillance data.

Objective Four: By 2020, seek representation on all existing and newly-formed healthcare initiative efforts.

Strategies:

1. Actively encourage Coalition members to take part and include oral health information in planning efforts.
2. Encourage Coalition members to report new initiatives development and actively report to the full Coalition on their efforts.

Objective Five: By 2020, seek out and bring to South Dakota innovative evidence-based best practices.

Strategies:

1. Explore teledentistry in expanding access to care.
2. Encourage oral health coalition members to actively take part in multi-state and interstate collaborations and planning efforts.