Florida Oral Health Alliance Virtual Meeting Notes
Friday, Feb. 9, 2018
10 AM – 12 PM

Florida Oral Health Alliance Result: All Florida children, youth and families have good oral health and well-being, especially those that are vulnerable.

Meeting Results:
By the end of the meeting participants will have:
- Discussed emerging issues in oral health with a focus on dentistry and the opioid epidemic
- A shared understanding of barriers and supports for immigrant communities facing fear of deportation and ending of Temporary Protection Status (TPS)
- Learned about new innovative tools and multimedia resources to support oral health communications and messaging strategies

Meeting Agenda

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<td>10:00-10:10 a.m.</td>
<td>Welcome/Introductions</td>
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<td>10:10 – 11:25 a.m.</td>
<td>Emerging Issues in Oral Health Discussion</td>
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<td>• Dentistry and the opioid epidemic</td>
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<td>• Deportation fear and ending of TPS—impacts on oral health care access/utilization among immigrant communities</td>
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<td>11:25-11:45 a.m.</td>
<td>New Resources to Support Oral Health Communications/Messaging</td>
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<td>• FrameWorks Institute-Reframing Oral Health Toolkit</td>
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<td>11:45 a.m.-12:00 p.m.</td>
<td>Closing and Review of Upcoming Meetings/Learning Opportunities</td>
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<td>• Next FOHA Virtual Meeting: April 27, 10am-12pm</td>
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<td>• FOHA Oral Health Hot-spotting Subcommittee Call: March 6, 3:30-4pm</td>
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<td>• ADA Webinar-Improving Opioid Prescribing: The CDC Guideline for Prescribing Opioids for Chronic Pain, and Considerations for Dentistry: Feb. 14, 11-12pm EST</td>
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<td>• ODH Webinar: Technology And The Opioid Crisis: A Prescription For Breakthrough: Feb. 14, 3-4pm</td>
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<td>• Oral Health Consumer Advisory Council Call: Feb. 23, 10-11am</td>
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Emerging Issues in Oral Health Discussion

1. Dentistry and the Opioid Epidemic—Dr. Doug Manning, DentaQuest
Scope and scale of the problem:
- 1 in 4 patients taking prescription opioids become addicted
- 2 million Americans abuse or are addicted to prescription opioids in 2014
- About 80% of those who use heroine for the first time, misused prescription opioids
- Counties with more dental ED visits have more opioid deaths and more fentanyl-related deaths

What can dentistry do? What are dentists’ role?
- Dentists are the #1 prescriber of opioids for the 10-19 age group (primarily used for wisdom teeth, orthodontics, and tooth extractions)
- Often the first time people are experiencing opioids is from third molar extractions
- When a third molar extraction happens, 82% go home with an opioid prescription
- Dental pain occurs because of inflammation (opioids should not be the drug of choice)
- Generally pain lasts only 2-4 days, but we’re seeing prescriptions for a month of opioids
What can be done?

1. Look at prescribing patterns (limit quantity; no refills)
2. Must educate providers (major dental orgs are getting the message out—CDC, ADA, FDA, DentaQuest is putting out a tip sheet)
3. Educate the public—let them know that the best choice for dental pain is an anti-inflammatory not opioids
4. Look at ED use and repeat offenders—patients can get a prescription from a hospital even if they can’t pay. May be a reason why we’re seeing increased ER use.

What is being done in Florida?

- The State is putting forth legislation about prescription use and using drug monitoring services in order to prescribe opioids.
- Florida Boards of Dentistry, Nursing and Medicine had a meeting to bring the communities and representatives of interest together to discuss what could be done in Florida.
- American Dental Education Association in partnership with SAMHSA met about 6 months ago to bring together faculty members from each school to see what could be done in the dental education community.
- As a next step, SAMHSA will be working with physicians and dentists in community health centers in the Southeastern region to educate them around this issue.

2. **Deportation fear and ending of TPS: impacts on oral health care access/utilization among immigrant communities**—Vilma Perez and Arleen Saraceno, Prestige Health Choice

Barriers to access:

- Difficulty reaching Haitian community to connect them to dental services as a result of fear/misperceptions around ending of TPS
- This same issue has been seen across broader immigrant community where children are U.S. citizens. In Polk County, families are avoiding services out of fear. Dental services are provided by FDOH, but Sheriff’s office has been aggressive in targeting illegal immigrants.
- Ongoing news media is invoking fear (recent story: 17 county sheriff’s offices that are implementing more aggressive measures to target illegal immigrants)
- General oral health messaging doesn’t trickle down to specific cultural groups

Support systems/programs to improve access:

- Working with Haitian community leaders in Miami to help establish trust and transmit the message that although the TPS is ending, their Medicaid insurance is still active and they still have the ability to receive services
- Must go beyond communication to members through health plans—work with community leaders, faith-based organizations and advocacy groups to establish trust and gain buy-in
- Investigating perceptions around access to dental care and how different cultural barriers impact access
- OHF/DentaQuest is developing a program to reach the African American and faith-based community with oral health messaging
- Polk County piloted successful events in partnership with FDOH school sealant staff to hold clinic days at community sites viewed as safe (at a community organization and church), offering preventative oral health services
New Resources to Support Oral Health Communications/Messaging

1. **FrameWorks Institute: Reframing Oral Health Toolkit—Carrie Hepburn, Tampa Bay Healthcare Collaborative**

   - Frameworks aims to help non-profit organizations and agencies more effectively convey messages to consumers. Recommendations are developed using a scientific model of conducting research with consumers, testing messages and disseminating the research.
   - Last May, FrameWorks released the Message Memo, a final report that described key takeaways to understand how the public perceives oral health and how that differs from what public health professionals believe they should be conveying. This served as the foundation for the new toolkit.

   - **Oral Health Toolkit: web-based platform** that includes:
     - Strategic framing recommendations
     - Communications tools (sample tweets, FB posts, letter to the editors and elected officials)
     - Deeper research to give background on the framing recommendations

   - **Key takeaways from the research:**
     - There is a significant gap between what we as oral health professionals believe and what the general public believes
     - Public sees oral health simply as not having cavities
     - Public only sees access to oral health being provided at the dentist’s office
     - Public believes that oral health issues and disparities is the result of individual behavior; they don’t see the larger systems and barriers that contribute to the challenges
     - Public believes that oral health disparities are a result of not having a cultural understanding of the importance of brushing, flossing and going to the dentist, rather than the larger social justice framework that is a major contributing factor
     - Public views the consequences of oral health problems as an immediate issue for individuals (impacts self-esteem), but do not recognize the additional medical issues and economic impacts (employment)
     - Public thinks that to improve oral health the answer is brushing, flossing, and going to the dentist.

   - **Oral health messaging should focus on the larger system that is necessary to eradicate the problems, it’s much more than an individual issue.**
     - Avoid frames that narrow the scope of the issue to teeth
     - Avoid unframed data about disparities
     - Avoid leaving “prevention” as undefined, undescribed or individualized
     - Avoid zooming in on individual stories or cases
     - Avoid leaving solutions to the public’s imagination

   - OHF is planning to test the messaging recommendations with minority communities to see how these may need to be tailored for diverse audiences.

   - Please share your feedback on the FrameWorks toolkit and what additional support you would like to see to help utilize these resources by [taking a short survey](#).