Florida Oral Health Alliance

Meeting
Friday, Feb. 9, 2018

Twitter: @FL_OH_Alliance
#OH2020FL
Result:
All Florida children, youth and families have good oral health and well-being, especially those that are vulnerable.
Headline Indicator #1: Percentage of Medicaid-eligible Children Ages 0 - 20 Receiving any Dental Services

Source: Florida Form CMS-416 line 12a data retrieved in July 2017 from the Florida Institute for Health Innovation.
Headline Indicator #2: Percentage of Medicaid-eligible Children Ages 1 - 20 Receiving Preventive Dental Services

Source: Florida Form CMS-416 line 12b minus <1 data retrieved in July 2017 from the Florida Institute for Health Innovation.
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
Emerging Issues in Oral Health

Dentistry and the Opioid Epidemic

Douglas T. Manning DMD, JD, MPH, Regional Executive Director | DentaQuest | Florida
Emerging Issues in Oral Health

A message from the ADA president
Preventing opioid abuse from the dental chair
January 22, 2018

Dentists: On the front line of the opioid epidemic
Faculty in the School of Dentistry are rethinking the way dentists treat pain - one less opioid at a time.

By ERIN MCHENRY | Photos BRIAN CARNELL | Graphics KELLY MCCRIMMON

Hooked: How Opioid Abuse Starts at the Dentist for Many Americans
TUE, JUN 21
Opioid addiction can begin with a dental procedure that’s become a rite of passage, leading many to question how dentists prescribe painkillers.

Adolescents exposed to opioids have a 33% higher risk of abusing them later in life

TREATMENTS
Dentists Work To Ease Patients’ Pain With Fewer Opioids
February 26, 2017 - 5:37 AM ET
Heard on Weekend Edition Sunday
Emerging Issues in Oral Health

Deportation Fear and Ending of Temporary Protection Status (TPS) among Immigrant Communities

- Vilma Perez BHSA, Quality Performance Specialist (HEDIS) | Prestige Health Choice
Emerging Issues in Oral Health

Deportation fears have legal immigrants avoiding health care

End of TPS program means thousands of Haitians, mainly in Florida, facing deportation

Politics

Immigration Crackdown Raises Fears of Seeking Health Care

Enforcement under the Trump administration sends the sick into the shadows
Reframing Oral Health

A Communications Toolkit for Advancing Oral Health Reform (FrameWorks Institute)

Carrie Hepburn, Executive Director, Tampa Bay Healthcare Collaborative
Reframing Oral Health Toolkit

- The FrameWorks Institute releases new multimedia resources to support oral health communications and messaging that include:
  - Strategic framing recommendations that research shows will improve public understanding
  - Communications tools that show how to apply these recommendations to your messaging campaign
  - Deeper research that illustrates why strategic framing is key for effective communications

VISIT: http://frameworksinstitute.org/toolkits/dentaquest/
Gap Between Expert & Public Thinking

- **Functional System**
  - What is oral health?
  - No Cavities

- **Multiple Sites**
  - Where should Americans access oral health care?
  - Dentist’s Office

- **Environments**
  - What threatens oral health?
  - Individuals

- **Structured Inequalities**
  - What explains oral health disparities?
  - Cultural Deficits

- **Economic Stagnation**
  - What are the consequences of oral health problems?
  - Toothache and Low Self Esteem

- **Eradicate Problems Through Public Health Initiatives**
  - What can be done?
  - Brush, Floss, Go to the Dentist
## Strategic Framing Recommendations

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<thead>
<tr>
<th>AVOID</th>
<th>ADVANCE</th>
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<tr>
<td>Avoid framing that narrows the scope of the issue to the teeth.</td>
<td>Advance images, examples, and explanations that connect oral health to overall health.</td>
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<td>Avoid unframed data about disparities.</td>
<td>Advance the value of Targeted Justice as an orientation to a fuller story about promoting equitable access to quality care.</td>
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<td>Avoid leaving “prevention” undefined, undescribed, or individualized.</td>
<td>Use Responsible Management to make an economic case for widespread prevention strategies.</td>
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<td>Avoid “zooming in” on individual cases to illustrate systemic problems.</td>
<td>Advance understanding of systemic influences on oral health by comparing barriers to “locked doors” and solutions that promote greater access to “keys.”</td>
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<td>Avoid leaving solutions to the public’s imagination.</td>
<td>Advance the idea that oral health involves a team of professionals who work across the community.</td>
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Reframing Oral Health Toolkit

Reframing Oral Health
A Communications Toolkit for Advancing Oral Health Reform

PLAY INTRO VIDEO
# Upcoming Meetings and Learning Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td><strong>Next Florida Oral Health Alliance (FOHA) Virtual Meeting:</strong></td>
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<td>April 27, 10am-12pm</td>
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<td><strong>Oral Health 2020 Webinar-Coalition Boost:</strong></td>
<td>Feb. 13, 2-3pm</td>
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<td>Oral Health Advocates Strengthening Ground Efforts</td>
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<td><strong>ADA Webinar-Improving Opioid Prescribing:</strong></td>
<td>Feb. 14, 11-12pm EST</td>
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<td>The CDC Guideline for Prescribing Opioids for Chronic Pain, and Considerations for Dentistry</td>
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<td><strong>ODH Webinar-Technology And The Opioid Crisis:</strong></td>
<td>Feb. 14, 3-4pm</td>
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<td>A Prescription For Breakthrough</td>
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<td><strong>FOHA Oral Health Consumer Advisory Council Call</strong></td>
<td>Feb. 23, 10-11am</td>
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<tr>
<td><strong>FOHA Oral Health Hot-spotting Subcommittee Call</strong></td>
<td>March 6, 3:30-4pm</td>
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