

## RESOLUTION

Recognizing the importance of oral health as a part of overall health and supporting efforts to improve the oral health of all in New York State.

WHEREAS, oral health is a critical component of overall health affecting speech, nutrition, growth and function, social development, employability and productivity, and quality of life; and

WHEREAS, the NYS Prevention Agenda 2013-17: New York State's Health Improvement Plan, identifies dental caries, or tooth decay, as the most common chronic disease among children; and

WHEREAS, Goal #5 under Child Health in the State's Health Improvement Plan proposes to reduce prevalence of dental caries among NYS children by 10% by year 2017 by achieving specific objectives that promote awareness and access to care for children; and

WHEREAS, untreated dental disease is linked to adverse health outcomes associated with diabetes, stroke, heart disease, bacterial pneumonia, preterm and low birth weight deliveries, and in some instances, death; and

WHEREAS, nationally, employed adults lose more than 164 million hours of work each year and students miss more than 51 million hours of school and due to dental disease or dental visits; and

WHEREAS, approximately 3.4 million New York children will experience tooth decay by high school graduation; and

WHEREAS, access to dental care is associated with higher utilization of preventive and restorative dental services; and

WHEREAS, New York State residents deserve access to high-quality oral health care: Now therefore, be it

*Resolved, that the [Assembly/Senate]*

- (1) Recognizes that good oral health is critical to good overall health as identified in the State's Prevention Agenda 2013-17;
- (2) Supports health policies at the state and local levels that are consistent, evidence-based, and promote optimal oral health;
- (3) Ensures oral health impact is a consideration in the development of state health policy;
- (4) Supports the use of available local, state, and federal resources to monitor oral health status;
- (5) Supports community oral health initiatives aimed at improving oral health literacy and better health outcomes; and
- (6) Designates the month of February as Oral Health Matters Month to draw attention to ongoing efforts at the local, state, and federal levels to improve the oral health of all.

**Strategy # 1:**

**Position the Coalition as a valued strategic partner**

**Objectives and Activities**

**A. Build collaborative relationships to improve oral health at the local, regional and statewide level**

1. Identify work group from the Steering Committee
2. Invite others to join work group
3. Hold conference call to identify key stakeholders, including but not limited to:

<i>Dental Society/Dental Foundation</i>	<i>Dental Hygiene Association</i>
<i>NYS DOH</i>	<i>NYS Office of Health Insurance Programs</i>
<i>NYS Medicaid EHR Incentive Program</i>	<i>NYS Public Health Association</i>
<i>Dental training programs/dental schools</i>	<i>Center for Health Workforce Studies</i>
<i>County public health departments</i>	<i>Head Start/School nurses</i>
<i>DentaQuest</i>	<i>Offices of the Aging/home care and long term care associations</i>
<i>CHCANYS/HANYS</i>	<i>NYS AHEC System</i>

4. Develop plan to communicate with key stakeholders –mailings, face to face meetings, conference calls, attend conferences, etc. – to learn about their priority oral health concerns and how the NYS OHC could partner with them such as:
  - i. NYS DOH
    - 1) Identify targeted oral health strategies for the state prevention agenda/ state health improvement plan such as:
      - a. Develop toolkit for dissemination to local and regional health planning groups to integrate oral health into medical and behavioral health care
      - b. Create a speakers bureau for each region [using the RHIC map] in NYS to identify a spokesperson
      - c. Conduct a train the trainer session for the speakers bureau
      - d. Hold webinar for the membership/regional health planning groups to review the toolkit and promote the speakers bureau
      - e. Promote oral health integration with the currently funded health home projects in NYS [i.e. oral health assessment included in health home patient intake process; presentation by Dr Fred Ferguson on proactive oral health care assessment and monitoring to prevent/manage chronic diseases]
      - f. Hold webinar to discuss how the dental profession can transform to a preventive model of care
  - ii. NYS Office of Health Insurance Programs
    - 1) Track oral health insurance purchases in the Marketplace
    - 2) Promote the Marketplace oral health options to providers/consumers
  - iii. NYS Medicaid EHR Incentive Program
    - 1) Hold webinar with Peggy Frizzell [NYS NYeC HIT Implementation project manager] to promote the Medicaid Specialists Program that provides outreach, technical and support services to assist providers with meeting Meaningful Use requirements
5. Develop priorities [i.e. statewide level relationships first] for partnering on programs/policy efforts/funding opportunities
6. Publicize collaborative projects/outcomes on NYS OHC website, social media, etc.

**Strategy # 2:**

**Build communication infrastructure and plan**

**Objectives and Activities**

**A. Effectively and efficiently use the Wild Apricot (WA) system**

1. Train staff/intern on WA system
2. Review membership list and categories
  - i. Sponsors
  - ii. Associate members
  - iii. Active members
3. Develop a Marketing/Promotions Committee
4. Train committee on the WA system

**B. Develop communication plan to increase member engagement**

1. Website
  - i. Review functions
  - ii. Data regarding frequently visited pages; referring source, etc.
  - iii. Fee structure for advertisers approved by Steering Committee
2. Online newsletter
  - i. Monthly or Bi-weekly calendar
  - ii. Request content contributors
3. Annual meeting
  - i. Save the date notice
  - ii. Press release – award presentation
  - iii. Invitation to legislators/DOH staff
4. Social media
  - i. Facebook
  - ii. Twitter
5. Webinar capability
  - i. Research options/costs
  - ii. Ability to access archives/content
  - iii. Promote other webinar events of interest [*i.e. SCAANY Virtual Children's Oral Health event, Oct 7-11, 2013*]

**C. Develop evaluation measures to assess progress/outcomes achieved; utilize SMART tool**

1. Increase in number of members
2. Hits/page views of website
3. Annual satisfaction survey of members

**Strategy: #3**

**Organize Annual Meeting**

**Objectives and Activities**

**A. Convene an Annual Meeting Committee**

1. Send request to membership via Wild Apricot
2. Committee Chair determined
3. Solicit nominations for Dr. Green Award ; select awardee

**B. Planning the Annual Meeting**

1. Decide on a theme and brainstorm speakers
2. Contact speakers for available dates
  - i. Select date
  - ii. Decide on location and confirm date that works best for speakers
3. Obtain quotes from 2-3 venues (Syracuse/Albany)
  - i. Include continental breakfast and lunch (room rental fee and A/V fees usually waived with food/beverage purchase)
  - ii. Projector, screen, podium, microphone, and AV cart with extension cords
  - iii. Registration table
4. Secure contract with venue (reserve a block of 10 rooms)
5. Send out a save-the-date to the membership and post on website
  - i. Ask members to post a link on their websites
6. Finalize agenda and send out to membership
  - i. Registration via Wild Apricot
  - ii. PayPal account setup if charging for registration
7. Obtain speaker's presentations – load on computer

**C. Meeting – Final Prep**

1. Attendee Packet
  - i. Annual report; List of attendees (for networking)
  - ii. Agenda; Presentations
  - iii. Evaluation
  - iv. Continuing education paperwork (if CE's are offered)
2. Name Tags – Name and Affiliation
3. Registration Table
4. Tax Exempt Form to pay balance
5. Post presentations on Wild Apricot site

**D. Debrief**

1. Summarize evaluations
2. Review at next Steering Committee meeting
3. Set next year's date; determine committee chair

**Strategy: #4**

**Communicate Emerging Issues and Best Practices in Oral Health**

**Objectives and Activities**

1. Develop plan to identify emerging issues and best practices in oral health at the national and state level.
2. Review the proposed plan with steering committee members and revise based on suggestions.
3. Research the current oral health care issues in New York State.
4. Identify the top three oral health care issues.
5. Research the current organizations that have documented best practices in driving excellence in oral health (e.g.: dental informatics, practice management, operational excellence and health care information technology)
6. Provide communication briefs to members on the top health care issues in New York State, current alternatives being considered and/or final recommendations.
7. Contact other oral health organizations at the national and state level, document the approach for communicating best practices and establish a sharing and collaboration agreement for best practices.
8. Provide the initial best practice content on the NYS OHC website.
9. Assess results and plan next steps.

**Strategy # 5:**

**Encourage members with recognition and professional growth**

**Objectives and Activities**

**A. Design an awards program to recognize NYSOHC members that go beyond any lengths and take an idea or passion and craft it into a program that makes a difference by their motivating, inspiring, mentoring and passionate attitude.**

1. The intent will be to highlight the achievement by the NYSOHC at the annual meeting.
2. The design will include – not limited to:
  - i. Website description of plan
  - ii. Nomination process
  - iii. Ability to nominate online or paper document downloaded from NYSOHC website
  - iv. Create guideline/criteria for nominee
  - v. Engage a committee to review nominees
  - vi. Decide who will vote. ie: nomination committee, steering committee, entire membership
  - vii. AWARD ideas required:
    - a. Recognition on website
    - b. Announcement in professional journals
    - c. Physical Award
    - d. Gift

**B. Promote and disseminate professional development and continuing education offerings**

1. via website listing and Facebook postings
2. via direct emails monthly/as needed

**Strategy # 6:**

## **Obtain Resources to Complete Priorities**

### **Objectives and Activities**

#### **A. Build a sustainability plan**

1. Conduct an annual capital campaign
2. Develop an annual budget for Steering Committee review and approval
3. Investigate membership dues
4. Submit proposal to DOH Bureau of Oral Health
5. Identify potential grant sources
6. Identify fee for service programs
7. Seek sponsors/advertisers for annual meeting

#### **B. Hire support staff/intern**

1. Retain administrative and marketing staff to assist with identified objectives
2. Investigate student intern opportunities for fall 2014