



HRSA Efforts to Improve Oral Health

New York State Oral Health Coalition

Oct. 27th, 2023

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Office of Special Health Initiative

Vision: Healthy Communities, Healthy People

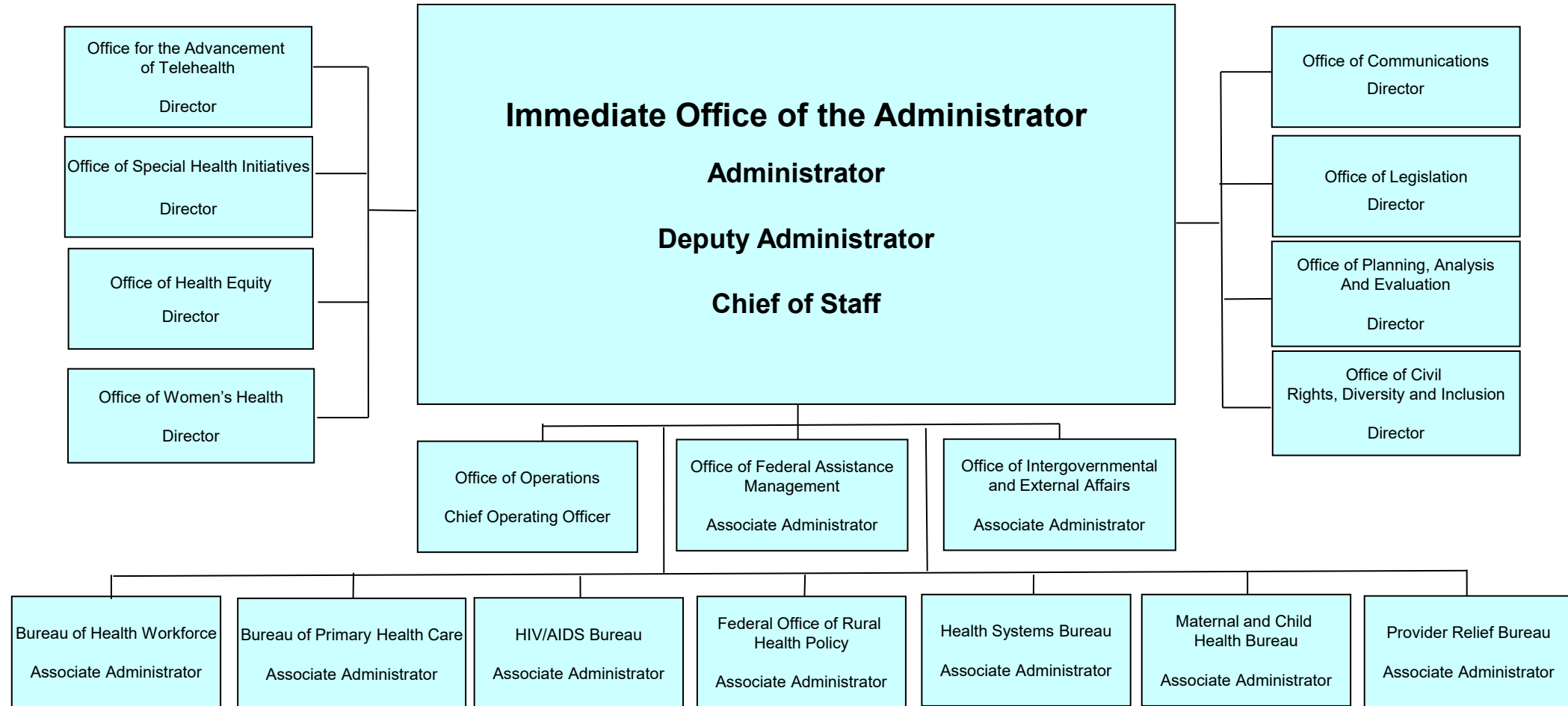


Objectives

- Overview of HRSA agency organizational structure
- Description of organizational efforts across bureaus and offices to improve oral health
- Navigating HRSA Funding
- Relevant tools and resources to support oral health efforts in the community



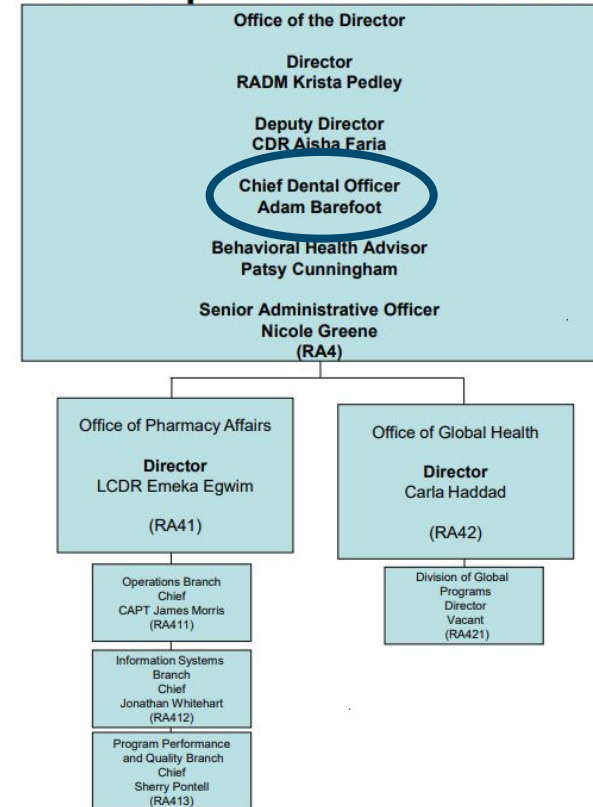
Health Resources and Services Administration



Office of Special Health Initiatives

- OSHI established fall 2021
- Chief Dental Officer sits within Office of Director of OSHI
- CDO functions
 - Intra-agency and inter-agency coordination
 - Stakeholder engagement and partnership building
 - Strategic planning and innovative framework development
 - Technical assistance and guidance on funding opportunities
 - Cross agency collaboration to fill data gaps
 - Ambassador for health centers and other HRSA supported safety nets
 - Oral health promotion via effective communication and strategic messaging

Office of the Administrator Office of Special Health Initiatives



My Own HRSA Journey

6+ years as a rural health center Dental Director



4+ years as Georgia State Dental Director, supported via HRSA funding



Joined HSRA as CDO in May 2022



Supporting Health Centers

The Bureau of Primary Health Care (BPHC) helps directly fund Federally Qualified Health Centers (FQHCs) and look-a-likes via 330 federal grants

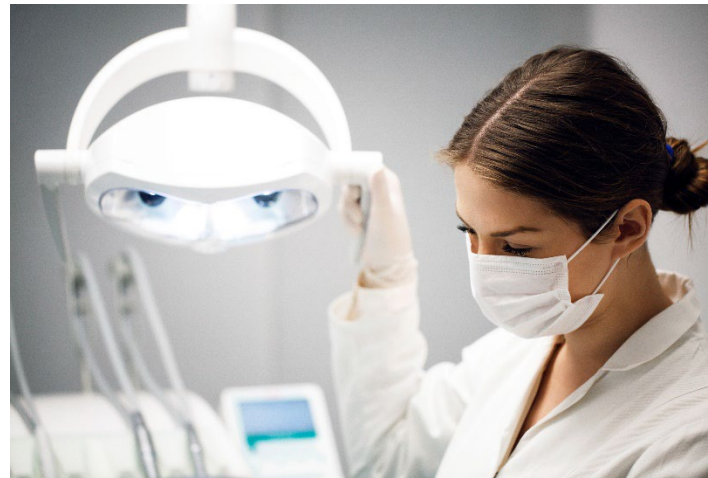
- HRSA funds nearly 1,400 health centers and approximately 100 Health Center Program look-alike organizations, collectively operating more than 14,000 service delivery sites in communities across the country. In 2021, health centers achieved a historic milestone of serving more than 30 million people. Health centers deliver primary health care to the nation's underserved individuals and families, including one in three people living in poverty and one in five rural residents.

[Health Center Program: Impact and Growth | Bureau of Primary Health Care \(hrsa.gov\)](https://www.hrsa.gov/health-center-program)



Supporting Health Centers

- HRSA's Health Center program increases access to quality primary health care services, including oral health, for medically underserved populations. Most grantees also provide dental services either on-site or by paid referral.
- In 2021 5,701,053 patients received dental services in health centers across the country
- 55.91% of child patients ages 6-9 receiving care in health centers in 2021, received dental sealants, one of the strongest evidenced based interventions to reduce dental decay.



Supporting Health Centers

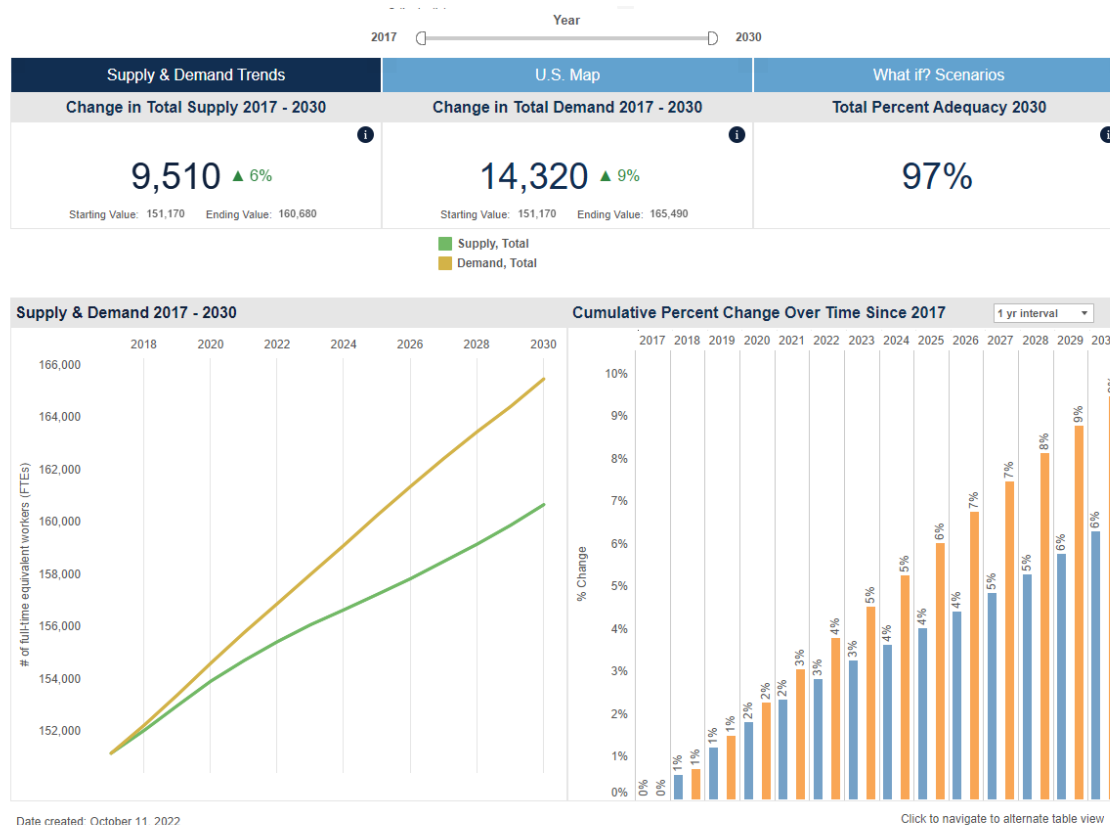
HRSA Bureau of Primary Health Care

- One time funding opportunities such as the 2019 Oral Health Infrastructure (OHI) supplemental funding which supported physical and organizational infrastructure investments to provide new or enhance existing high quality, integrated oral health services in health centers.
- Funding to Primary Care Associations (PCAs) to provide technical assistance to health centers and look-a-likes
- Awards grantees like National Network for Oral Health Access (NNOHA) to provide technical support, resources and share best practices for providing oral health services
- Helps establish, oversee and facilitate collection and analysis of Uniform Data System (UDS) measures data.



Supporting Oral Health Work Force

HRSA projects an estimate of a shortfall of more than 4800 dentists by 2030



The Bureau of Health Workforce (BHW) is working to counter this through:

- Identifying areas of need
- Helping provide training to providers and reduce the financial burden of that training
- Supporting State Oral Health Programs to build dental workforce capacity



Supporting Oral Health Work Force

Helping identify areas, populations, or facilities experiencing a shortage of health care services.

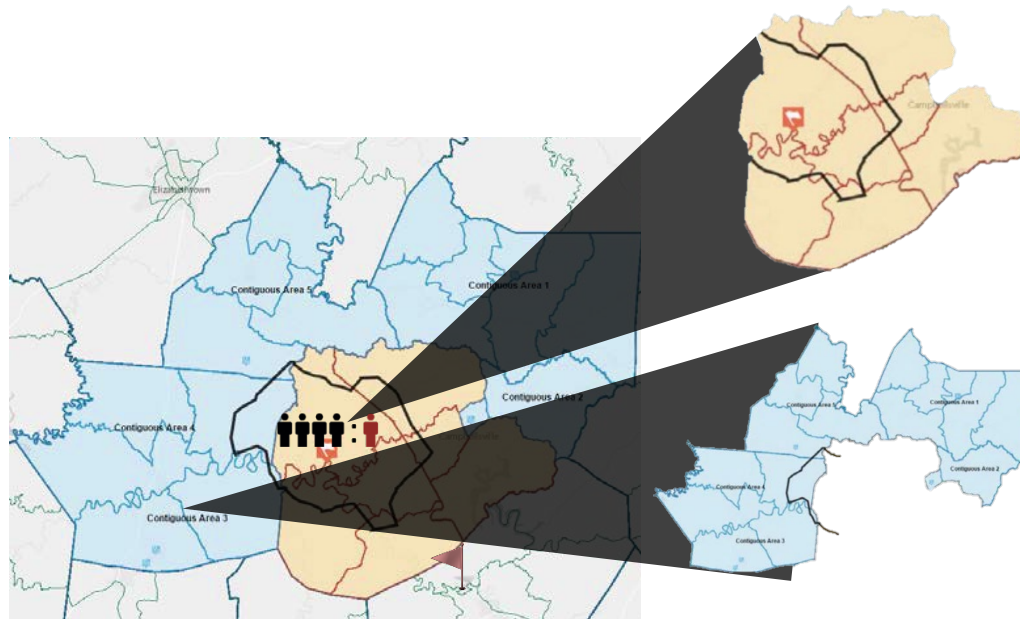
Shortage Designation Areas

- [Health Professional Shortage Areas \(HPSAs\)](#)
- [Maternity Care Target Areas \(MCTAs\)](#)
- [Medically Underserved Areas \(MUAs\) and Medically Underserved Populations \(MUPs\)](#)
- [Exceptional Medically Underserved Population \(Exceptional MUP\)](#)
- [Governor's-Designated Secretary-Certified Shortage Areas for Rural Health Clinics](#)



Designation Criteria Overview

While each type of designation has its own distinct rules, there are several cross-cutting factors that go into any designation application:



Rational Service Area (RSA)

A state-identified geographic area within which most area residents are likely to seek and obtain their health care services.

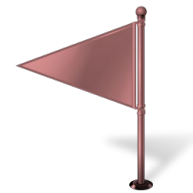
Contiguous Area (CA)

All whole counties, multiple counties, or sub-counties that border the RSA under consideration for designation and intersect the travel polygon.



Population to Provider Ratio

The count of full-time equivalent providers that are seeing patients of the area or population group proposed for designation.



Nearest Source of Care (NSC)

The nearest accessible provider to the RSA, identified by determining the shortest travelable path.

Supporting Oral Health Work Force

Title VII, Section 748 of the Public Health Service Act

- Predoctoral Training in General, Pediatric and Public Health Dentistry and Dental Hygiene D85
- Postdoctoral Training in General, Pediatric, and Public Health Dentistry D88
- Dental Faculty Loan Repayment Program (DFLRP) D87
- Dental Clinician Educator Development Program K02
- Primary Care Dental Faculty Development Program U3K

Title III, Section 340g of the Public Health Service Act

- Grants to States to Support Oral Health Workforce Activities T12



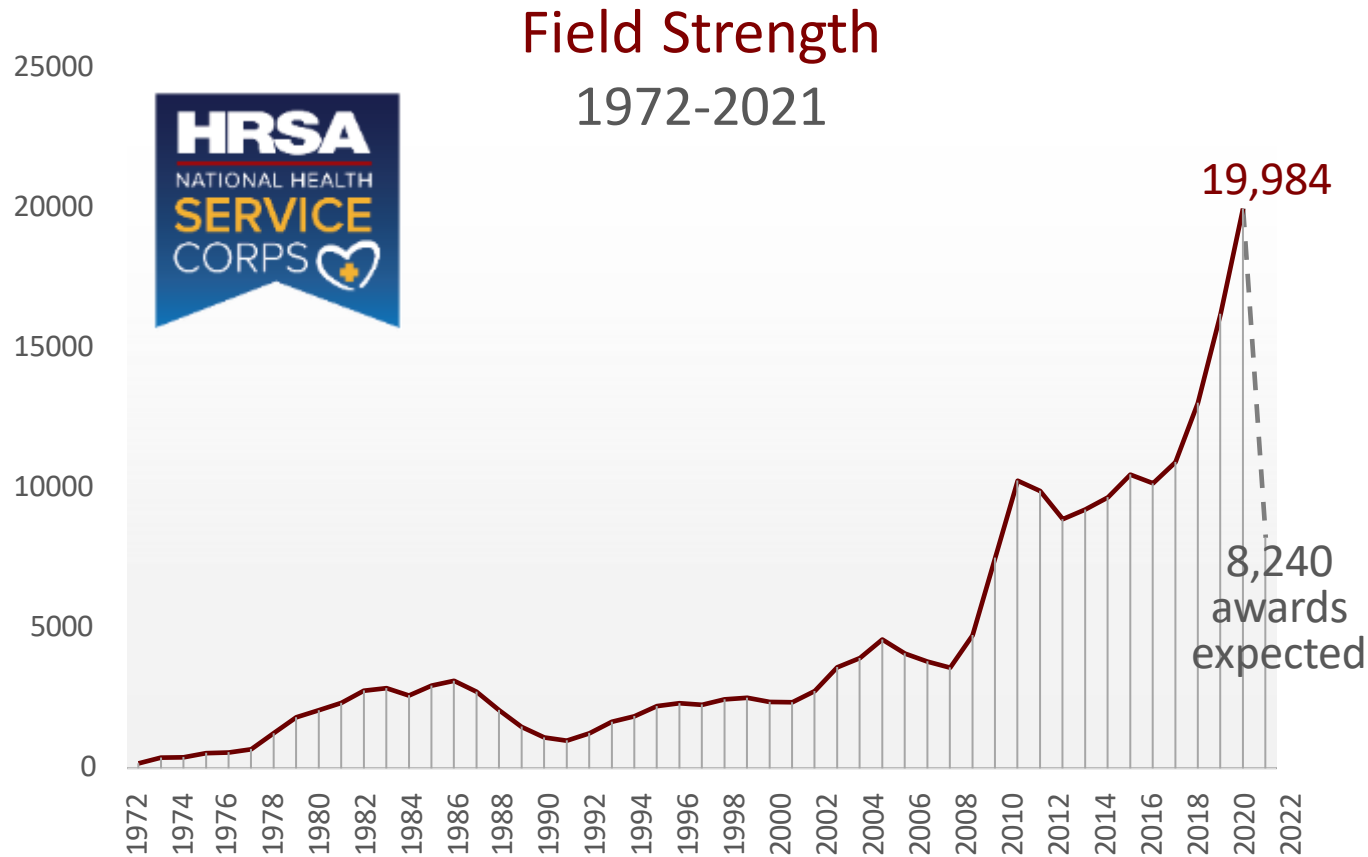
Supporting Oral Health Work Force

National Health Service Corps - The NHSC builds healthy communities by supporting qualified health care providers dedicated to working in areas of the United States with limited access to care.

- Almost 700 dental clinicians supported by NHSC in 2021
- About 1 in 3 NHSC clinicians serve in a rural community



National Health Service Corps



FY 2023 Projected Investments

\$413.9 M




Distribution




Impact

National Health Service Corps

Health Resources & Services Administration Bureaus and Offices | Newsroom | Contact HRSA

HRSA | NATIONAL HEALTH SERVICE CORPS  EST. 1972

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Become an NHSC Site

NHSC Site Eligibility Requirements

Visit [NHSC Site Eligibility Requirements](#) to:

- Determine if your type of site is eligible for NHSC-approved status.
- Review the requirements to become and remain an NHSC site.

Apply to Become an NHSC Site

Visit [Apply to Become an NHSC Site](#) to learn:

- What to do before and after you apply.
- What to expect on the application itself.

[Become an NHSC Site | NHSC \(hrsa.gov\)](#)



Improving Access for People With HIV

The Ryan White HIV/AIDS Program provides care and services to more than 500,000 people every year, including dental programs to address unique health issues faced by people living with HIV/AIDS. In 2020 over 70,000 patients received oral health care services as a result of the program.

All Ryan White Programs have capacity to be used towards oral health services

- Part F: dental grants which include the Dental Reimbursement Program (DRP) and the Community-Based Dental Partnership Program (CBDPP)
 - Funding for oral health care services for people with HIV
 - Funding for education and training for oral health providers for HIV patient populations
 - Eligible entities for DRP and CBDPP include accredited dental/dental hygiene education programs as well as hospitals with dental residences



Addressing Maternal/Child Populations

Title V Program

Funds from this federal block grant help:

- Assure access to quality maternal and child health care services to mothers and children, especially those with low incomes or limited availability of care
- Reduce infant mortality
- Provide access to prenatal, delivery, and postnatal care to women, especially pregnant women who are low income and at-risk
- Increase regular screenings and follow-up diagnostic and treatment services for children who are low income
- Provide access to preventive and primary care services for children who are low income and rehabilitative services for children with special health needs
- Implement family-centered, community-based, systems of coordinated care for children with special health care needs
- Set up toll-free hotlines and assistance with applying for services to pregnant women with infants and children eligible for Medicaid



Addressing Maternal/Child Populations

Title V National Performance Measures (NPMs)

NPM 13 – Preventive Dental Visit

- 13.1 Goal is to increase the number of pregnant women who have a dental visit during pregnancy
- 13.2 Goal is to increase the number of children, ages 1-17, who had a preventive dental visit in the past year

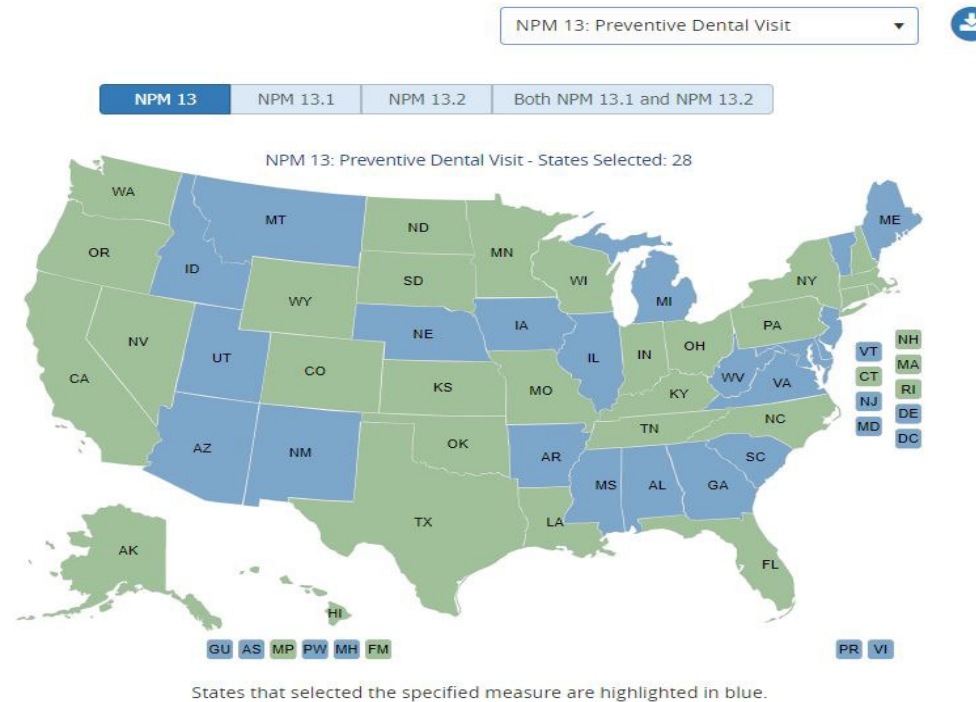


Addressing Maternal/Child Populations

[National Performance Measure Distribution \(hrsa.gov\)](https://hrsa.gov)

National Performance Measure Distribution

Each State Title V program selects at least five out of 15 National Performance Measures (NPMs) for programmatic focus during the five-year reporting cycle. Once its NPMs are selected, a State annually tracks them to determine progress and program impact. The NPM Distribution Map illustrates the individual States that selected a designated NPM. Listed in the chart below the map is the number of states that selected each of the 15 NPMs, with links to the NPM detail sheet and related population domain.



Addressing Maternal/Child Populations

Funding collaboratives and other oral health partnerships

National Maternal and Child Oral Health Resource Center (OHRC)

- Centers for Oral Health Systems Integration and Improvement (COHSII) – COHSII is a national partnership serving the public health community. The purpose is to expand access to integrated preventive oral health care for maternal and child health (MCH) population, particularly in safety net sites, by providing high-quality oral health technical assistance, training and resources.
- Networks for Oral Health Integration (NOHI) - NOHI's purpose within the MCH Safety Net is to improve access to and utilization of comprehensive, high-quality oral health care for pregnant women, infants, and children at high risk for oral disease.



New Funding Opportunity Announcement

- Past and current SPRANS oral health projects include the COHSII consortium and the Networks for Oral Health Integration Within the MCH Safety Net. The new funding is for a national consortium (HRSA-24-040) and several demonstration projects (HRSA-24-039). The program's purpose is to integrate preventive oral health care into primary care services accessible to MCH populations living in communities underserved by oral health care.
- MCH-IOHI Demonstration Projects (HRSA-24-039)
- MCH-IOHI National Consortium (HRSA-24-040)



Addressing Maternal/Child Populations

Supporting data collection to help establish baseline health indicators as well as trends

- National Survey of Children's Health
- MCH resources utilized by states to support PRAMS (Pregnancy Risk Assessment Monitoring System) or other surveillance data sources
- Reviewing and consulting with other oral health organizations to establish standardized oral health indicators for MCH populations



Federal Office of Rural Health Policy

Rural Health Care Services Outreach program increases and improves health care services in underserved rural communities by supporting evidence-informed approaches tailored to the needs of the community or region. In FY 2021, FORHP awarded over **\$12.7 million** to **61 grantees**, including 7 grantees with a focus in oral health care delivery. These programs seek to improve access to affordable oral health care services in rural areas.

Rural Oral Health Toolkit helps programs to identify and implement oral health services and provides examples of resources and best practices.

Rural Health Network Development Program supports rural integrated health care network, integrating systems of care administratively, clinically and financially.

- Two grantees are currently engaged in oral health projects.



Increasing Oral Health Literacy

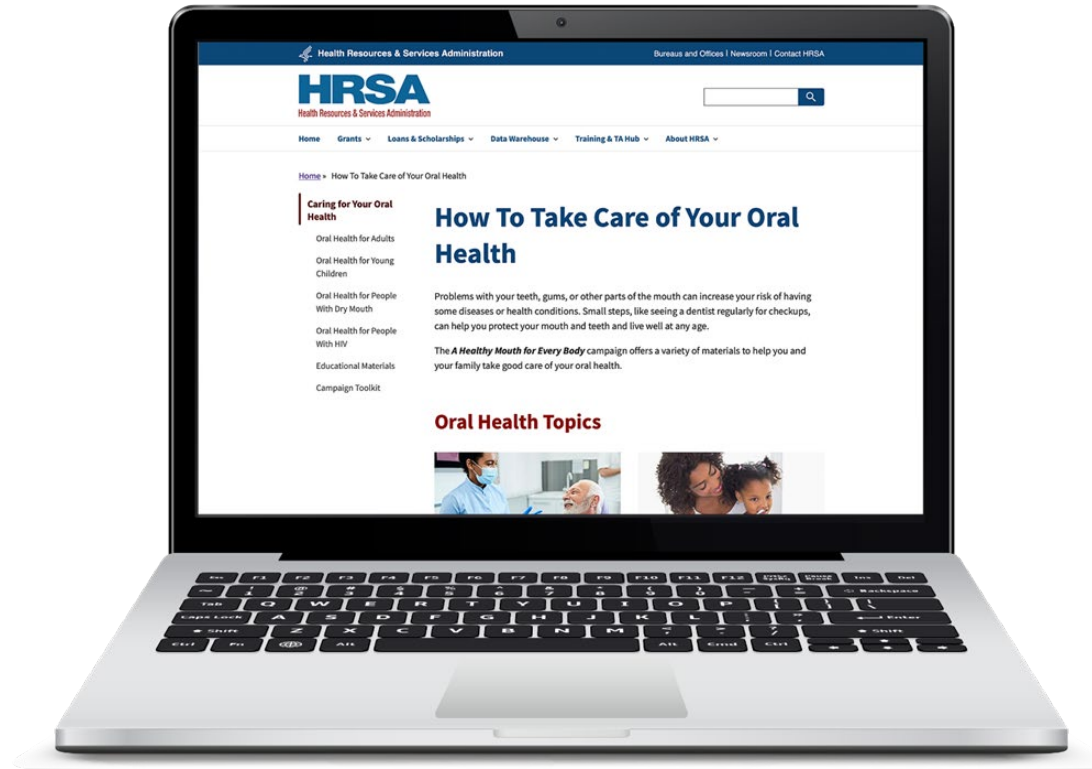
- The ***A Healthy Mouth for Every Body*** campaign, coordinated by HRSA's Office of Special Health Initiatives, aims to raise awareness about the connection between oral health and overall health.
- The campaign highlights the importance of taking care of one's oral health at home and seeing a dentist regularly for checkups.



[How To Take Care of Your Oral Health | HRSA](#)



Content Development: New Oral Health Webpages



- Audience-specific oral health webpages
- Campaign toolkit for stakeholders
 - Downloadable educational materials

Content Development: Toolkit Materials

- Stakeholder Toolkit
 - Six audience-tailored education materials
 - Three audience-tailored posters
 - Drop-in email language
 - Drop-in social media language
 - Social media images and GIFs
 - Live read PSA scripts, which can be read by radio DJs and talk show hosts
 - A recorded radio PSA



Campaign Rollout: Stakeholder Webinar

- HRSA launched the campaign with a stakeholder webinar in February 2023.
- The campaign goals and planned strategies were presented to 200+ attendees from across sectors, including both federal and non-federal stakeholders.



Campaign Rollout: Additional Activities



- 1:1 stakeholder calls
- Radio public service announcement (PSA)
- Organic social media promotion
- Paid ads (Google and Facebook)

By the Numbers: First 2 Weeks After Roll Out

- Over 1 million touchpoints
- Greater than 5,000 website visits
- Nearly 300 downloads of educational materials
- More than 350,000 radio PSA impressions



Increasing Oral Health Literacy

Various training programs in a variety of different Bureaus and offices or via grantees

- Materials developed and disseminated through the National Maternal and Child Oral Health Resource Center (OHRC) and Association of Maternal and Child Health Programs (AMCHP)
- The HIV/AIDS Bureau (HAB) funded provider trainings to improve workforce capacity to address oral health needs of HIV/AIDS patients
- National Network for Oral Health Access (NNOHA) and Center for Oral Health Systems Improvement and Integration (COHSII) creating oral health resources and education for primary care and other medical providers



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<https://www.hrsa.gov/grants/find-funding>

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- Follow the Application Process
- Track Your Application

Manage your Grant

- Become a Grant Reviewer

Find Grant Funding

HRSA fulfills its mission through grants and cooperative agreements.

A **grant** is money, property, or direct help we award to a qualified non-federal entity (NFE).

A **cooperative agreement** is like a grant in that we award money to NFEs. However, we also help with program activities.

Alert

We list **Office for the Advancement of Telehealth (OAT), Office of Global Health**



HRSA Funding Opportunities

Search Grant Funding Opportunities:

Keywords Status Federal Office [Reset](#)

Rural Health Network Development Program

Funding Opportunity
Number: **HRSA-23-030**
Application Deadline:
11/22/2022

Bureau/Office: **Federal
Office of Rural Health
Policy**
Status: **Open** ✓

[Apply on Grants.gov](#)

[View Grant Details](#)

Who can apply: Eligible applicants include domestic public or private, non-profit or for-profit entities, including faith-based, community-based, tribes and tribal organizations. The applicant organization may be located in a rural or urban area, but must have demonstrated [\[+\] Show More Eligibility Info](#)

Small Rural Hospital Improvement Program (SHIP)

Application Deadline:
11/08/2022

Policy
Status: **Open** ✓

Who can apply: Eligible applicants include states that are current SHIP recipients, as well as states and territories with hospitals that meet eligibility requirements that have not been previously funded. The SORH will be the official award recipient acting as fiscal intermediary



Publicly Available Data

The screenshot shows the data.HRSA.gov website interface. At the top left is the URL 'data.HRSA.gov'. To the right is a search bar with a magnifying glass icon and the text 'A-Z Index'. Below the search bar is a dark blue navigation bar with several menu items: 'Find Health Care', 'Data', 'Maps', 'Tools', 'Topics', and 'Help'. The 'Topics' menu is expanded, showing a list of categories: 'Grants', 'Health Centers', 'Health Workforce', 'Health Systems', 'HIV/AIDS and Ryan White', 'HRSA Special Initiatives', 'Maternal and Child Health', and 'Rural Health'. The 'Health Workforce' item is highlighted with a red box and a red arrow pointing to it. Below the navigation bar, the main content area features a large heading 'Health Work Tools, and D' and a sub-heading 'Health Workforce'. The text below the heading describes HRSA's programs and provides a link to the 'Health Workforce program'.



Publicly Available Data

The screenshot displays the HRSA Health Workforce website interface. At the top left is the HRSA logo with the text "HRSA Health Workforce". To the right is a search bar with a magnifying glass icon. Below the search bar are links for "Glossary" and "Sitemap". The main navigation bar includes "Home", "Funding", "Job Search", "Workforce Shortage Areas", "Data & Research", and "About Us". The "Data & Research" menu is open, listing the following options: "Explore Data Policy", "Access Data Tools", "Review Workforce Research", "Find a Health Workforce Research Center", and "Explore the National Practitioner Data Bank". The main content area features a large banner for the "National Health Service Corps 50th Anniversary" with a "Celebrate With Us!" button. The background of the banner is a blue grid of small portraits, with a larger map of the United States overlaid, where each state is filled with a collage of diverse healthcare professionals.



Resources

- [data.hrsa.gov Home Page](https://data.hrsa.gov)
- [Home | NNOHA](#)
- [Oral Health and Primary Care Integration | Bureau of Primary Health Care \(hrsa.gov\)](#)
- [Uniform Data System \(UDS\) Training and Technical Assistance | Bureau of Primary Health Care \(hrsa.gov\)](#)
- [Home | Bureau of Health Workforce \(hrsa.gov\)](#)
- [National Maternal and Child Oral Health Resource Center \(mchoralhealth.org\)](https://mchoralhealth.org)
- [Ryan White | Ryan White HIV/AIDS Program \(hrsa.gov\)](#)
- [Best Practices Compilation | TargetHIV](#)
- [Rural Health Information Hub](#)
- [Rural Health Research Gateway - publications and projects funded through the Federal Office of Rural Health Policy \(FORHP\)](#)
- [National Consortium of Telehealth Resource Centers | Home](#)
- [Home \(3rnet.org\)](https://3rnet.org)



Questions



Thank you

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