

# Oral Health Action Plan 2017



- **Increase Oral Health Practices**
- **Access to Oral Health Services**

Healthy People Lincoln County  
Lincoln County Health Department  
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## Introduction

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The purpose of the Lincoln County Oral Health Action Plan is to mobilize people, organizations and stakeholder to collaboratively address oral health issues that impact the people of Lincoln County.

### Why is this important?

Oral Health is essential to the general health and well-being of all Lincoln County residents and can be achieved by everyone.

- People can not be healthy without good oral health.
- Children have difficulties learning without good oral health.
- It is needed for basic human functions such as chewing, swallowing, speaking, smiling, etc.
- It is associated with diabetes, heart disease, stroke and adverse pregnancy outcomes.

*Children from low-income families suffer dental decay twice as much as children from higher-income families.  
– Healthiest WI 2020*

### Why focus on Oral Health?

The health focus area of oral health was a priority selected by community stakeholders through a community health needs assessment process that started in January 2012. The purpose of this process was to review health data for Lincoln County, as well as strengthens and opportunities. The Healthiest Wisconsin 2020 Plan was the framework for what health focus areas were reviewed. For a complete copy of the community health improvement needs assessment and plan you can visit, [www.healthypeoplelincolncounty.com](http://www.healthypeoplelincolncounty.com).

### How you can get involved?

We invite you to actively support Healthy People Lincoln County's Oral Health Action Plan. To get involved, please contact Shelley Hersil, Health Officer, Lincoln County Health Department, 607 N. Sales Street, Suite 101, Merrill, at 715-536-0307 or [shersil@co.lincoln.wi.us](mailto:shersil@co.lincoln.wi.us)

## Acknowledgments

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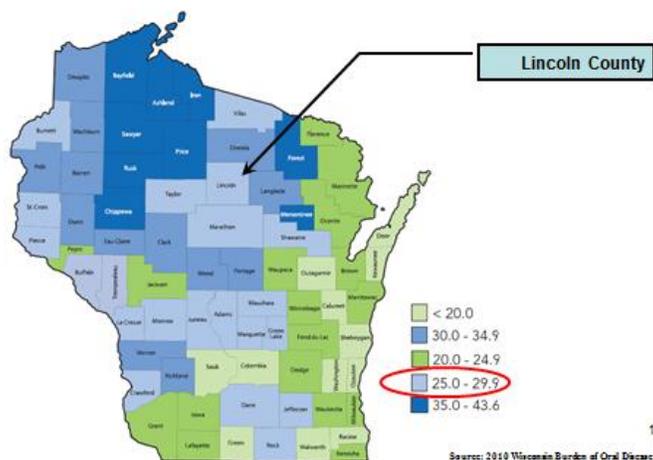
The Lincoln County Health Department acknowledges and extends sincere appreciation to the following community partners for their contributions to the development of the Lincoln County Oral Health Action Plan.

**Bridge Community Dental**  
**First Impressions Dental**  
**Lincoln County Board of Health**  
**Lincoln County Health Department**  
**Merrill Area Public School – Early Childhood and Head Start Program**  
**Ministry Good Samaritan Health Center**  
**Ministry Sacred Heart Hospital**  
**Reilly Family Dental**

## Key Findings

- In 2011, 49.7% of the total population is on public water supply (PWS).
- In 2011, 94.4% of the total population is on a PWS with access to optimally fluoridated water.
- In 2011-2012, 7 schools participating in school-based sealant program.
- In 2011, 86 children participated in the fluoride supplement program through public health.
- In 2011, 359 Medicaid/BadgerCare children (ages 0-8) received at least one fluoride varnish application applied by a dental provider.
- In 2010, there is 1 dental clinic in Lincoln County who will treat Medicaid/BadgerCare patients.
- In 2006, 2008, and 2010, 66% of adults had a dental visit in the past year.
- In 2006, 2008, and 2010, 53% of adults reported a tooth loss due to decay or gum disease.
- In 2010, 152 people visited the hospital emergency department for non-traumatic dental complaints.
- From 2005-2008, there were 29 new cases of oral/pharyngeal cancer.
- In 2012, Lincoln County adults surveyed reported...
  - 85% practice daily recommendation for good dental health (brush teeth, floss, and regular dental visit) regularly.
  - 75% have a dentist or dental clinic they visit regularly.
  - 72% have a public or private insurance plan that would pay for any part of their dental bills.
  - Biggest barrier for themselves and their families to get dental care is costs (72%).
  - 31% have not received dental care in the last 2 years.
  - 38% had a tooth pulled due to tooth pain.

Percentage of Medicaid Members Receiving Dental Services, SFY2009



## Community Strengths

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Lincoln County Health Department has implemented a school-based sealant program. 104 students in grade 2<sup>nd</sup> and 3<sup>rd</sup> received free dental sealants during the 2011-2012 school year.

Ministry Good Samaritan Health Center implemented a Tooth Fairy Fund for Lincoln County residents who cannot afford dental care and have urgent dental needs.

Lincoln County has a Federally Qualified Health Center Dental Clinic serving low income residents – Bridge Rural Dental Clinic.

Area dentists provide community care programs for those in need.

## Community Opportunities

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Access to oral health care is a major issue in Wisconsin and Lincoln County.

Lack of dental insurance and high deductibles (public and private) are two of the major barriers in obtaining care. In addition, the level of reimbursement for services, particularly for state-funded insurance programs, is also a barrier for providers to participate in these programs.

Forming an oral health coalition for the county should be a focus area, as well as providing additional services to pregnant women and the elderly.

## Barriers to Achieving Optimal Oral Health

- Failure to prevent, limit or delay the transmission of bacteria that cause tooth decay.
- Frequent and high intake of sugar.
- Less than optimal exposure to fluorides to prevent tooth decay.
- Failure to detect tooth decay before the disease process leads to extensive damage to the teeth.
- Cultural, social and economic influences on oral health such as dietary practices home care and beliefs about primary teeth.
- Lack of dental insurance.
- Lack of dentist participation in Medicaid.
- An insufficient number of pediatric dentists to care for young children with severe dental needs.
- Lack of other dental workforce models.
- Limited dental safety net services, capacity and infrastructure, particularly acute for young children.
- Lack of financing that supports prevention and dental disease management.
- Low value/priority

## Process for Action Planning

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The Lincoln County Oral Action Plan process occurred in the fall of 2012. When developing goals, objectives and strategies the following process was used by community partners:

### 1. Determine Community Needs

- Review community needs assessment data
- Review Lincoln County Community Survey 2012
- Identify Lincoln County strengths and opportunities

### 2. Review of State Objectives

- State Goal 1: Assure access for better oral health
  - State Goal 2: Assure access to services for all populations
- Source: Healthiest Wisconsin 2020

### 3. Review Evidence-based Best Practices for Improving Oral Health

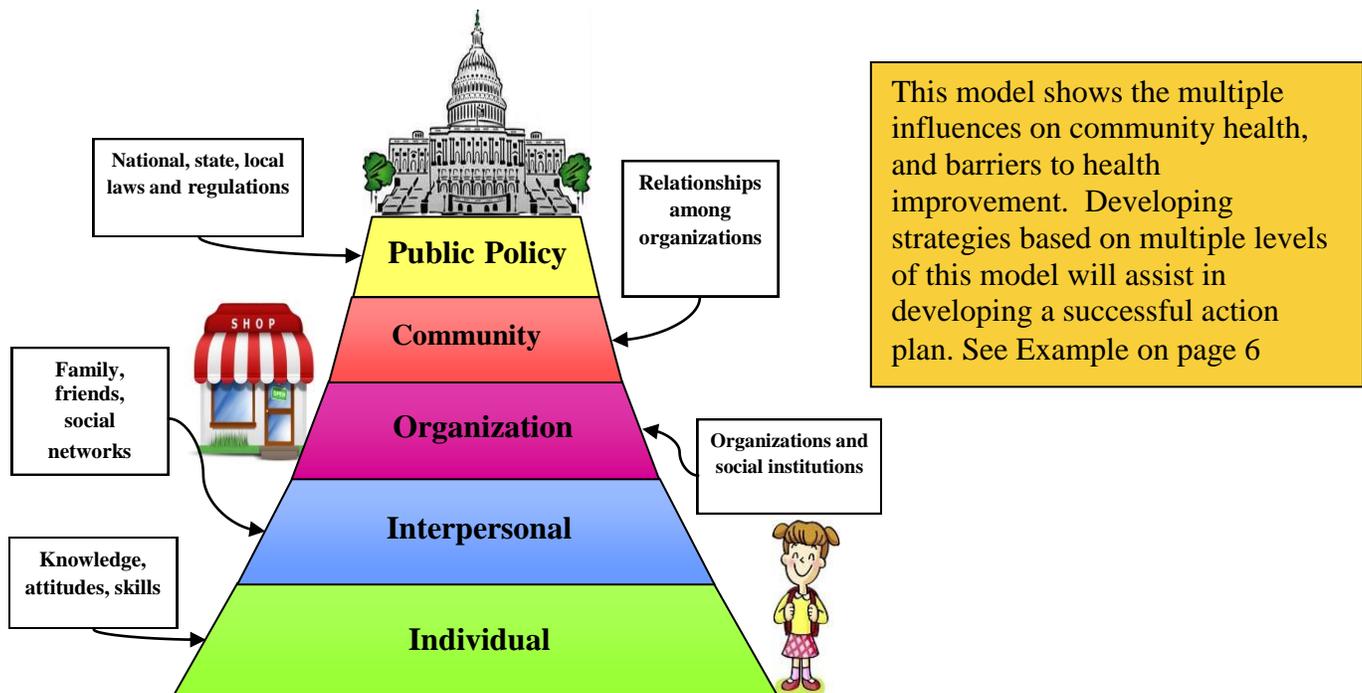
- Focus on population-based practices
- Source of best practices: Association of State and Territorial Dental Directors

### 4. Determine How to Measure Success (Evaluation)

- Develop Oral Health logic models
- Develop SMART Measureable objectives
- Determine key indicators

## Socio-ecological Model

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## Factors Influencing Oral Health

The following are evidence-based approaches to address oral health at the individual, organization/institution, and community levels. Policies addressing systems and policy changes have been proven to show sustainability, impacts infrastructure and shift social norms.

Approaches			
	Individuals, Families & Social Networks	Organizations & Institutions	Community (neighborhoods, municipalities, counties or state)
<b>Programs</b> Activities focused on increasing knowledge about health issues and/or promoting healthy behaviors or conditions	<ul style="list-style-type: none"> <li>• Dietary fluoride supplements</li> <li>• Fluoride mouth rinse programs</li> <li>• Prenatal sealants</li> </ul>	<ul style="list-style-type: none"> <li>• Fluoride varnish programs</li> <li>• School-based sealant programs</li> </ul>	
<b>System Change</b> Change that impacts social norms of an organization, institution, or system; may include a policy or environmental change strategy.		<ul style="list-style-type: none"> <li>• Provide an adequate and competent workforce</li> <li>• Provide dental insurance</li> </ul>	
<b>Environment Change</b> Physical aspects of the environment that support healthy or discourage unhealthy behaviors and conditions			<ul style="list-style-type: none"> <li>• Fluoridated community water</li> </ul>
<b>Policy</b> Policies, rules, ordinances and laws that support healthy practices, actions and behaviors	<ul style="list-style-type: none"> <li>• Creating a dental home</li> </ul>	<ul style="list-style-type: none"> <li>• Worksites offering dental insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Medicaid reimbursement for dental services</li> </ul>

## What you can do?

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### Individuals and Families

- Brush and floss teeth daily
- Use dietary fluoride supplements when needed
- Get sealants for your children
- Protect your teeth from injury
- Develop a relationship with a dentist (dental home)
- Limit sugary foods and soda
- Make taking care of your teeth a priority
- If you are pregnant or have a chronic medical condition, it is even more important to take care of your teeth.
- Participate in coalitions and partnerships



### Organizations and Institutions

- Support school-based and day-care based dental programs
- Support programs that assist those with special health care needs.
- Provide education on oral health in the schools
- Provide education to patients/clients (especially prenatal and those with chronic disease)
- Offer dental insurance for your employees
- Provide referrals and follow-up to those in need of oral health care.
- Know your community oral health resources
- Assist in finding resources to increase oral health access to all
- Participate in coalitions and partnerships



### Community and Systems

- Advocate and support community water fluoridation
- Advocate for an increase in Medicaid reimbursement for dentists
- Ensure access to oral health services for all



## Definitions of Planning Terms

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<b>Focus Area:</b>	Top issue your community selected as priorities
<b>Goal:</b>	Board statement of what you hope to accomplish related to this priority
<b>Objectives:</b>	Describe the specific measurable end-products of your intervention. Objectives should be SMART: specific, measureable, achievable, realistic, and time-framed.
<b>Timeline:</b>	Projected start and end date for each activity
<b>Resources/Required:</b>	All resources needed for each step
<b>Lead Person/ Organization:</b>	Identify by name key person who will initiate the activity, provide direction for the work, and monitor the progress.
<b>Progress Notes:</b>	Track progress of completion of activities. Also note unexpected outcomes, both positive and negative.
<b>Indicator:</b>	What you measure to determine whether or not change has occurred.
<b>Data Source</b>	Data collection method to determine whether or not change has occurred.

## Oral Health Action Plan 2013-2017

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**Healthiest Wisconsin 2020 Alignment:** 1. Assure access for better oral health 2. Assure access to services for all populations  
**Healthy People 2020 Alignment:** 1. Increase awareness of the importance of oral health to overall health and well-being 2. Increase acceptance and adoption of effective preventive interventions and 3. Reduce disparities in access to effective preventive and dental treatment services.

**Date Created:** 2-15-2013

**Date Reviewed/Updated:**

**Best Practices:** Association of State and Territorial Dental Directors

**Goal 1:** By 2017, people in Lincoln County will practice good oral health.

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
10 Lincoln County (agencies, clinics, hospitals, schools) will be surveyed on what resources they use for oral health education  <b>Socio-Ecological Model:</b> Individual, and Organizational	X					What oral health education is being provided currently?  # of surveys completed	-Approved survey tool -funding -staff time -cooperation from agencies		
5 health care providers/ agencies/schools will implemented oral health practices into their education programs or practices.  <b>Socio-Ecological Model:</b> Individual, Organizational, and Community		X				What new practices have been implemented  Results from survey or interviews	-Approved survey tool -funding -staff time -cooperation from agencies		
There will be an increase knowledge among caregivers on what is a dental		X				The number of oral health	-Educational material		

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
<p>home and why it is important.</p> <p><b>Socio-Ecological Model:</b> Individual, Organizational, and Community</p>						<p>emergency room visits by population group</p> <p>The proportion of BadgerCare enrollees with at least one dental claim in a year</p> <p>State Data Agency Records</p>	<p>developed</p> <ul style="list-style-type: none"> <li>-funding</li> <li>-staff time</li> <li>-cooperation from agencies</li> </ul>		
<p>There will be an increase in knowledge on oral health care by Lincoln County residents. (festivals, community presentations, health fairs, etc).</p> <p><b>Socio-Ecological Model:</b> Individual, and Interpersonal</p>		X				<p>Percent of residents stating they increased their knowledge.</p> <p>Surveys</p>	<ul style="list-style-type: none"> <li>-travel display developed</li> <li>-handouts</li> <li>-funding</li> <li>-staff time</li> <li>-cooperation from agencies</li> </ul>		
<p>Lincoln County agencies serving children 0-5 years will participate in a social norms campaign.</p> <p><b>Socio-Ecological Model:</b> Individual, Interpersonal, Organizational, Community and Public Policy</p>						<p>The number of agencies participating in the social norms campaign</p> <p>Agency records.</p>	<ul style="list-style-type: none"> <li>-funding for the campaign</li> <li>-campaign survey and tools</li> <li>-staff time,</li> <li>-participation agreement with agencies</li> </ul>		

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				

**Goal 2:** By 2017, people in Lincoln County will have access to oral health

Objectives	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
10 (agencies, clinics, hospitals, schools) will surveyed on what are their referral resources.  <b>Socio-Ecological Model:</b> Organizational and Community						What oral health education is being provided currently?  # of surveys completed	-Approved survey tool -funding -staff time -cooperation from agencies		
There will be an increase in the number of providers receiving referrals for oral health issues.  <b>Socio-Ecological Model:</b> Organizational, and Community		X				The number of oral health emergency room visits by population group  The proportion of BadgerCare enrollees with at least one dental claim in a year	-Resource/referral tools developed -funding -staff time -cooperation from agencies		

Objectives	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
						State data			
5 Tomahawk residents will receive assistance from a tooth fairy fund for oral care.  <b>Socio-Ecological Model:</b> Organizational, Community, and Public Policy		X				What percent of residents signed up for the tooth fairy fund?  Agency records	-funding for tooth fairy fund -staffing to handle referrals - partnerships		
There will be an increase in knowledge among community stakeholders on the oral health needs of Lincoln County and why it is a priority.  <b>Socio-Ecological Model:</b> Organizational, Community, and Public Policy	X					Number of stakeholders stating they have increased their knowledge  Surveys/Interview	-partnerships to hold stakeholder meetings. -educational information developed		
There will be a 10% increase in the number of students signed up for the sealant program.  <b>Socio-Ecological Model:</b> Individual, Interpersonal, Organizational, Community	X					What percent of 2 <sup>nd</sup> and 6 <sup>th</sup> graders with dental sealants and untreated decay.  Sealant Oral Health Survey	-funding -staffing -promotional materials - partnerships		

Objectives	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
<p>All parochial school will participate in the sealant program for 2<sup>nd</sup> and 6<sup>th</sup> graders.</p> <p><b>Socio-Ecological Model:</b> Individual, Interpersonal, Organizational, Community</p>		X				<p>The number of parochial schools enrolled and number of children participating</p> <p>Agency records</p>	<p>-funding -staffing -promotional materials - partnerships</p>		
<p>There will be at least 4 additional fluoride varnish sites in Lincoln County.</p> <p><b>Socio-Ecological Model:</b> Individual, Interpersonal, Organizational, and Community</p>				X		<p>The number of fluoride varnish sites. The number of children receiving fluoride varnish.</p> <p>Agency records. State data.</p>	<p>-funding -staffing -promotional materials - partnerships</p>		
<p>There will be a dental sealant program in place for Pregnant women enrolled in WIC or PNCC.</p> <p><b>Socio-Ecological Model:</b> Individual, Interpersonal, Organizational, and Community</p>					X	<p>What percent of pregnant women who have dental sealants and untreated decay.</p> <p>Agency records. State data</p>	<p>-funding -staffing -promotional materials - partnerships</p>		

## Resources and References

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### **Data Resources**

Lincoln County Community Health Survey 2012

[www.healthypeoplelincolncounty.com](http://www.healthypeoplelincolncounty.com)

Wisconsin Burden of Oral Health 2010

[http://www.dhs.wisconsin.gov/health/Oral\\_Health/](http://www.dhs.wisconsin.gov/health/Oral_Health/)

County Oral Health Wisconsin Surveillance System, 2012,

[http://www.dhs.wisconsin.gov/health/Oral\\_Health/cowss/2012Counties/index.htm](http://www.dhs.wisconsin.gov/health/Oral_Health/cowss/2012Counties/index.htm)

### **Evidenced-base Best Practices**

Healthiest Wisconsin 2020, Oral Health Focus Area

<http://www.dhs.wisconsin.gov/hw2020/focusareas/profiles.htm>

The Community Guide

[www.thecommunityguide.org/oral/index.html](http://www.thecommunityguide.org/oral/index.html)

What Works for Health in Wisconsin

<http://Whatworksforhealth.wisc.edu>

Association of State and Territorial Dental Directors

[www.astdd.org](http://www.astdd.org)

### **Organizations**

Wisconsin Department of Health

[http://www.dhs.wisconsin.gov/health/Oral\\_Health/](http://www.dhs.wisconsin.gov/health/Oral_Health/)

Wisconsin Dental Association

<http://www.wda.org/>

Children's Health Alliance of Wisconsin

<http://chawisconsin.org/oral-health-resources.htm>