



2017 ANNUAL REPORT



PENNSYLVANIA COALITION FOR ORAL HEALTH

MISSION

To improve oral health for all Pennsylvanians by uniting stakeholders to advance advocacy, policy, education and innovative approaches.

VISION

Essential to overall health and wellness, optimal oral health benefits ALL Pennsylvanians. By bringing together oral health advocates and professionals to share the best and most innovative approaches, PCOH serves as the dynamic leading voice to improve oral health across the Commonwealth.

PRIORITIES

- Supporting Pennsylvania's oral workforce development
- Improving oral health for Pennsylvania's most vulnerable individuals
- Advancing the implementation of the PA Oral Health Plan
- Advocating for community water fluoridation

A MESSAGE FROM OUR PRESIDENT

It has been incredibly rewarding to be part of this evolving and maturing coalition. 2017 was a pivotal year; PCOH made advances in both formal structure through the receipt of a 501c3 designation and impact. Our work is now organized under this formal structure and we are well equipped to advance our priorities of supporting workforce, improving oral health outcomes, advancing the PA Oral Health Plan and serving as strong advocates for community water fluoridation. We are no longer a lone voice on oral health, our ranks have grown in both breadth and depth. Our work is informed by a diverse set of passionate and experienced stakeholders that share a common belief that oral health is foundational to overall health. We are a connected network working to impact all parts of the system so that good oral health becomes a reality for all. I encourage those of you that have been involved to reflect on the accomplishments highlighted in this report with pride and to look forward to future work with optimism and I welcome newer voices to our work going forward.



With gratitude,
Jenny

Board of Directors

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Board President
Family First Health

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Board Vice President
*University of Pittsburgh,
School of Dental Medicine*

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DDS, FADPD
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Pennsylvania Dental Association

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HELEN HAWKEY
Executive Director

MERRILYNN MARSH
Development Coordinator

HOLLY CHEEK
Administrator

2017 PARTNERS

Visionary

Partner

\$100,000

DentaQuest Foundation

Sustaining

Partners

\$10,000

Delta Dental Foundation

Dentsply Sirona

UPMC for You

Collaborative

Partners

\$5,000

Avesis: A Guardian Insurance Company

Pediatric Dental Associates/Special Smiles

Premier Dental

Connecting

Partners

\$2,500

AmeriHealth Caritas Family of Companies

Brandywine Health Foundation

Health Partners Plan

PA Dental Association

Supporting

Partner

<\$2,500

PA Dental Hygienists' Association

2017 MEMBERS

We are lucky to have the support of so many in the oral health community. As 2017 drew to an end, PCOH transitioned from a traditional membership organization to a true stakeholder coalition. Though not all recognized individually, the more than 300 stakeholders who work on oral health initiatives across Pennsylvania are invaluable to our work.

ACHIEVA

Kelly Braun, PHDHP

Berks County Community Foundation

Richard Celko, DMD

Laura DeHennis, PHDHP

Beth Desch, PHDHP

Family First Health Corporation

First Hospital Foundation

Cheryl and Paul Janssen

Kids Smiles, Inc.

Eve Kimball, MD

Carol Landis, Premier Dental

PA Association of Community Health Centers

PA Chapter, American Academy of Pediatrics

PA Dental Assistants Association

PA Head Start Association

PA Office of Rural Health

Deborah Polk, University of Pittsburgh

Put People First! PA

We are very thankful for the support of our partners, members, volunteers, and contributors who make it possible for us to achieve our goals for a healthier community.



ACCOMPLISHMENTS

Goal: Supporting Pennsylvania oral health workforce development

- Supported successful proposal to add Public Health Dental Hygiene Practitioners (PHDHPs) to the Medicaid provider list, as well as supported proposed regulations changes to add medical offices and childcare centers to the list of approved practice settings
- Distributed materials at multiple conferences and meetings across the state to advocate for the oral health workforce
- Collaborated with Penn HOSA (Health Occupations Students of America) to assist and improve dental pipeline programs
- Tracked oral health workforce prototypes developed at the 2016 Workforce Innovation Summit; final year-end report was published in December 2017
- Engaged providers through a variety of media and communications campaigns
- More than 150 obstetrician offices across PA received patient materials



Goal: Improving oral health for Pennsylvania's most vulnerable populations

- Participated in the Medicaid Advocacy team focusing on comprehensive adult dental benefits with professional facilitators through Community Catalyst and DentaQuest Foundation
- Led June 2017 Medicaid Advocacy Day to promote restoration of the 2011 comprehensive adult dental benefit
- Supported successful proposal to add Public Health Dental Hygiene Practitioners (PHDHPs) to the Medicaid provider list
- Implemented a joint conference between PCOH and the members of the Free Clinic Association of PA, held in September 2017; oral health resource binders were distributed to the 63 free and charitable clinics across the state.
- Joined the PA Provider Advocacy Coalition workgroup to progress healthcare policies in PA
- Published Medical Assistance advocacy policy brief
- Launched statewide television and internet campaign to provide oral health referrals to pregnant women

ACCOMPLISHMENTS

Goal: Advancing implementation of the 2020 Oral Health Plan

- Executed a 3-year contract with the PA Department of Health to manage the implementation of the state 2017-2020 Oral Health Plan (OHP)
- Worked on various objectives within the OHP as it was being published, including a statewide surveillance project, improved school sealant programs, and new workforce initiatives

Goal: Building Oral Health Infrastructure

- New Executive Director hired in March 2017; Development Coordinator position added August 2017
- 501(c)3 non-profit designation awarded in August 2017
- Awarded sole-source provider status with the PA Department of Health for oral health programs



Goal: Improve Organizational Awareness and Social Media Presence

- Completed numerous media interviews to promote better oral health in our communities
- Created statewide oral health listserv and increased amount of communication offered to our stakeholders
- Increased social media presence on Facebook, YouTube, and Twitter

 facebook.com/PACoalitionOH

 PA Coalition for Oral Health

 twitter.com/PACoalitionOH

2017 PROGRAM SPOTLIGHT

“PREGNANCY AND ORAL HEALTH: AN IMPORTANT CONNECTION”

The “Pregnancy and Oral Health: An Important Connection” campaign was launched in September 2017 and has been successful in educating patients and providers on the importance of regular oral health care during pregnancy. The American Pregnancy Association recommends preventive dental work while pregnant is essential to avoid oral infections such as gum disease, which has been linked to preterm birth.

Key Campaign Messages:

- Maintaining optimal oral health is important during pregnancy
- Medical Assistance can provide dental benefits for pregnant women
- Dental care and treatment is safe and effective during pregnancy

Campaign Components:

- 8 weeks of online internet video commercials
- 5 weeks of cable/broadcast television commercials
- Print materials sent directly to 180 obstetrician offices for display and distribution to pregnant women:
 - Flyers in English and Spanish educating pregnant women on the importance of oral health during pregnancy (25,000)
 - 3x5-inch magnets with key oral health messages in English and Spanish (25,000)
 - Infant feeding spoons which key oral health message (8,025)



Campaign Duration and Intensity:

- Online ads and television (broadcast and cable) commercials ran for 5-8 weeks.
- Two 30-second variations of the commercials were run, as well as a shortened online video that ran for 15 seconds.



Funded through the Pennsylvania Department of Health through Centers for Disease and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) under the Preventative Health and Health Services Block Grant. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by CDC, HHS or the U.S. Government.

LOOKING AHEAD

Goals for 2018 and Beyond

- Identify and support local and regional oral health coalitions to improve communications and effectiveness on a local level
- Implement a biennial statewide conference to inform stakeholders and move PA Oral Health Plan forward
- Partner with the PA Department of Health to apply for long-term CDC Capacity/HRSA Workforce grants
- Add new collaborative partners to our statewide network
- Continue to follow and report out on workforce prototype programs, as well as the implementation of a stronger dental safety net within PA free and charitable clinics
- Complete mandated school dental exam form revision and implement for 2018-19 school year
- Utilize Dental and Public Health students to assess workforce access issues in PA
- Add two members to the PCOH Board of Directors





\$708,914

TOTAL INCOME

PCOH was awarded over \$535,000 in federal grants in 2017.

“ [PCOH] is doing an amazing job of bringing our Pennsylvania partners together ... not an easy task given the diversity of focus. Who knew there were so many facets to oral health? ”
- County Community Foundation Fellow

84.8%

SPENT ON DIRECT PROGRAMMING

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