



If you didn't register for the live presentations, we encourage you to register for and watch the recordings. You can still do this until October 30 as well as browse the abstracts at <https://www.eventscribe.com/2020/NOHC/>. This special issue of the newsletter highlights just a few sessions that were either sponsored by ASTDD or included ASTDD members during the regular schedule from May 29-June 26 or scheduled separately in a more interactive format. Other sessions are planned for the fall while some will be resubmitted for next year's meeting.

### President Christine Farrell's Message about the NOHC

The 2020 Goes Virtual NOHC is now over but registrants can still access the recordings. I was able to attend most of the sessions presented over five Fridays through May and June 2020. Again, this was a new concept via a virtual format to provide a rich experience. The virtual experience provided me a way to connect, share ideas, learn from others and keep abreast of new practices. I hope many of you took advantage of the 2020 Goes Virtual NOHC. I would like to thank the ASTDD board members, state and associate members who took part in the virtual NOHC. They include: Sam Zwetchkenbaum, John Welby, Darwin Hayes, Francis Kim, Tooka Zokaie, Candace Owen, Irene Hilton, Alice Horowitz, Sean Boynes, Michelle Martin, Michelle Landrum, Diane Flanagan, Beth Stewart, Chelsea Fosse, Adam Burch, Erin Knoerl, Stuart Lockwood, Scott Tomar, Jan Miller and Tim Ricks. All the sessions were great. I do not want to forget to thank Francis Kim and Chris Wood for moderating all the sessions.

### Moving from Disparities and Implicit Bias to Equity and Culturally Competent Practices (June 5)

Kristen Krause MPH,PhD; Darwin Hayes DDS, MHA,FAGD and Nashon Hornsby JD, LLM

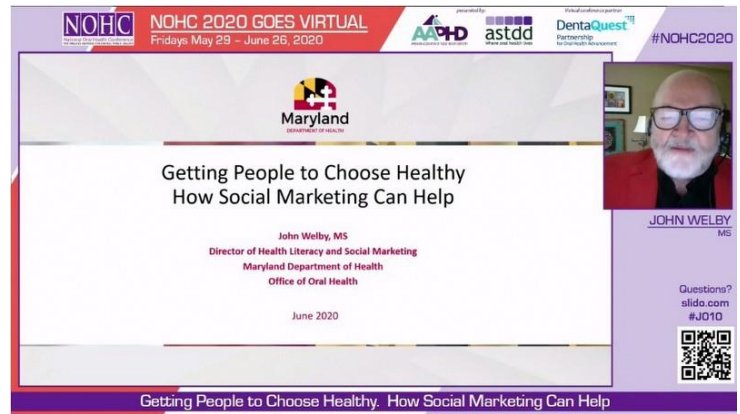
Both Dr. Hayes and Dr. Hornsby are with the NJ Dept of Health and are champions of oral health. This session discussed moving our public health efforts from identifying health disparities to advancing health equity. The presenters focused on barriers to care resulting from provider and institutional implicit bias and a lack of culturally competent practices applied in service delivery settings. They focused on implicit bias and culturally competent practices to advance health equity from the interdisciplinary perspectives of a public health psychologist, public health dentist, and pediatrician who have worked with adolescents, LGBTQ, and underserved, low income and ethnic populations. This session was particularly timely in light of current events.



## Getting People to Choose Healthy: How Social Marketing Can Help (June 12)

John Welby MS

John Welby is the Chair of ASTDD's Communications Committee and Director of Oral Health Literacy at the Maryland Department of Health's Office of Oral Health. Social marketing is the use of commercial marketing principles to influence human behavior for the greater social good. This presentation examined the use of social marketing in dental public health, telling the story of how the Maryland Office of Oral Health created a robust social marketing model, now in its ninth year. Learning objectives:



- Understand the value of a social marketing and be able to identify three (3) ways that social marketing can benefit their state oral health program.
- Understand how to use the Maryland Social Marketing Model to create a social marketing program within their own state.
- How to conduct a targeted social marketing campaign by being able to list the steps necessary to do so.
- Measure the impact of a social marketing campaign by understanding the steps necessary to conduct a pre-post campaign survey.
- Understand the importance of sustaining social marketing efforts and identify at least two (2) ways to potentially do so.

## Antibiotic Stewardship for Oral Health Clinicians: History, Programs and Policy (June 26)

Cara Ortega DDS, MPH; Erinne Kennedy DMD, MPH MMSc; and Kobie Gordon DDS



Learning objectives for this session were 1) define roles of dentists and state dental directors in antibiotic stewardship, 2) describe evidence-based guidelines for antibiotic use in dentistry, 3) develop strategies to implement evidence-based practices, 4) examine policy recommendations for antibiotic stewardship. These presenters also co-authored the ASTDD [Policy Statement on Promoting Antibiotic Stewardship in Dentistry](#). They were very clever and created a paradigm for why this session is needed that actually incorporated the ASTDD acronym (pictured above). They presented several stewardship examples and resources, including those from states.

## Using Interprofessional Collaboration to Increase Access to Care and Improve Oral Health Literacy (June 26)

Michelle Landrum RDH, Med; Beth Stewart, RDH; Michelle Martin RDH, MPH; Diane Flanagan RDH

Interprofessional collaboration can be an effective approach for improving access to oral health care for populations that are underserved or disadvantaged and improving oral health literacy among non-oral health providers. Three successful approaches were featured that utilize (1) physician assistant trainees to address access issues among migrant and seasonal farmworkers, their families, and members of the American Indian/Alaska Native community; (2) a learning network for non-oral health providers to improve oral health literacy among pregnant women and families with young children; and (3) Head Start program information report data to identify families that are underserved and improve access through federally qualified health centers (FQHCs). An overview was also provided of the Dental Hygienist Liaison Project, coordinated by ASTDD for the National Center on Early Childhood Health and Wellness.



## Giving Oral Health Talks and Presentations with Real Impact (June 16 and 18)

John Welby MS and Matt Jacob BA converted this NOHC workshop into two virtual sessions on June 16 and 18.



This limited attendance workshop, given during two webinars with homework assigned, offered participants a message matrix to simplify the task of developing a talk and explored the power of using storytelling to engage audiences. A role-play exercise provided constructive feedback to enhance participants' confidence and ability. See the May/June *Roundup* issue for more information. Hopefully, Matt and John will offer a similar workshop during the next NOHC!

## CDC's Annual Fluoridation Update (May 20)

Participants heard updates from ASTDD and the ADA, along with CDC's annual update presented by Tracy Boehmer PE, and an overview of the *New Wave Fluoridation Tablet and Feeder System* presented by Steve McCarter of KC Industries and Michael Merlo of Dubois Chemicals. ASTDD's updates included a brief overview of the new National Oral Health Data Portal now in development. Tooka Zokaie, the ADA's Manager for Fluoridation and Preventive Health Activities, provided information about online resources and the ADA's fluoridation webinar series now scheduled over four weeks in July. Ms. Boehmer highlighted the CDC/DOH's water fluoridation activities, data systems, criteria for CDC's state and

water system quality awards, and noted upcoming activities. Mr. McCarter and Mr. Merlot described the new fluoridation tablet and feeder system and its objective to provide an affordable, low maintenance, consistent level of fluoridation to smaller public water systems.

