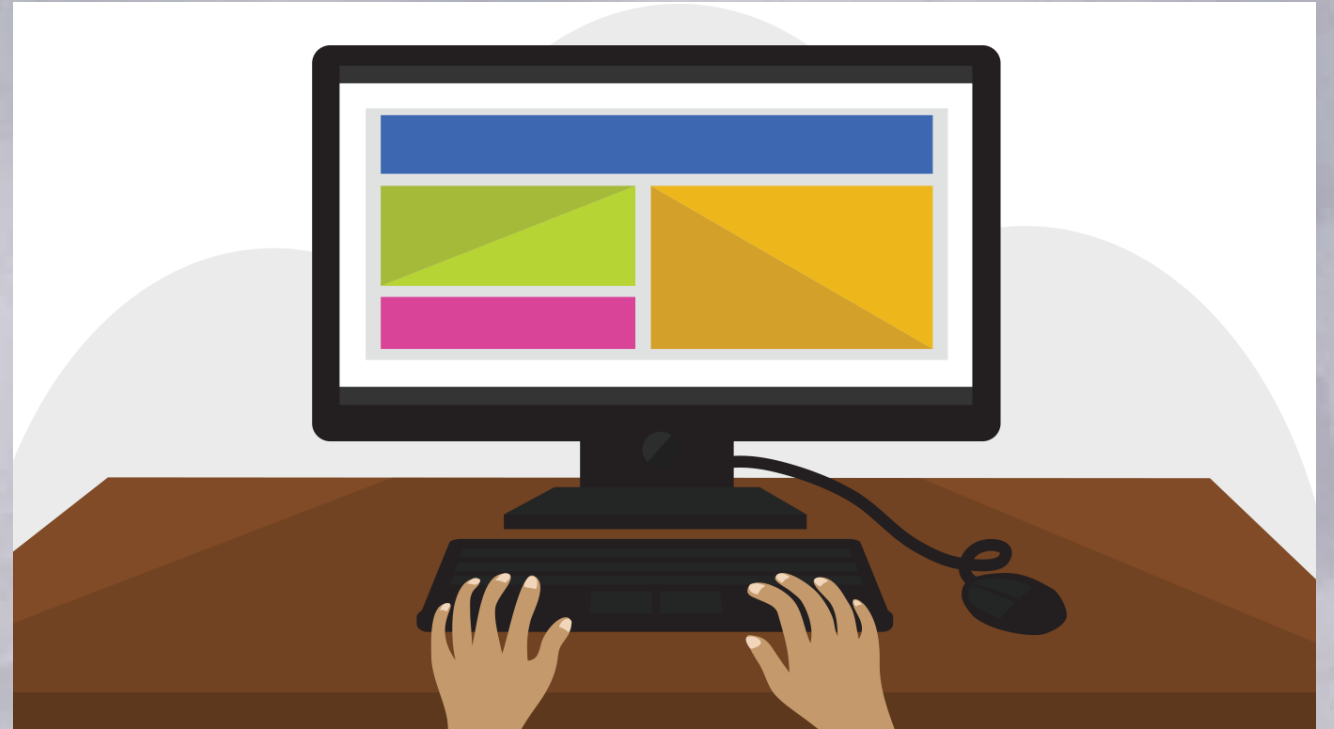


Raising oral health knowledge online

How to make web content easier for visitors to find and understand



My objectives

1. Establish the importance of web content for oral health literacy
2. Identify the challenges to address when writing and organizing web content
3. Recommend ways that oral health leaders can make their web content easier to find and easier to understand



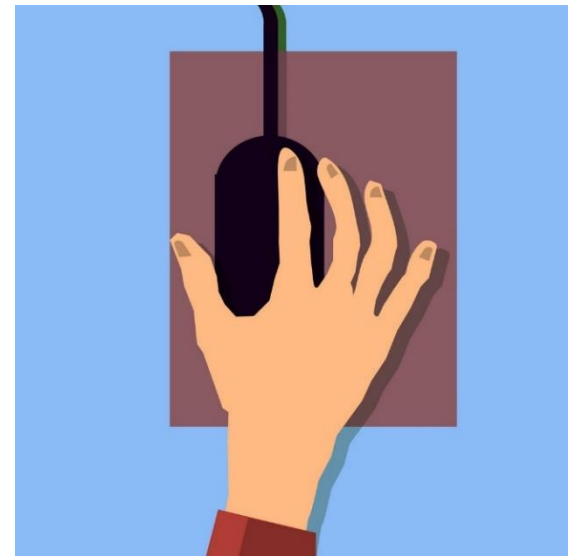
Key abbreviations: PHD = Public health departments (state/local)
OHL = Oral health literacy CWF = Community water fluoridation

Oral health websites

Why oral health websites matter

It's where most people start looking

- People prefer seeking health info online — **69% of them** start their search on the web.
- Research shows the internet far exceeds health care providers as the primary source for health information.
 - ▶ The web is accessible *anytime*
 - ▶ The web is accessible *almost anywhere*
 - ▶ Consumers can seek answers without feeling awkward, embarrassed or judged



COVID-19 has raised the profile of PHD sites

- Public health department (PHD) websites are a crucial vehicle for educating the public about oral health and prevention.
- The pandemic has raised the profile of PHD websites as a destination where the public can find accurate information and the latest guidance.

VDH VIRGINIA DEPARTMENT OF HEALTH
To protect the health and promote the well-being of all people in Virginia

Need vaccine? Learn how to get your shot at [Vaccinate.Virginia.gov](https://www.vaccinate.virginia.gov) or call 1-877-VAX-IN-VA. Mon-Sat 8am - 6pm.

- COVID-19 Data
- COVID-19 Resources
- Get COVIDWISE
- Health Professionals
- Community, Work, School
- Frequently Asked Questions
- Media

Exposed to COVID-19

COVID-19 Vaccine

If You Are Sick

COVIDWISE

A chance to educate the most vulnerable

- Many Americans have low levels of OHL, and they are more likely to have poor oral health status.
- This is why people with low OHL should be a **target audience** for your web content.
- How PHDs write and organize their web content can create challenges for people with low OHL.



(Source: Baskaradoss, J.K. Relationship between oral health literacy and oral health status. *BMC Oral Health*, Vol. 18, No. 172, 2018.)

People struggle to find health info

- **62% of Americans** who began searching online said they “felt frustrated” with their ability to find the health information they were seeking.
- This fell short of the Healthy People 2020 goal for the proportion of Americans who can easily access health information.



Is your content understandable?

A 2021 study analyzed CWF-related content on the websites of state health departments in all 50 states:

- **13 states** either had no web content about water fluoridation or its content was not written in plain language.
- **9 states** did not have a web page devoted primarily to CWF.



Plain language is about more than words

Plain language: Communication that your audience can understand the first time they see or hear it.

- Common words that most people are used to seeing
- Short sentences and paragraphs
- Active voice (not passive)
- Using lists, subheads or other design elements to enhance understanding

Plain language is about more than words

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- Short sentences and paragraphs
- Active voice (not passive)
- Using lists, subheads or other design elements to enhance understanding

Diabetes by the Numbers

- **34.2 million** US adults have diabetes, and 1 in 5 of them don't know they have it.
- Diabetes is the **seventh leading cause** of death in the United States.
- Diabetes is the **No. 1** cause of kidney failure, lower-limb amputations, and adult blindness.
- In the last **20 years**, the number of adults diagnosed with diabetes has more than **doubled**.

It's more than an idea — it's the law

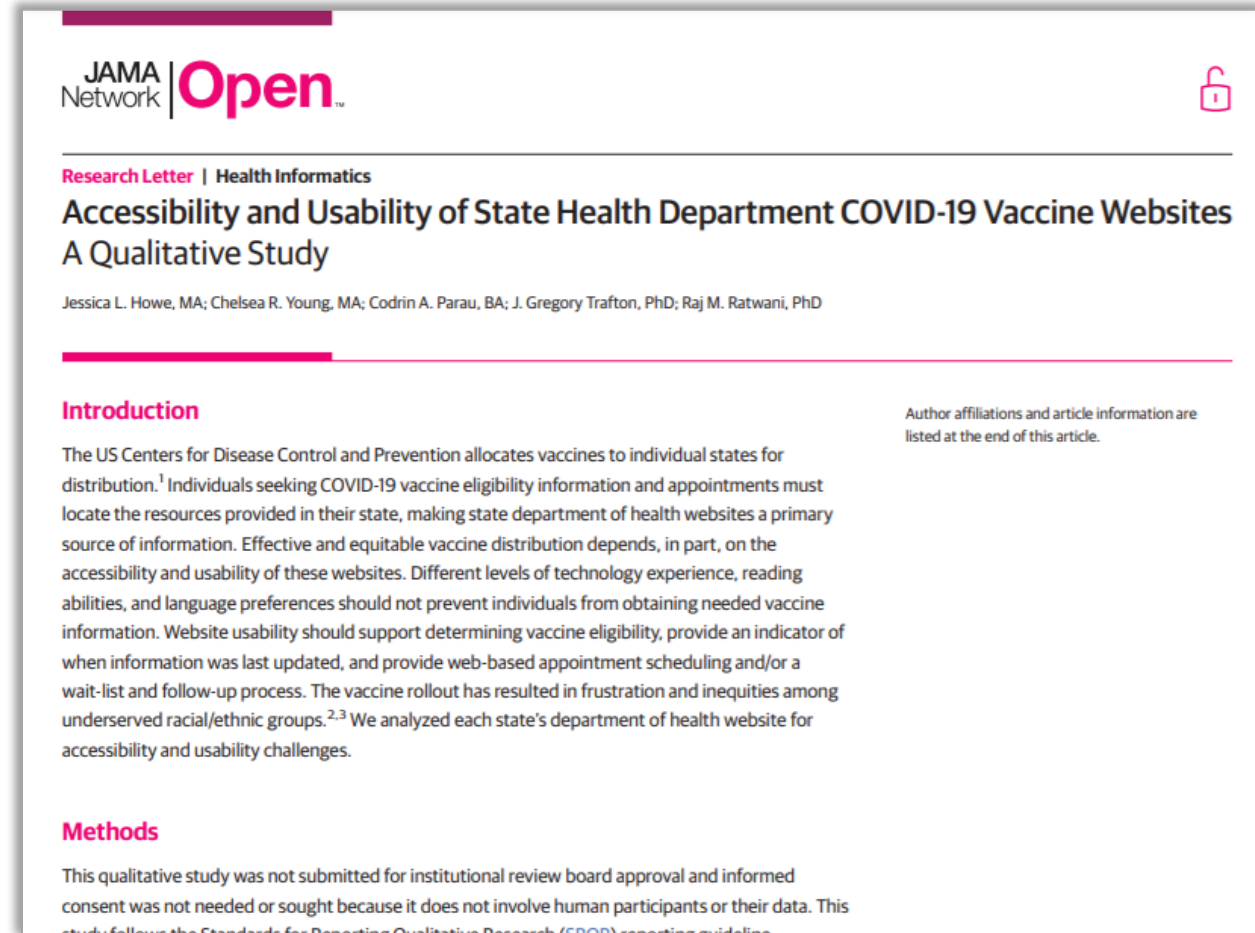
- Why does the **National Institutes of Health** promote the use of plain language?

“Writing that is clear and to the point helps improve communication and takes less time to read and understand.”

- Plain language isn't just a nice idea. A 2010 federal law requires agencies to use it when communicating to the public.

This isn't just an oral health challenge

- A 2021 study analyzed the **reading score/grade level** of PHD web content about COVID vaccine eligibility and accessibility.
- Researchers found that the PHD content in **31 states** was written at or above a college student's reading level.



The screenshot shows the top portion of a research article. At the top left is the 'JAMA Network Open' logo. To the right is a pink padlock icon. Below the logo is the text 'Research Letter | Health Informatics'. The main title is 'Accessibility and Usability of State Health Department COVID-19 Vaccine Websites: A Qualitative Study'. Below the title are the authors: 'Jessica L. Howe, MA; Chelsea R. Young, MA; Codrin A. Parau, BA; J. Gregory Trafton, PhD; Raj M. Ratwani, PhD'. A horizontal line separates the header from the main text. The 'Introduction' section begins with the text: 'The US Centers for Disease Control and Prevention allocates vaccines to individual states for distribution.¹ Individuals seeking COVID-19 vaccine eligibility information and appointments must locate the resources provided in their state, making state department of health websites a primary source of information. Effective and equitable vaccine distribution depends, in part, on the accessibility and usability of these websites. Different levels of technology experience, reading abilities, and language preferences should not prevent individuals from obtaining needed vaccine information. Website usability should support determining vaccine eligibility, provide an indicator of when information was last updated, and provide web-based appointment scheduling and/or a wait-list and follow-up process. The vaccine rollout has resulted in frustration and inequities among underserved racial/ethnic groups.²,³ We analyzed each state's department of health website for accessibility and usability challenges.' To the right of the introduction text, there is a note: 'Author affiliations and article information are listed at the end of this article.' Below the introduction is the 'Methods' section, which starts with: 'This qualitative study was not submitted for institutional review board approval and informed consent was not needed or sought because it does not involve human participants or their data. This study follows the Standards for Reporting Qualitative Research (SRQR) reporting guideline.'

(Source: Howe JL, et al. Accessibility and Usability of State Health Department COVID-19 Vaccine Websites: A Qualitative Study. JAMA Network Open. 2021, 4:5.)

Readability: Write content in plain language



I Am A... COVID-19 Data & Statistics Topics & Services Resource Center News Events

Oral Health

Oral Health Plans ▾

Fast Facts on Oral Health

Where/How to Access Oral Health Care?

Oral Health Data

Maternal and Child Oral Health ▾

Community Water Fluoridation

Fluoridation of community water systems is the most effective public health measure available to prevent and control dental caries. It reaches people with little cost to individuals and is very important for our health and well-being. The Division of Oral Health works closely with the Illinois Environmental Protection Agency to monitor community water safety, provide education and technical expertise to the water supply operators in order to keep fluoride levels optimal.

Community water fluoridation is recognized as one of the ten most important achievements of Public Health.

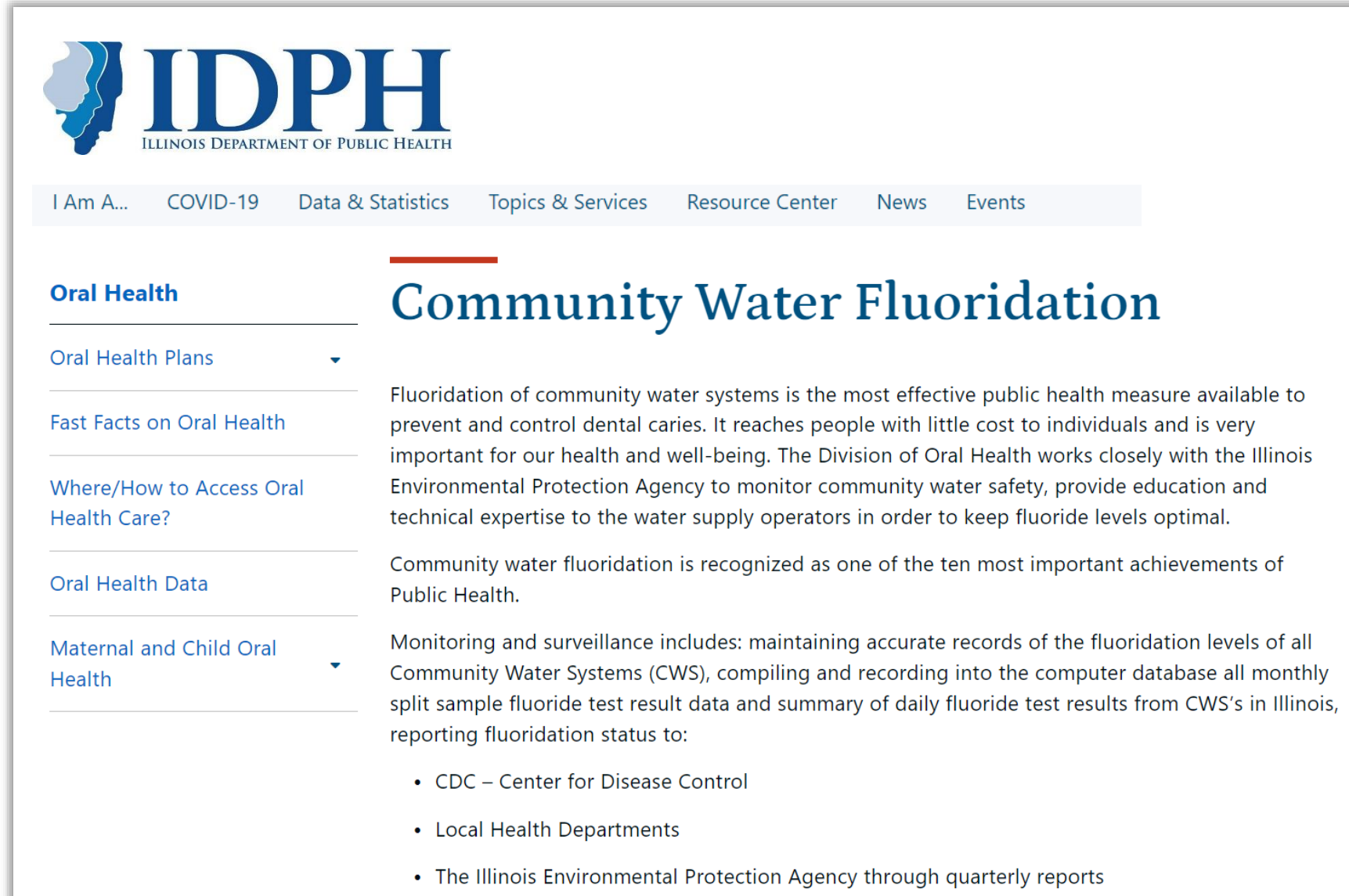
Monitoring and surveillance includes: maintaining accurate records of the fluoridation levels of all Community Water Systems (CWS), compiling and recording into the computer database all monthly split sample fluoride test result data and summary of daily fluoride test results from CWS's in Illinois, reporting fluoridation status to:

- CDC – Center for Disease Control
- Local Health Departments
- The Illinois Environmental Protection Agency through quarterly reports

Readability: Write content in plain language

The reading ease of this page was rated “very difficult” to “difficult” — meaning it would not be understood by people with low to moderate OHL.

(Source: The language displayed on this slide was analyzed and scored as a 9.4 on the Fleisch Reading Ease Test and a 20.4 on the Gunning Fog Readability Index. The Flesch test evaluates both word length and sentence length. This page was scored on December 15, 2021.)



The screenshot shows the Illinois Department of Public Health (IDPH) website. The header includes the IDPH logo and a navigation menu with links for 'I Am A...', 'COVID-19', 'Data & Statistics', 'Topics & Services', 'Resource Center', 'News', and 'Events'. The main content area features a sidebar with 'Oral Health' as a primary category, containing sub-links for 'Oral Health Plans', 'Fast Facts on Oral Health', 'Where/How to Access Oral Health Care?', 'Oral Health Data', and 'Maternal and Child Oral Health'. The main article is titled 'Community Water Fluoridation' and contains the following text:

Fluoridation of community water systems is the most effective public health measure available to prevent and control dental caries. It reaches people with little cost to individuals and is very important for our health and well-being. The Division of Oral Health works closely with the Illinois Environmental Protection Agency to monitor community water safety, provide education and technical expertise to the water supply operators in order to keep fluoride levels optimal.

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Readability: Write content in plain language



I Am A... COVID-19 Data & Statistics Topics & Services Resource Center News Events

Oral Health

Oral Health Plans

Cavities or tooth decay are better terms than **caries**.

Oral Health Data

Maternal and Child Oral Health

Community Water Fluoridation

Fluoridation of community water systems is the most effective public health measure available to prevent and control dental **caries**. It reaches people with little cost to individuals and is very important for our health and well-being. The Division of Oral Health works closely with the Illinois Environmental Protection Agency to monitor community water safety, provide education and technical expertise to the water supply operators in order to keep fluoride levels optimal.

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Readability: Write content in plain language

IDPH
ILLINOIS DEPARTMENT OF PUBLIC HEALTH

I Am A... COVID-19 Data & Statistics Topics & Services Resource Center News Events

Oral Health

Community Water Fluoridation

Fluoridation of community water systems is the most effective public health measure available to prevent and control dental caries. It reaches people with little cost to individuals and is very important for our health and well-being. The Division of Oral Health works closely with the Illinois Environmental Protection Agency to monitor community water safety, provide education and technical expertise to the water supply operators in order to keep fluoride levels optimal.

Community water fluoridation is recognized as one of the ten most important achievements of Public Health.

Monitoring and **surveillance** includes: maintaining accurate records of the fluoridation levels of all Community Water Systems (CWS), compiling and recording into the computer database all monthly split sample fluoride test result data and summary of daily fluoride test results from CWS's in Illinois, reporting fluoridation status to:

- CDC – Center for Disease Control
- Local Health Departments
- The Illinois Environmental Protection Agency through quarterly reports

Surveillance is a familiar term to those in public health, but it may confuse people with low OHL.

(Source: The language displayed on this slide was analyzed and scored as a 9.4 on the Fleisch Reading Ease Test and a 20.4 on the Gunning Fog Readability Index. The Flesch test evaluates both word length and sentence length. This page was scored on December 15, 2021.)

Readability: Write content in plain language

- The sentence length is good for readability.
- Many visitors may be confused by the abbreviations and numerals that interrupt the 4th sentence.

(Source: This web page was accessed via Google Chrome on December 15, 2021.)



KENTUCKY CABINET FOR
HEALTH AND FAMILY SERVICES

[CHFS](#) > [Agencies](#) > [Department for Public Health](#) > [Division of Prevention and Quality Improvement](#) > .

HEALTH CARE ACCESS BRANCH

Oral Health Program

Community Water Fluoridation

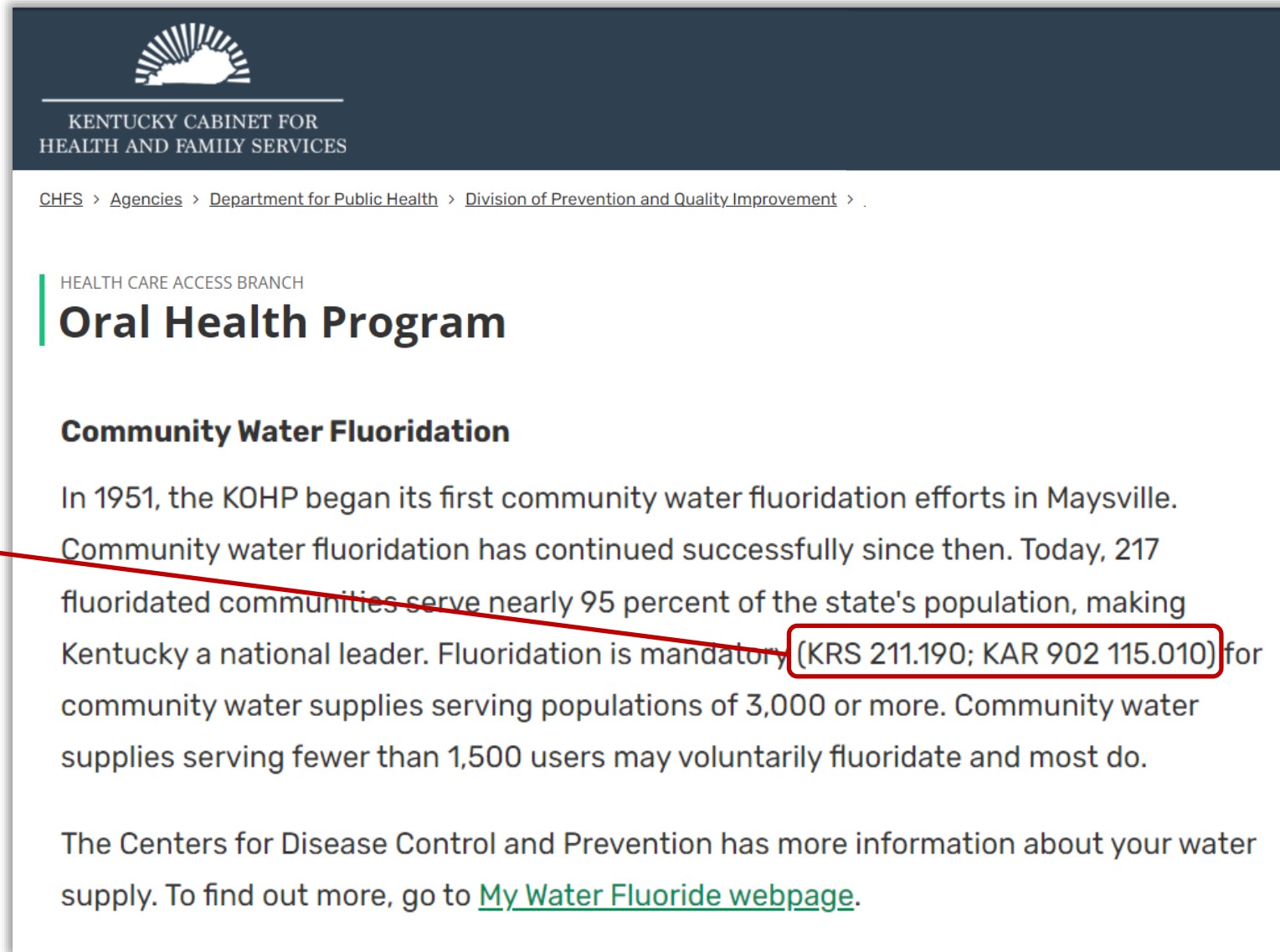
In 1951, the KOHP began its first community water fluoridation efforts in Maysville. Community water fluoridation has continued successfully since then. Today, 217 fluoridated communities serve nearly 95 percent of the state's population, making Kentucky a national leader. Fluoridation is mandatory (KRS 211.190; KAR 902 115.010) for community water supplies serving populations of 3,000 or more. Community water supplies serving fewer than 1,500 users may voluntarily fluoridate and most do.

The Centers for Disease Control and Prevention has more information about your water supply. To find out more, go to [My Water Fluoride webpage](#).

Readability: Write content in plain language

- The sentence length is good for readability.
- Many visitors may be confused by the abbreviations and numerals that interrupt the 4th sentence.

(Source: This web page was accessed via Google Chrome on December 15, 2021.)



The screenshot shows the header of the Kentucky Cabinet for Health and Family Services website. The navigation breadcrumb is: CHFS > Agencies > Department for Public Health > Division of Prevention and Quality Improvement > . The page title is 'Oral Health Program' under the 'HEALTH CARE ACCESS BRANCH'. The main heading is 'Community Water Fluoridation'. The text describes the history of water fluoridation in Kentucky, mentioning that it began in 1951 in Maysville and has since served nearly 95% of the state's population. A red box highlights the legal references '(KRS 211.190; KAR 902 115.010)' in the sentence: 'Fluoridation is mandatory (KRS 211.190; KAR 902 115.010) for community water supplies serving populations of 3,000 or more. Community water supplies serving fewer than 1,500 users may voluntarily fluoridate and most do.' A red line points from the second bullet point in the left sidebar to this sentence. The footer text states: 'The Centers for Disease Control and Prevention has more information about your water supply. To find out more, go to [My Water Fluoride webpage](#).'

Readability: Write content in plain language

Vermont's oral health page does a good job of using plain language.

Most of these sentences are less than 15 words long.



ORAL HEALTH



You cannot be truly healthy without good dental health. Dental health is important for obvious reasons like eating, speaking, feeling good about your smile, and being able to find a job.

Dental health is also important for overall health. For example, people who have diabetes are at greater risk for dental disease, and having dental disease makes it more difficult to control blood sugar levels. Poor dental health has also been linked to heart disease and stroke as well.

To see how we're doing in Vermont: [Oral Health Performance Scorecard](#) ➔

Find Vermont data, reports and publications on dental health: [Plans & Reports](#)

Is your content easy to find?

Another problem in the 2021 study was the ability of visitors to navigate state websites and find CWF information:



- From the state health dept's home page, at least 3 clicks were needed in **23 states** for visitors to reach the oral health program's page.
- From the oral health program's main web page, at least 2 more clicks were needed in **9 states** to find info about CWF.

Navigation: Make content easy to find

Many PHD websites organize their content as a **list of specific documents** (see below) rather than as a **list of topics**.



The screenshot shows the website of the South Dakota Department of Health. The header includes the department's logo and name, the text 'WEBSITE OF THE STATE OF SOUTH DAKOTA DEPARTMENT OF HEALTH Kim Malsam-Rysdon, Secretary of Health', and three buttons: 'FREE COVID TEST', 'FREE COVID VACCINE', and 'CONTACT US'. Below the header, the section 'South Dakota's Oral Health Status' contains a list of documents:

- [2019 Oral Health Report](#)
- [Oral Cancer in South Dakota, 2014](#) (order monograph [here](#) under cancer or oral health tab)
- Oral Health Survey of South Dakota Children
 - Report: [2014](#) | [2010](#)
 - Data Brief: [2014](#) | [2010](#)
- Children's Oral Health – BRFSS: [2017](#) | [2015](#) | [2013](#) | [2011](#)
- Adult Oral Health – BRFSS: [2016 & National Map](#) | [2014](#) | [2012](#)
- Snapshot of Oral Health in South Dakota: [2012](#) | [2009](#) | [2007](#)
- Annual Summary of Plan Activities: [2013](#) | [2010](#) | [2009](#)
- The Oral Health of SD's Head Start Children: [Basic Screening Survey 2012](#)
- Oral Health Plan for South Dakota [2015-2020](#) | [Plan Summary](#)
- South Dakota Health Professional Shortage Areas - [Dental Healthcare](#)
- South Dakota Pregnancy Risk Assessment Monitoring System (PRAMS)
 - [2017 Data Report](#)
 - [2017 Maternal Oral Health Care](#)
- Infographic - [South Dakota Children's Dental Health Statistics](#)

(Source: Crestodina A. Orbit Media Studios, Website Navigation: 7 Best Practices, Design Tips and Warnings; this web page was accessed on Oct. 27, 2021.)

Navigation: Make content easy to find

Many consumers want info on a **certain topic** and lack the patience to look through a long list of documents.



The screenshot shows the top navigation bar of the South Dakota Department of Health website. On the left is the logo, which consists of a stylized 'H' inside a circle, with the text 'SOUTH DAKOTA DEPARTMENT OF HEALTH' below it. To the right of the logo, the text reads 'WEBSITE OF THE STATE OF SOUTH DAKOTA DEPARTMENT OF HEALTH' and 'Kim Malsam-Rysdon, Secretary of Health'. Below this text are three buttons: 'FREE COVID TEST', 'FREE COVID VACCINE', and 'CONTACT US'. Below the navigation bar is a section titled 'South Dakota's Oral Health Status' with a bulleted list of links to various reports and documents.

SOUTH DAKOTA DEPARTMENT OF HEALTH

WEBSITE OF THE STATE OF SOUTH DAKOTA DEPARTMENT OF HEALTH
Kim Malsam-Rysdon, Secretary of Health

FREE COVID TEST FREE COVID VACCINE CONTACT US

South Dakota's Oral Health Status

- [2019 Oral Health Report](#)
- [Oral Cancer in South Dakota, 2014](#) (order monograph [here](#) under cancer or oral health tab)
- Oral Health Survey of South Dakota Children
 - Report: [2014](#) | [2010](#)
 - Data Brief: [2014](#) | [2010](#)
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- The Oral Health of SD's Head Start Children: [Basic Screening Survey 2012](#)
- Oral Health Plan for South Dakota [2015-2020](#) | [Plan Summary](#)
- South Dakota Health Professional Shortage Areas - [Dental Healthcare](#)
- South Dakota Pregnancy Risk Assessment Monitoring System (PRAMS)
 - [2017 Data Report](#)
 - [2017 Maternal Oral Health Care](#)
- Infographic - [South Dakota Children's Dental Health Statistics](#)

(Source: Crestodina A. Orbit Media Studios, Website Navigation: 7 Best Practices, Design Tips and Warnings.)

Navigation: Make content easy to find

Reorganizing a home page around **topics** could make it easier for web visitors to find what they're looking for.

Example: These documents could be grouped into a page focusing on children's oral health



The screenshot shows the top navigation bar of the South Dakota Department of Health website. It includes the department's logo, the text 'WEBSITE OF THE STATE OF SOUTH DAKOTA DEPARTMENT OF HEALTH Kim Malsam-Rysdon, Secretary of Health', and three buttons: 'FREE COVID TEST', 'FREE COVID VACCINE', and 'CONTACT US'. Below the navigation bar is a section titled 'South Dakota's Oral Health Status' containing a list of links to various reports and surveys. A red bracket on the left side of the list highlights the first five items, which are related to children's oral health.

South Dakota's Oral Health Status

- [2019 Oral Health Report](#)
- [Oral Cancer in South Dakota, 2014](#) (order monograph [here](#) under cancer or oral health tab)
- [Oral Health Survey of South Dakota Children](#)
 - Report: [2014](#) | [2010](#)
 - Data Brief: [2014](#) | [2010](#)
- [Children's Oral Health](#) – BRFSS: [2017](#) | [2015](#) | [2013](#) | [2011](#)
- [Adult Oral Health](#) – BRFSS: [2016 & National Map](#) | [2014](#) | [2012](#)
- [Snapshot of Oral Health in South Dakota](#): [2012](#) | [2009](#) | [2007](#)
- [Annual Summary of Plan Activities](#): [2013](#) | [2010](#) | [2009](#)
- [The Oral Health of SD's Head Start Children: Basic Screening Survey 2012](#)
- [Oral Health Plan for South Dakota 2015-2020](#) | [Plan Summary](#)
- [South Dakota Health Professional Shortage Areas - Dental Healthcare](#)
- [South Dakota Pregnancy Risk Assessment Monitoring System \(PRAMS\)](#)
 - [2017 Data Report](#)
 - [2017 Maternal Oral Health Care](#)
- [Infographic - South Dakota Children's Dental Health Statistics](#)

Navigation: Make content easy to find

Arizona's oral health home page accommodates **both types** of visitors — those seeking a particular document and consumers seeking info on a topic.

(Source: This web page was accessed via Google Chrome on December 15, 2021.)

ARIZONA DEPARTMENT OF HEALTH SERVICES
Health and Wellness for All Arizonans

Oral Health

Home

- Adult & Senior Health
- Maternal and Child Oral Health >
- Dental Programs >
- AZSmiles - Enhanced Dental Teams >
- Water Fluoridation
- Frequently Asked Questions (FAQs)
- Reports & Factsheets
- Additional Resources

Home

- Enhanced Safety Measures for the Cavity Free AZ Sealant Program
- 2019-2022 State Oral Health Plan
- Healthy Smiles Healthy Bodies 2015 Survey
- The Importance of Dental Health - Why You Should Go to the Dentist
- Oral Health brochures regarding Pregnancy, Your Baby, and Children 1-3 Years Old
- Get more information about Reduced Fee and Community Dental Clinics in Arizona

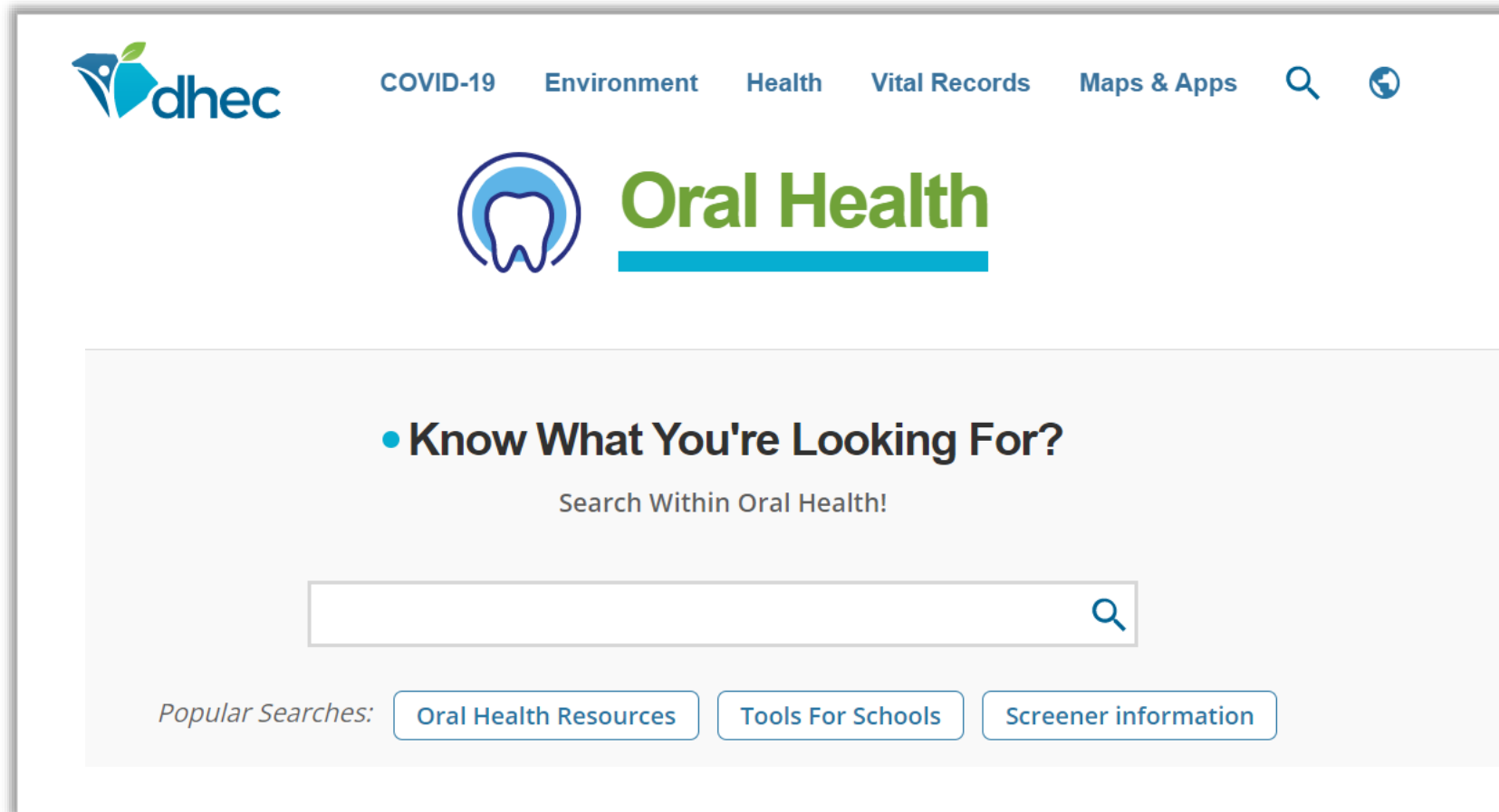
Adult & Senior Health

Maternal and Child Oral Health


Dental Programs

Navigation: Make content easy to find

South Carolina's oral health home page greets visitors with a search box that helps them find the info they're looking for:



dhec COVID-19 Environment Health Vital Records Maps & Apps

 **Oral Health**

• **Know What You're Looking For?**
Search Within Oral Health!

Popular Searches: [Oral Health Resources](#) [Tools For Schools](#) [Screeener information](#)

(Source: This web page was accessed via Google Chrome on December 15, 2021.)

Navigation: Make content easy to find

And **South Carolina** recognizes that many people seeking CWF information may use “fluoride” as their search term:

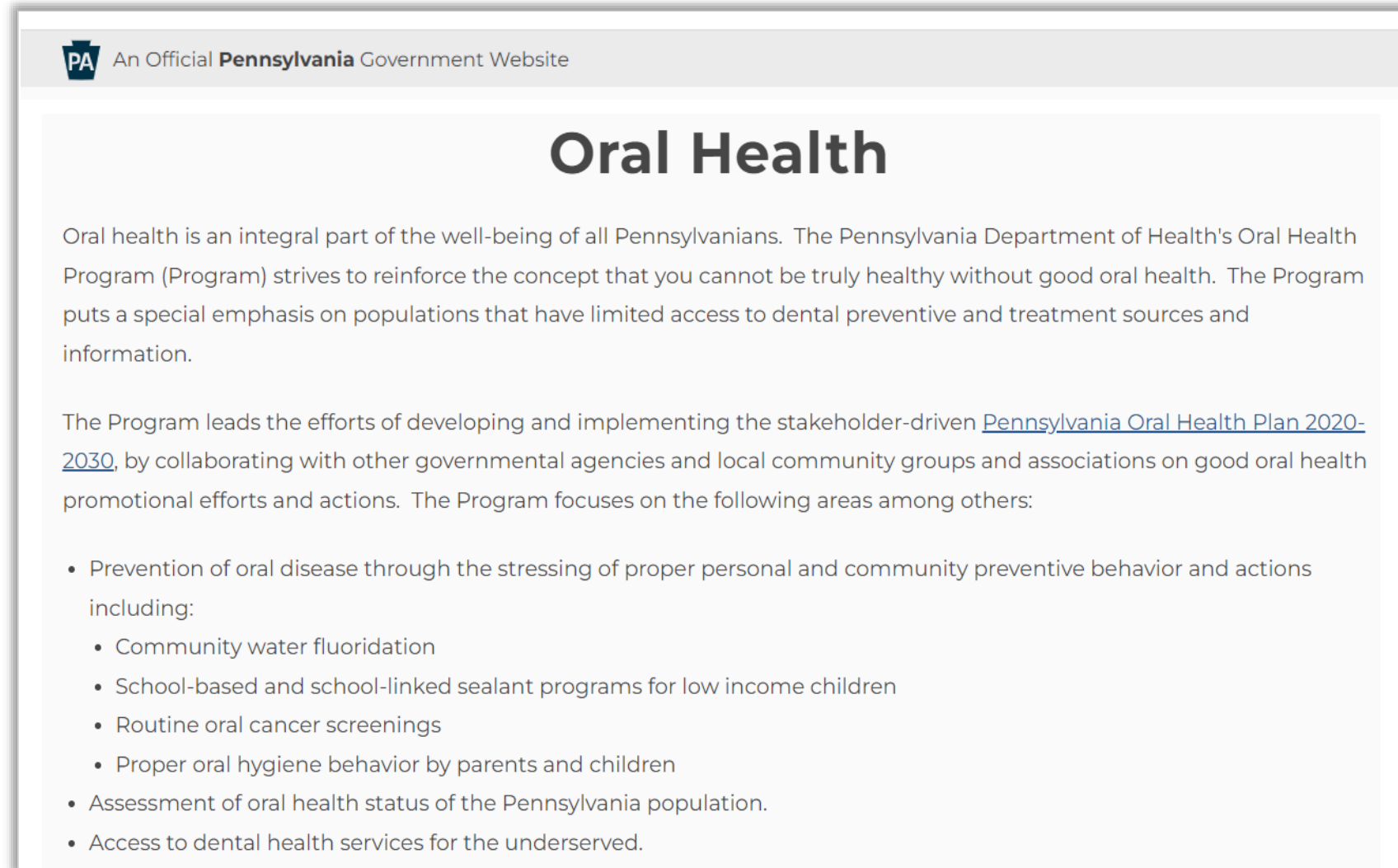
The screenshot displays a search interface with the following components:

- Search this Section:** A search bar containing the text "fluoride" (circled in red) and a magnifying glass icon.
- Filter by Topic:** A dropdown menu currently set to "All Topics".
- Filter by Type:** A dropdown menu currently set to "All Content types".
- RESET ALL:** A link to clear all filters.
- Search Results:** A list of results, each labeled "Resource" and followed by a blue link:
 - Fluoridation:** The first result, with a red arrow pointing to the link.
 - South Carolina Drinking Water Fluoridation Grant Program**
 - Finding Dental Services for Your Child**
 - Environmental Loans & Grants for Businesses, Communities**
 - Child and Teen Oral Health**

Navigation: Page design matters

Some visitors may not scroll down long enough to find their desired topic.

Creating a left-hand rail of options might help.



The screenshot shows a webpage header with the Pennsylvania state logo and the text "An Official Pennsylvania Government Website". The main heading is "Oral Health". Below the heading is a paragraph of introductory text. This is followed by another paragraph that includes a link to the "Pennsylvania Oral Health Plan 2020-2030". At the bottom of the visible content is a bulleted list of program focus areas.

PA An Official Pennsylvania Government Website

Oral Health

Oral health is an integral part of the well-being of all Pennsylvanians. The Pennsylvania Department of Health's Oral Health Program (Program) strives to reinforce the concept that you cannot be truly healthy without good oral health. The Program puts a special emphasis on populations that have limited access to dental preventive and treatment sources and information.

The Program leads the efforts of developing and implementing the stakeholder-driven [Pennsylvania Oral Health Plan 2020-2030](#), by collaborating with other governmental agencies and local community groups and associations on good oral health promotional efforts and actions. The Program focuses on the following areas among others:

- Prevention of oral disease through the stressing of proper personal and community preventive behavior and actions including:
 - Community water fluoridation
 - School-based and school-linked sealant programs for low income children
 - Routine oral cancer screenings
 - Proper oral hygiene behavior by parents and children
- Assessment of oral health status of the Pennsylvania population.
- Access to dental health services for the underserved.

The key takeaways

- Everyone (including those with low OHL) deserves access to information that enables them to make healthy decisions.
- Oral health leaders can do more to make their content easier to find and easier to understand.



Oral health websites

**Key questions,
tips and helpful
resources**

5 questions to ask yourself

1. Is our content written in **plain language** to ensure that consumers of different literacy levels can understand it?
2. **How many clicks** does it take from our PHD's home page to reach the oral health page? And then how many more clicks to access key topics in oral health?
3. How is our oral health content **organized** — as a list of documents or as different topics?
4. Are any of our **hyperlinks** to external experts broken?
5. Do we or does our health department have a protocol for **reviewing web content** to ensure it's accurate and updated?

CDC's policy can be leveraged

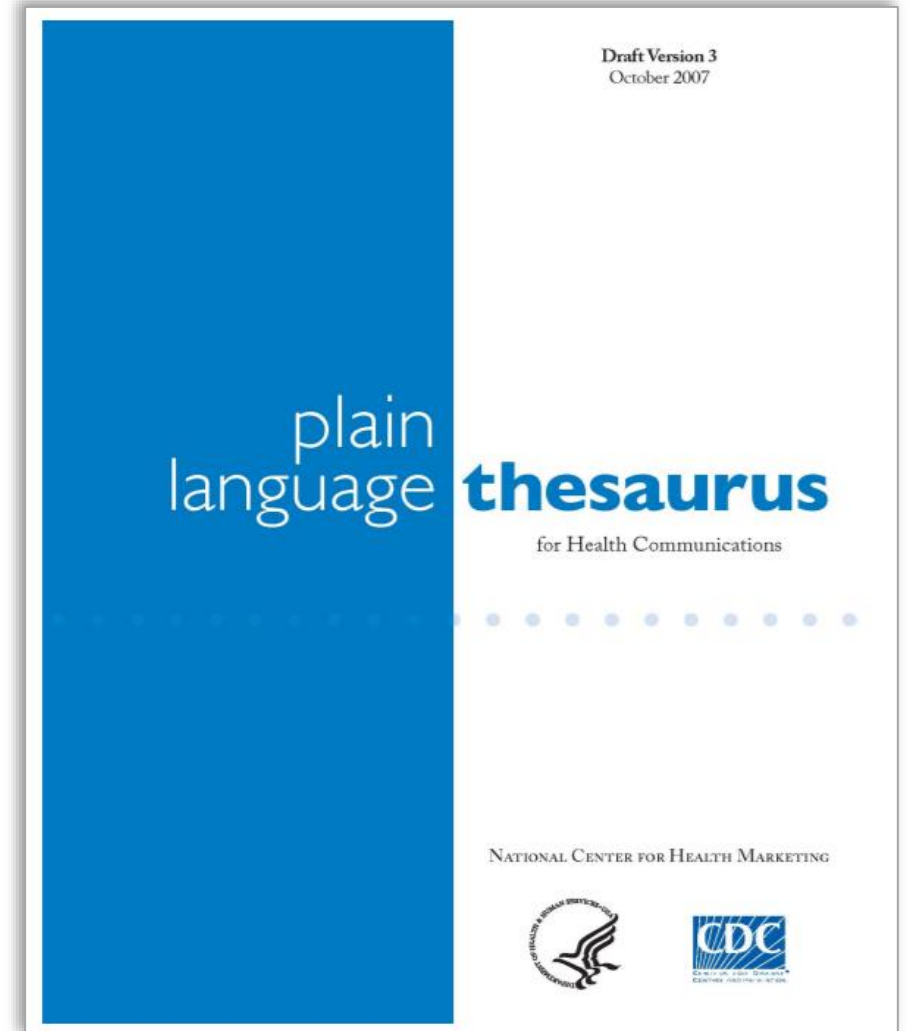
Citing the CDC's practice might help persuade your health department to translate web content into **Plain Language**.

CDC.gov

“CDC is committed to using **plain writing** in information for the public. Our information is relevant to many groups, and plain writing makes the information even more useful.”

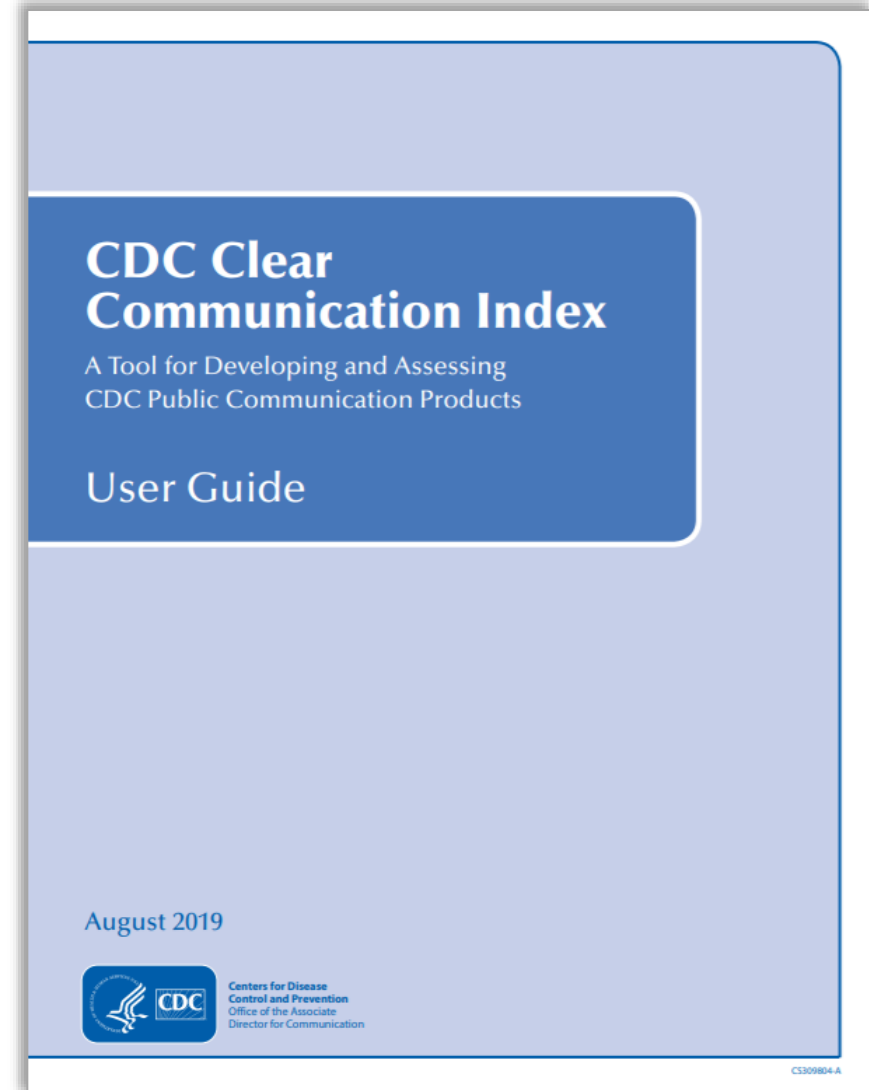
Good resources on plain language

- CDC's Plain Language Thesaurus:
https://bit.ly/PL_Thesaurus



Good resources on plain language

- CDC's Plain Language Thesaurus:
https://bit.ly/PL_Thesaurus
- The **Clear Communication Index** is an excellent resource that covers much more than just plain language.



Testing to assess understanding

Focus groups (even informal ones) can help you assess whether your content is written in **plain language**.

- Ideally, assemble a group of people with low OHL.
- Have them answer questions to determine whether they could understand the content.



Testing to assess ease of navigation

Focus groups (even informal ones) can help you assess whether content is **tough to find**.

- Consider working with your oral health coalition to find lay people who are asked to find info about certain topics on the state PHD website.
- Ask them to track how much time it took them to find it.



Testing to assess ease of navigation

Focus groups (even informal ones) can help you assess whether content is tough to find.

- Consider working with your oral health coalition to find lay people who are asked to find info about certain topics on the state PHD website.
- Ask them to track how much time it took them to find it.



Health foundations might be receptive to funding this effort, seeing its connection to OHL.

Making web navigation more intuitive

TOPICS

Children's Dental Health

Adults' Dental Health

Pregnancy & Dental Health

Water Fluoridation

Dental Sealants

Dental Workforce

2020-21 Oral Health Plan

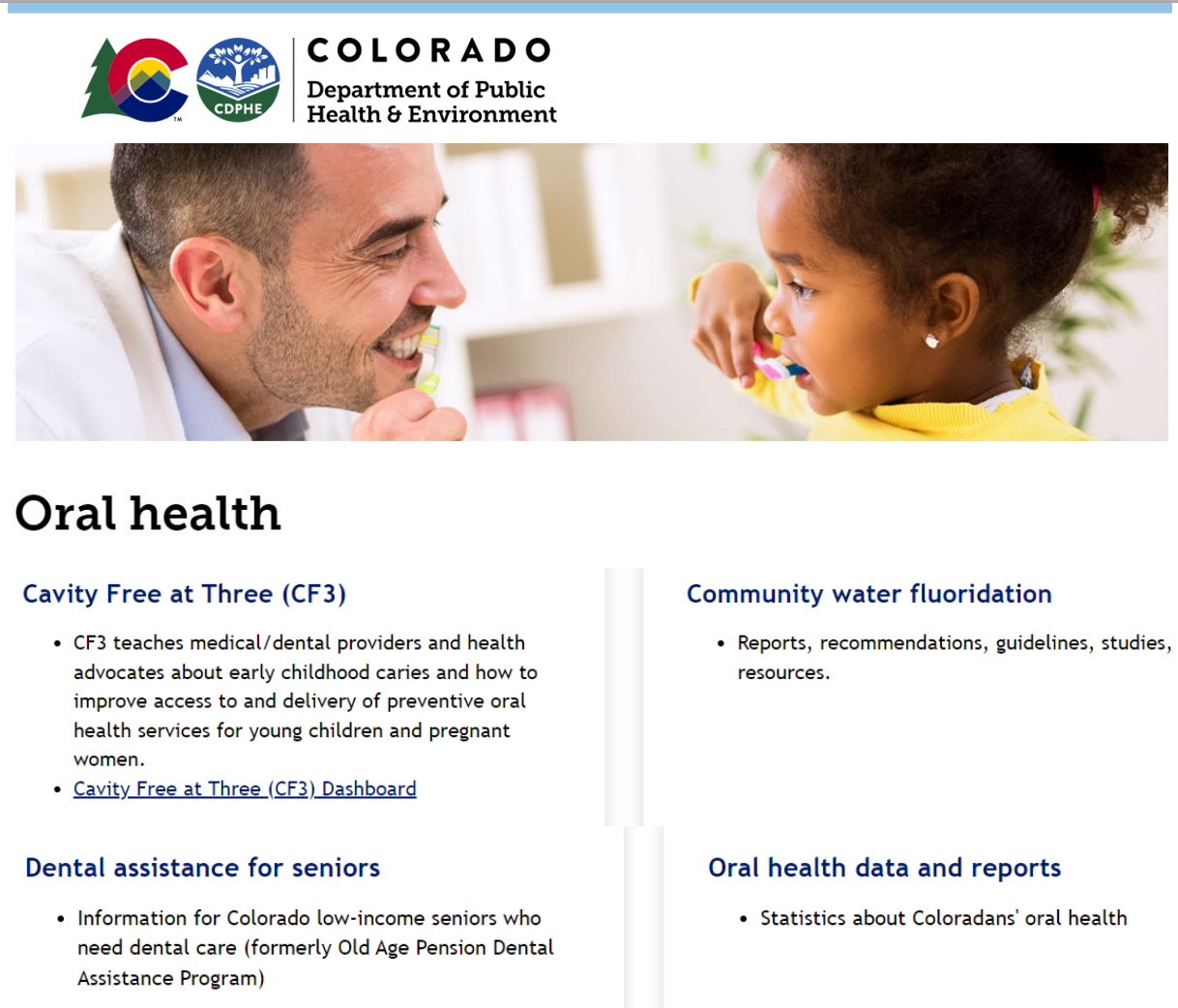
Research shows that most people seeking info about fluoridation will search using the word **fluoride**.

Some visitors might go right to the first option, so consider including **sealant** info there too.

It might not be clear to all visitors that this is the state's plan.

You don't need to tell me.....

- Oral health programs have little or no authority over how their state's PHD website is designed.
- Oral health programs cannot unilaterally change the content on their PHD web pages.



The screenshot shows the Colorado Department of Public Health & Environment website. At the top, there are logos for the state of Colorado and the Colorado Department of Public Health & Environment (CDPHE). Below the logos is a photograph of a male dentist smiling while brushing a young girl's teeth. The main heading is "Oral health". Underneath, there are three sections: "Cavity Free at Three (CF3)", "Community water fluoridation", and "Dental assistance for seniors". Each section has a list of bullet points and a link to a dashboard or report.

COLORADO
Department of Public Health & Environment

Oral health

Cavity Free at Three (CF3)

- CF3 teaches medical/dental providers and health advocates about early childhood caries and how to improve access to and delivery of preventive oral health services for young children and pregnant women.
- [Cavity Free at Three \(CF3\) Dashboard](#)

Dental assistance for seniors

- Information for Colorado low-income seniors who need dental care (formerly Old Age Pension Dental Assistance Program)

Community water fluoridation

- Reports, recommendations, guidelines, studies, resources.

Oral health data and reports

- Statistics about Coloradans' oral health

(Source: This web page was accessed via Google Chrome on January 13, 2022.)

What oral health leaders can do

- **Build a good relationship with your PHD's web team.**
 - ✓ These staff have some say in future design changes
 - ✓ Having a 'friend' there might help facilitate your effort to update web content — especially if you can tie it to a conference or other event
- **Cite the federal law on plain language to spur change.**
 - ✓ Raise awareness in your agency of the Plain Writing Act
 - ✓ Consider talking (as a group) to senior PHD officials about the need to embrace Plain Language content

Oral health websites

**Awareness of
the web pages
around you**

How does your website refer to oral health?



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A-Z Index



What you need to know about COVID-19

Your actions help keep California healthy. By staying informed, you can protect yourself, your family, and your community from the coronavirus.

[Learn More](#)



Popular Topics

[COVID-19 Vaccines](#)

[Find a COVID-19 Testing Site](#)

[COVID-19 Beyond the Blueprint](#)

[Wildfires](#)

[Certificates, Licenses, Permits, Registrations](#)


[Vital Records](#)

[Health Equity](#)

[Blood Lead Level Maps and Data](#)

[Vaping Health Advisory](#)

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What you need to know about COVID-19
Your actions help keep California healthy. By following public health guidance, you and your community can stay safe from the coronavirus.

[Learn More](#)



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A-Z Index

Diseases and Conditions

Diseases and Conditions

HIV/AIDS

Healthcare-Associated Infections

Cancer

Communicable Diseases

Diabetes

Disease Reporting

Methicillin-Resistant Staphylococcus Aureus
Bloodstream Infection

Problem Gambling

Sexually Transmitted Diseases

[See More](#)

Popular Topics

COVID-19 Vaccines

Find a COVID-19 Testing Site

COVID-19 Beyond the
Blueprint

Wildfires

Certificates, Licenses,
Permits, Registrations

Vital Records

Health Equity

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Data

Vaping Health Advisory

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A-Z Index



Home | Diseases And Conditions | Diseases and Conditions | All Diseases and Conditions

DISEASES AND CONDITIONS

Diseases & Conditions provides links to information for communicable, infectious, and chronic diseases. Pages for specific diseases include links to fact sheets and disease information provided by CDPH as well as external agencies, organizations, and groups

Show: All Diseases and Conditions

[A](#)

[B](#)

[C](#)

[D](#)

[E](#)

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How does your website refer to oral health?



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DISEASES AND CONDITIONS

C

[C. difficile \(C. diff, CDI\)](#)
[Campylobacteriosis](#)
[Candida auris](#)
[Carbapenem-resistantEnterobacteriaceae\(CRE\)](#)
[Cat Scratch Disease](#)
[Central Line-associated Blood Stream Infection](#)
[Chikungunya](#)
[Chlamydia](#)
[Chronic Disease Surveillance and Research Branch](#)
[Ciguatera Fish Poisoning](#)
[Coccidioidomycosis \(Valley Fever\)](#)
[Colorectal Cancer Control](#)
[Conenose \(Kissing\) Bugs and Chagas Disease](#)

D

[Dengue](#)
[Diabetes Prevention](#)
[Diphtheria](#)
[Domoic Acid/Amnesic Shellfish Poisoning](#)
[Back to Top](#)

T

[Tetanus](#)
[Tick Paralysis](#)
[Tick-Borne Diseases](#)
[Tick-Borne Relapsing Fever](#)
[Toxoplasmosis](#)
[Trichinellosis \(Trichinosis\)](#)
[Trichomoniasis](#)
[Tuberculosis](#)
[Tularemia](#)

Not mentioned:

- [Caries](#)
- [Cavities](#)
- [Dental decay](#)
- [Tooth decay](#)



Questions? Comments?

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 **Jacob Strategies**