

SECTION II State Roles, Activities and Resources

Essential Public Health Services to Promote Health and Oral Health in the United States

The 10 Essential Public Health Services provide the framework for many national programs, including the [National Public Health Performance Standards Program](#), the [PHAB National Voluntary Accreditation Program for health departments](#), and the [Model Framework for Community Oral Health Programs](#). The corresponding 10 Essential Public Health Services to Promote Oral Health provide a framework for State Roles, Activities and Resources that comprise ASTDD's *Guidelines* and for ASTDD's [State Oral Health Program Review process](#).

10 Essential Public Health Services ⁴	10 Essential PH Services to Promote Oral Health in the US [*]
<i>Assessment</i>	<i>Assessment</i>
1. Monitor health status to identify and solve community health problems	1. Assess oral health status and implement an oral health surveillance system
2. Diagnose and investigate health problems and health hazards in the community	2. Analyze determinants of oral health and respond to health hazards in the community
3. Inform, educate and empower people about health issues	3. Assess public perceptions about oral health issues and educate/empower them to achieve and maintain optimal oral health**
<i>Policy Development</i>	<i>Policy Development</i>
4. Mobilize community partnerships and action to identify and solve health problems	4. Mobilize community partners to leverage resources and advocate for/act on oral health issues
5. Develop policies and plans that support individual and community health efforts	5. Develop and implement policies and systematic plans that support state and community oral health efforts
<i>Assurance</i>	<i>Assurance</i>
6. Enforce laws and regulations that protect health and ensure safety	6. Review, educate about and enforce laws and regulations that promote oral health and ensure safe oral health practices
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable	7. Reduce barriers to care and assure utilization of personal and population-based oral health services
8. Assure competent public and personal health care workforce	8. Assure an adequate and competent public and private oral health workforce
9. Evaluate effectiveness, accessibility and quality of personal and population-based health services	9. Evaluate effectiveness, accessibility and quality of personal and population-based oral health promotion activities and oral health services
10. Research for new insights and innovative solutions to health problems	10. Conduct and review research for new insights and innovative solutions to oral health problems

*Previously there were 14 services; they have now been updated and collapsed to 10.

**This was originally listed under Assurance but was moved to correspond directly to the PH list.

Guidelines Matrix

Assessment

1. Assess oral health status and implement an oral health surveillance system

State Roles	Examples of Activities	Resources
<p>a. Identify types and extent of oral diseases and conditions in the population at regular intervals using standardized indicators and instruments.</p>	<ul style="list-style-type: none"> -Use the State OH Data Surveillance template to identify data sources -Plan a statewide survey using appropriate sampling strategies -Use the Basic Screening Survey (BSS) to collect oral health status data 	<p>State OH Data Surveillance Template</p> <p>ASTDD Technical Assistance</p> <p>ASTDD Basic Screening Survey</p>
<p>b. Determine the extent of unmet need for preventive and treatment services, particularly in underserved groups.</p>	<ul style="list-style-type: none"> -Analyze BSS data with ASTDD or state epidemiologist assistance -Analyze BRFSS/PRAMS/YRBSS dental utilization data -Obtain Medicaid dental utilization information 	<p>BRFSS</p> <p>PRAMS</p> <p>YRBSS</p> <p>CMS 416 State Summaries</p>
<p>c. Create a plan for and monitor oral health status and trends, including population subgroups, via an oral health surveillance system.</p>	<ul style="list-style-type: none"> -Monitor trends in untreated decay among 3rd grade children -Monitor trends in dental access among adults (BRFSS) -Monitor trends in oral/pharyngeal cancer and use of tobacco -Monitor trends in dental utilization among Medicaid recipients 	<p>Best Practice Approach Report: State Based OH Surveillance System</p> <p>OH Surveillance Logic Model</p> <p>Development and Status of the National Oral Health Surveillance System</p> <p>ACS Cancer Facts and Figures</p> <p>National Youth Tobacco Survey</p> <p>CMS 416 State Summaries</p>
<p>d. Coordinate oral health data collection and analysis with efforts by other programs or organizations.</p>	<ul style="list-style-type: none"> - Collaborate with other programs to collect height and weight data during oral health surveys -Analyze BRFSS dental access and diabetes questions -Add oral health questions to PRAMS and YRBSS 	<p>Falb M and Kanny D. A collaborative approach to collecting data on children's oral health and weight status, Georgia. Preventing Chronic Disease, April 2008; 5(2): 1-7.</p> <p>See resources for PRAMS, YRBSS and BRFSS above</p> <p>Gaffield ML, Gilbert BJ, Malvitz DM, Romaguera R. Oral health during pregnancy: an analysis of information collected by the pregnancy risk assessment monitoring system. J Am Dent Assoc. 2001 Jul;132(7):1009-16.</p>

<p>e. Report on oral health status and trends (oral disease burden).</p>	<p>-Publish oral health survey report</p> <p>-Develop and publish an oral health burden document</p>	<p>CDC: The Burden of Oral Disease</p> <p>CT Every Smile Counts Report</p> <p>Wisconsin Head Start Oral Health Report</p> <p>California Smile Survey</p> <p>McLean A, LeMay W et al. Disparities in oral and pharyngeal cancer incidence and mortality among Wisconsin residents, 1999-2002. Wisconsin Medical J. 2006; 105(6): 32-5.</p>
<p>f. Integrate oral health data with other health surveillance data to determine health risks and improvements.</p>	<p>-Use BRFSS data to evaluate dental access among diabetes, smokers, etc.</p> <p>-Analyze oral health data from PRAMS and YRBSS with other health variables</p>	<p>BRFSS</p> <p>PRAMS</p> <p>YRBSS</p> <p>Maylahn C, Alongi S et al. Data needs and uses for older adult health surveillance: Perspectives from state health agencies. Preventing Chronic Disease; July 2005, 2 (3)L 1-8.</p>
<p>g. Compare state oral health status to national data and to state and national health objectives.</p>	<p>-Include national data in state oral health reports</p> <p>-Use the Title V Information System to compare data and reports across states</p>	<p>CDC: The Burden of Oral Disease</p> <p>NOHSS</p> <p>MCHB Title V Information System</p>
<p>h. Assist and support local efforts in oral health data collection, reporting and surveillance.</p>	<p>-Work with local jurisdictions to help them collect local data during statewide surveys</p> <p>-Develop county specific fact sheets</p>	<p>Ohio Surveillance System</p> <p>NV county fact sheets</p>
<p>i. Assist in locating, interpreting and applying oral health surveillance information for planning and policy decisions.</p>	<p>-Present data to coalition to assist in the development of strategic plans</p>	<p>State Oral Health Plans</p> <p>ASTDD 7 Step Needs Assessment</p>
<p>j. Review effectiveness of surveillance systems on a periodic basis to improve data management systems.</p>	<p>-Determine if current data meet state and program needs</p>	<p>Updated Guidelines for Evaluating Public Health Surveillance Systems. MMWR, July 27, 2001;50(RR13):1-35.</p>

Assessment

2. Analyze determinants of oral health and respond to health hazards in the community

State Roles	Examples of Activities	Resources
<p>a. Collaborate with others to collect and analyze information on factors that affect oral health, e.g., age, education, literacy, dental services utilization</p>	<ul style="list-style-type: none"> -Identify population demographics that might affect health and oral health -Contact your state demographer -Locate existing data sources, intervals of data collection, and need for additional data -Review data on utilization of oral health services -Examine barriers and enablers for oral health services -Analyze data by region or county -Collect and submit data to the State Synopsis -Discuss potential coordination opportunities and resources for combined/shared data collection/analysis, e.g., hgt, wgt and OH status; by site such as WIC, Head Start; PRAMS, BRFSS, YRBSS 	<p>Evidence Base for Social Determinants and Oral Health Promotion</p> <p>HP 2010. A Systematic Approach to Health Improvement, esp pgs 11-16.</p> <p>NAPCS Students Eligible for Free or Reduced Price Lunch by State</p> <p>State Synopsis</p>
<p>b. Conduct environmental assessments to evaluate need for/feasibility of community water fluoridation or other preventive interventions, e.g., sealants, varnish, tobacco control</p>	<ul style="list-style-type: none"> -Review state data template to identify data sources and links -Analyze BSS Surveys or other oral health data to identify areas with high disease burden or risk factors -Analyze information about tobacco use -Conduct cost-benefit analysis of community water fluoridation 	<p>State OH Data Surveillance Template</p> <p>ASTDD Basic Screening Survey</p> <p>National Youth Tobacco Survey</p> <p>Costs & Savings - Community Water Fluoridation Programs in Colorado</p>
<p>c. Monitor community water fluoridation status and quality in conjunction with other state and federal agencies</p>	<ul style="list-style-type: none"> -Collaborate with State and CDC Office on Drinking Water/ Community Water Fluoridation for monitoring and surveillance of CWF -Contribute to/review Annual Reports to ASTDD, CDC and/or ADA on fluoridation status -Participate in CDC Water Fluoridation Reporting Systems (WFRS) Program -Attend CDC Water Fluoridation courses 	<p>My Water's Fluoride – CDC Water Fluoridation Reporting Systems (WFRS)</p> <p>Fluoride - Barriers to Participating in WFRS Report</p> <p>ASTDD, CDC and ADA Fluoridation Awards</p> <p>CDC Sponsored Water Fluoridation Training</p> <p>ASTDD Best Practice Approach</p>

	<p>-Collaborate with other entities to conduct or sponsor trainings on water fluoridation for state and local water operators</p>	<p>Report: Community Water Fluoridation</p>
<p>d. Prevent and monitor adverse health effects and health hazards associated with oral health services or public health prevention strategies.</p>	<p>-Become familiar with the state Health Alert Network or current state public health informatics network</p> <p>-Become familiar with the state communicable disease reporting requirements</p> <p>-Meet with state epidemiologist and state laboratory director</p> <p>-Provide subject matter expertise on detection of disease outbreaks by the use of oral manifestations</p>	<p>CDC: Public Health Information Network</p> <p>CDC: Syndromic Surveillance</p> <p>CDC: Emergency Preparedness and Response / Bioterrorism Agents/Diseases</p> <p>Bioterrorism and catastrophe response. J Am Dent Assoc, Vol 134, No 6, 745-752</p> <p>State and Territorial Laboratories</p> <p>State Epidemiologists</p> <p>Torres-Urquidy, et al, <i>Detection of Disease Outbreaks by the Use of Oral Manifestations</i>, J Dent Res 88(1):89-94, January, 2009</p>
<p>e. Develop and use protocols to respond to health hazards or emergency situations.</p>	<p>-Develop protocols consistent with the state emergency operations plan</p> <p>-Review the state based Emergency System for Advance Registration of Volunteer Health Professionals (ESAR-VHP) system and Medical Reserve Corps</p> <p>-Respond to reports of fluoride overfeeds or discontinuation</p>	<p>Medical Reserve Corps</p> <p>Emergency Preparedness Protocols for State and Territorial Oral Health Programs</p> <p>Colvard, M.D., editor, <i>Dentistry's Role in Disaster Response</i>, Dental Clinics of North America. Vol. 51, Issue 4, October 2007</p> <p>American Dental Association: Dentistry's Response to Bioterrorism and Other Mass Disasters</p> <p>CDC Sponsored Water Fluoridation Training</p>

Assessment

3. Assess public perceptions about oral health issues and educate/empower people to achieve and maintain optimal oral health

State Roles	Examples of Activities	Resources
a. Assess oral health knowledge, opinions and health behaviors of population groups.	<ul style="list-style-type: none"> -Survey or conduct focus groups of population subgroups or key informants -Use the ASTDD 7-Step Model to develop an assessment 	<ul style="list-style-type: none"> How to Conduct Effective Focus Groups and Surveys ASTDD 7-Step Model
b. Design and implement evidence-based or theory-based health communication and health promotion programs around oral health issues.	<ul style="list-style-type: none"> -Review literature, including systematic reviews, using theories that might be adapted to oral health issues -Use established frameworks for developing health communication strategies -Develop a communication plan for the state oral health program 	<ul style="list-style-type: none"> HP 2010. Chapter 11 Health Communication. AHRQ, Literacy and Health Outcomes, Theory at a Glance The Twelve Steps to Developing a Health Communication Strategy
c. Create and use culturally, linguistically and developmentally appropriate oral health activities and materials for selected populations.	<ul style="list-style-type: none"> -Use members of target communities to help develop and field test materials -Use the services of groups or individuals with expertise in writing for a variety of audiences and levels of health literacy proficiency 	<ul style="list-style-type: none"> Plainlanguage.gov A Way with Words HRSA Health Literacy Resources and Course Quick Guide to Health Literacy How to Create and Assess Print Materials National Center for Cultural Competence
d. Deliver oral health communication messages through multiple appropriate channels.	<ul style="list-style-type: none"> -Solicit input from communities on appropriate channels for selected messages 	<ul style="list-style-type: none"> NCI. Making Health Communication Programs Work.
e. Collaborate with partners to leverage system-wide resources for integrating oral health with other health messages.	<ul style="list-style-type: none"> -Interface with programs where oral health messages can support or add to other health messages and vice versa, e.g., diabetes, MCH, tobacco, HIV, CSHCN 	<ul style="list-style-type: none"> CDC Partners ASTHO Affiliates with state members
f. Identify and use expertise in health communication and health promotion to provide consultation and training to health care providers and community/public health organizations.	<ul style="list-style-type: none"> -Identify specialists and training opportunities in health education, health communication and health behavior in the health department or in communities -Identify resources for assistance with graphics and writing/editing 	<ul style="list-style-type: none"> CDC National Center for Health Marketing American Association for Health Education Society for Public Health Education National Public Health

g. Evaluate effectiveness and quality of health communication and promotion programs.	-Use the evaluation measures and methods listed in your state oral health program communication plan and write an evaluation report.	Information Coalition The Ten Steps to Evaluating a Health Promotion Program.
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Policy Development

4. Mobilize community partners to leverage resources and advocate for/act on oral health issues.

State Roles	Examples of Activities	Resources
<p>a. Engage communities to build oral health and public health constituencies to address oral health issues.</p>	<ul style="list-style-type: none"> -Form oral health coalitions -Collaborate with state Dept. of Ed to establish oral health inclusion in state core curriculum -Use <i>A Guide for Developing and Enhancing Community Oral Health Programs</i> to walk local public health agencies through the steps for developing, integrating, expanding, or enhancing community oral health programs 	<ul style="list-style-type: none"> W.K. Kellogg Foundation Community Partnership Toolkit Mobilizing for Action through Planning and Partnership (NACCHO) Best Practices: State Oral Health Coalitions and Collaborative Partnerships Best Practices Approach Report: State Oral Health Plans and Collaborative Planning State/Territorial Descriptive Summaries of Coalitions and Partners Community Engagement for HP/DP A Guide for Developing and Enhancing Community Oral Health Programs Strategic Planning Workshop Best Practice Approach Report: Improving Children's Oral Health Through Coordinated School Health Programs Best Practice Approach Report: Prevention of Tooth Decay in Early Childhood
<p>b. Identify and convene partnerships to foster joint oral health initiatives, sharing of resources, collaborative decision-making, advocacy and quality improvement</p>	<ul style="list-style-type: none"> -Conduct oral health forums/summits on specific topics or populations, e.g., Head Start, CSHCN, uninsured -Convene ad-hoc committees or steering committees - Collaborate with Chronic Disease programs at state and local levels -Collaborate with State Medicaid and CHIP programs 	<ul style="list-style-type: none"> ASTDD State Summits Head Start Forums and Action Plans CSHCN Forums and Action Plans Environmental Assessment for Oral Health Policy-CDC Integration with Chronic

	<ul style="list-style-type: none"> -Participate with State Primary Care Offices, primary care associations and others to help underserved communities develop community health centers, non-profit clinics and other health care resources -Participate with state affiliates of AAP, AAPD and others in oral health initiatives 	Disease Programs State Primary Care Offices National Network for Oral Health Access AAP Oral Health Initiative
<p>c. Secure resources to support actions for collaborative oral health activities.</p>	<ul style="list-style-type: none"> -Investigate funding and grants from government agencies, foundations, insurance companies, professional associations and dental trade organizations - Seek "in-kind" services, such as free advertising or products that an individual or business might offer instead of money 	Public Health's Inconvenient Truth: The Need to Create Partnerships With the Business Sector Grantwriting Tips The Foundation Center Dental Trade Alliance Aetna Foundation United Concordia Delta Dental Give Kids a Smile Grants.Gov
<p>d. Communicate with oral health constituencies and partners, and disseminate information on a regular basis.</p>	<ul style="list-style-type: none"> -Develop a Communication plan -Share success stories with coalition members -Share Best Practice examples of integration 	<p>State Oral Health Program Communication Plan Templates (will be available summer 2010)</p> CDC Synergy Success Stories Workbook Promoting State Success- NACDD AMCHP Best Practices
<p>e. Coordinate oral health efforts with other governmental entities at the local, state and federal levels</p>	<ul style="list-style-type: none"> -Educate public health professionals on integration of oral health, chronic diseases, and general health -Share information with other public health coalitions -Co-sponsor trainings, meetings and symposia with other health care agencies. 	Healthier NY: An Integrated Approach to Chronic disease Prevention Maryland's Dental Action Committee
<p>f. Support efforts to educate public officials, policymakers, program administrators and</p>	<ul style="list-style-type: none"> -Participate in trainings or use online resources on policy development -Distribute policy development guides 	CDHP Oral Health Policy Tool ADEA Federal Legislative and Regulatory Resources

<p>professional on oral health issues and solutions.</p>	<p>to coalition and community partners</p> <p>-Conduct media awareness campaigns on oral health issues</p>	<p>Amer. Assoc of Community Dental Programs: Guidelines for Developing and Enhancing Community Oral Health Programs</p> <p>AACDP. A Model Framework for Community Oral Health Programs</p> <p>Institute of Medicine: Sufficiency of the U.S. Oral Health Workforce in the Coming Decade: A Workshop</p> <p>Oral Health America. Communications Guide for State Oral Health Programs</p> <p>Guidelines for Developing State Oral Health Issue Briefs</p> <p>DC Issue Brief</p>
<p>g. Evolve new constituencies and partnerships to address emerging oral health issues.</p>	<p>- Reach out to state and local chapters of AAP, ANP, AAPA, School nurse assoc, PTA, dental insurance companies, hospitals</p>	<p>National Assoc of School Nurses</p> <p>American Academy of Physician Assistants</p> <p>American Academy of Nurse Practitioners</p>
<p>h. Evaluate partnerships and their effectiveness in leveraging resources and advocating for oral health issues and programs.</p>	<p>-List legislative and program successes in the past year and the key partners who contributed to the successes</p> <p>-Brainstorm a list of groups that have never been involved in oral health activities or advocacy, noting potential benefits for soliciting their involvement</p> <p>-Use the Handbook on Planning, Evaluating and Improving Interagency Collaboration in State Oral Health Programs</p>	<p>Evaluating Advocacy and Policy Change Efforts</p> <p>Evaluating Partnerships to Prevent and Manage Chronic Disease</p> <p>Handbook on Planning, Evaluating and Improving Interagency Collaboration in State Oral Health Programs (will be available summer 2010)</p>

Policy Development

5. Develop and implement policies and systematic plans that support state and community oral health efforts.

State Roles	Examples of Activities	Resources
<p>a. Convene partners to help develop and produce a statewide oral health plan.</p>	<p>-Oral Health Program identifies partners and gains commitment from other chronic disease, family health and other public and private agencies and organizations for plan development</p> <p>-Create a logic model</p> <p>-Oral Health Coalition convenes committee of diverse stakeholders to develop state plan</p>	<p>Best Practices Approach Report: State Oral Health Plans and Collaborative Planning</p> <p>CDC: Overview of Development of a State Oral Health Plan</p> <p>Logic Model for a State Oral Health Plan</p> <p>Framework for Developing a State Oral Health Plan</p> <p>State Oral Health Plan Review Index Tool</p> <p>Examples of State Oral Health Plans</p>
<p>b. Establish oral health priorities and policies based on needs assessment, logic model, oral health state plan and evidence-based approaches.</p>	<p>-Oral Health Program/Oral Health Coalition review surveillance data, research data and Best Practice Reports to determine disparities, areas of need and evidence-based approaches</p>	<p>Community Guide to Preventive Services</p> <p>State Synopses</p> <p>ASTDD: Best Practices Approaches</p> <p>Healthy People Oral Health Objectives</p> <p>The Community Tool Box: Community Assessment, Agenda Setting, and Choice of Broad Strategies</p> <p>CDHP Oral Health Policy Tool</p> <p>CDC Guidelines and Recommendations</p> <p>Cochrane Oral Health Group Reviews</p>
<p>c. Implement policies and plans</p>	<p>-Implement a dissemination plan to gain support from partners, the public and policy makers.</p>	<p>CDHP Oral Health Policy Tool</p>
<p>d. Disseminate and monitor progress on state level oral health objectives.</p>	<p>-Develop objectives that are SMART (specific, measurable, attainable, relevant, and time-framed)</p> <p>-Use process and outcome indicators to track progress on the objectives</p>	<p>Writing Smart Objectives</p> <p>Workplans: A Program Management Tool</p>
<p>e. Incorporate oral health</p>	<p>-Oral Health Program staff/Oral</p>	<p>Strategies to Improve Health by</p>

<p>issues into other statewide plans.</p>	<p>Health Coalition members participate in strategic planning efforts of other chronic disease, family health and education programs, e.g., cardiovascular, diabetes, tobacco, cancer, nutrition and physical activity, injury prevention, STDs, rural health, minority health</p> <p>-Use the Emergency Preparedness Protocols for State and Territorial Oral Health Program templates to establish an emergency response plan for the oral health workforce</p> <p>-Formulate a Continuity of Operations Plan for the State Oral Health Program</p>	<p>Enhancing the Integration of Oral Health and Maternal and Child Health Programs</p> <p>Integrating MCH and Oral Health Programs to Improve Health.</p> <p>Promoting State Success- NACDD</p> <p>Best Practice Approach Report: Improving Children’s Oral Health Through Coordinated School Health Programs</p> <p>Emergency Preparedness Protocols for State and Territorial Oral Health Program</p> <p>Pandemic Flu.gov</p> <p>American Dental Association Disaster Planning & Recovery: Guides & Resources</p>
<p>f. Collaborate with partners to provide training and consultation to communities or organizations around oral health policy development and oral health strategic plans.</p>	<p>-Review resources on strategic planning and policy development</p> <p>-Hold joint trainings with other chronic disease and family health programs on community engagement and policy development</p> <p>-Request training or technical assistance from the National Oral Health Policy Center or ASTDD</p>	<p>The Community Tool Box: Developing a Strategic Plan: Organizational Structure, and Training Systems Strategic Planning Workshop</p> <p>Policy and Environmental Change: New Directions for Public Health</p> <p>National Oral Health Policy Center</p> <p>ASTDD Request for Technical Assistance</p>
<p>g. Use expertise and information systems to determine impact of oral health policies.</p>	<p>-Engage evaluation consultants and epidemiologists in assessing barriers to implementation and change/impact as a result of policies implemented. Use outcome indicators for evaluation of policy impacts.</p> <p>-Use media to publicize policy impacts in oral health and other state reports.</p>	<p>The Community Tool Box: Evaluating Community Programs and Initiatives</p> <p>W.W. Kellogg Foundation: Evaluation Toolkit</p> <p>Success Stories Workbook</p>

Assurance

6. Review, educate about and enforce laws and regulations that promote oral health and ensure safe oral health practices.

State Roles	Examples of Activities	Resources
<p>a. Review existing and proposed state laws and regulations to assure they reflect current scientific knowledge and are framed to achieve a clear and desired public health outcome.</p>	<ul style="list-style-type: none"> -Monitor state regulations regarding the use of radiation and radiation emitting devices for dental purposes. -Monitor and review federal, state and international laws and regulations related to the use of dental amalgam and amalgam disposal. -Review and understand state laws relating to supervision and public health opportunities -Evaluate impact of laws and regulations related to OH workforce and access, dental amalgam and dental radiation. 	<ul style="list-style-type: none"> ASTDD State of the Science Food and Drug Administration, Radiological Health Program Overview of Public Health Law Help Wanted: A Policy Maker's Guide to Dental Providers American Association of Dental Boards
<p>b. Review and monitor current and proposed state and local community water fluoridation laws and regulations for scientific relevance.</p>	<ul style="list-style-type: none"> -Discuss and seek legal guidance in proposing, interpreting and understanding new and proposed laws. 	<ul style="list-style-type: none"> Fluoridation Law
<p>c. Provide direction to state and local governmental bodies and professional associations on developing and disseminating oral health related guidelines, laws, policies and regulations.</p>	<ul style="list-style-type: none"> -Provide guidance and best practices data on scope of practice and dental workforce issues. -Provide guidance to public and private insurance entities about the importance of including dental coverage in public and private benefit packages. -Provide guidance to private and government entities in the design, regulation and funding of oral health/public health programs such as mandatory screening laws, school-based services, injury prevention (e.g., mouthguards), healthy foods in preschool and school settings, topical fluoride application, and mobile/portable dentistry. 	<ul style="list-style-type: none"> ASTDD Oral Health in Health Care Reform Issue Brief Mobile-Portable Dentistry Online Manual ASTDD Fluoride Varnish: An Evidence Based Approach Research Brief State Laws on Dental "Screening" for School-Aged Children Vending Machines/Food Sales in Schools Legislation Tobacco in Schools Legislation CDC Review of School Laws and Policies Concerning Child and Adolescent Health NASBE State School Health Policy Database

<p>d. Solicit input from stakeholders and provide expertise on compliance and enforcement issues pertaining to dental and oral health state laws and regulations.</p>	<p>-Assist in the development of state oral health coalitions and task forces.</p> <p>-Develop and participate in state oral health work groups and meetings on oral health topics.</p> <p>-Provide input to state licensing boards and legislative bodies when appropriate.</p>	<p>ASTDD State Oral Health Coalitions and Collaborative Partnerships Best Practices Approach Report</p> <p>Oral Health America Coalition Development</p> <p>American Association of Dental Boards</p>
<p>e. Ensure that public information related to dental laws and regulations use plain language.</p>	<p>-Provide or arrange for technical assistance on health literacy to regulatory bodies.</p>	<p>Office of Minority Health—Cultural Competency</p> <p>Health Literacy Studies</p> <p>Plainlanguage.gov</p>
<p>f. Collaborate with other governmental agencies and partners to assure that oral health laws and regulations accomplish their health and safety purposes.</p>	<p>-Conduct research and evaluations of state oral health programs and oral health laws to ensure program effectiveness and efficiency.</p> <p>-Collaborate with state Medicaid agency to monitor dental utilization and EPSDT compliance.</p>	<p>ASTDD Evaluation and Quality Improvement Resources</p> <p>Medicaid/SCHIP Dental Association</p> <p>ADA Medicaid Reports</p>
<p>g. Monitor enforcement procedures and act quickly to prevent or correct abuse or misuse of authority, seeking legal guidance when necessary.</p>	<p>-Monitor state regulations and policy changes regarding enforcement of oral health laws.</p> <p>-Monitor on-going appeals and litigation regarding oral health issues.</p>	<p>nHELP EPSDT Dental Docket</p>

Assurance

7. Reduce barriers to care and assure utilization of personal and population-based oral health services

State Roles	Examples of Activities	Resources
<p>a. Promote an integrated health care system that is seamless, community-based, family-centered and includes oral health.</p>	<ul style="list-style-type: none"> - Form or join a broad-based health care access coalition - Advocate for integrated approach to delivery of health care services, including oral health services 	<p>State Oral Health Coalitions and Collaborative Partnerships</p> <p>WHO: Oral health: action plan for promotion and integrated disease prevention</p> <p>Strategies for integrating oral health and MCH programs 2006</p>
<p>b. Provide information to policymakers, in collaboration with constituents and partners, on barriers to accessing and receiving oral health services and present potential solutions.</p>	<ul style="list-style-type: none"> - Produce a report on utilization of oral health services in the population and in underserved groups - Collaborate with partners in conducting a press conference on findings in the report - Invite policymakers for “photo ops” in sites serving underserved groups 	<p>Advocacy Tools</p> <p>Proven and Promising Best Practices for State and Community Oral Health Programs: Best Practice Approach Reports</p> <p>Strategies for Improving the Oral Health System of Care for Children and Adolescents with Special Health Care Needs</p> <p>Communications Guide for State Oral Health Programs. Media Outreach Materials</p>
<p>c. Promote, provide, arrange, support or administer oral health services and access-enabling services based on needs assessment findings, national guidelines and evidence-based research.</p>	<ul style="list-style-type: none"> -Develop state oral health plan in collaboration with stakeholders to increase access to oral health services -Serve on a Medicaid or CHIP advisory committee or subcommittee -Engage Medicaid/CHIP staff or consultants to serve on oral health advisory committees or coalitions 	<p>Best Practice Approach Report State Oral Health Plans and Collaborative Planning</p> <p>State Practice Examples: State Oral Health Plans and Collaborative Planning</p>
<p>d. Identify, disseminate and recommend model practices to enhance access and utilization of oral health services.</p>	<ul style="list-style-type: none"> - Identify what other states have done to enhance access - Submit promising practices to ASTDD Best Practices committee -Disseminate the results of collaborative guidelines in local or state publications 	<p>State Practice Examples: Access to Care: Adult and/or Children's Services</p> <p>See also resources for g.</p> <p>Dental Care for the Pregnant Patient. (Multiple articles) NY State Dental Journal. 2009; 75(6): 29-47.</p>
<p>e. Collaborate with partners to identify, coordinate and optimize resources to improve access and use of services.</p>	<ul style="list-style-type: none"> - Identify gaps in resources/ services and roles for partners in helping to fill gaps 	<p>Best Practice Approach Report: Access to Oral Health Care Services: Workforce Development</p>

		ASTDD Dental Public Health Workforce resources Demographics and Distribution of Dentists in Mississippi: A Dental Work Force Study
f. Promote and support development of culturally competent and linguistically appropriate oral health materials for the public.	<ul style="list-style-type: none"> - Use materials that have been field-tested for target populations - Field-test any new materials developed with target populations 	Culturally Competent Health Care: Use of Linguistically and Culturally Appropriate Health Education Materials National Standards for Culturally and Linguistically Appropriate Services in Health Care
g. Evaluate impact of interventions and advocacy on access to services.	<ul style="list-style-type: none"> -Collaborate with universities, workforce centers or other groups to evaluate access -Review Medicaid utilization and other existing survey data 	NOHRC Library holdings: Workforce Health Workforce Information Center: Dental Occupations Medicaid Dental Related Publications

Assurance

8. Assure an adequate and competent public and private oral health workforce

State Roles	Examples of Activities	Resources
<p>a. Assess numbers and geographic distribution of the oral health (OH)/dental public health (DPH) workforce in collaboration with agency and organizational partners to determine adequacy for meeting state's needs.</p>	<ul style="list-style-type: none"> -Determine where your OH program fits in relation to the overall state government for any statutory designation and funding -Review any previous oral health plans for the state. -Review other state oral health plans that are comparable, so that priorities can be more easily identified and assessed. - Research which other organizations or agencies in the state gather and maintain workforce data, e.g., state dental association, university. -Plot workforce data using GPS technology and analyze for gaps in coverage. -Consider awarding mini-assessment grants to collect county level data. 	<ul style="list-style-type: none"> ASTDD Competencies for State Oral Health Programs State Mandate for an Oral Health Program Examples of State Oral Health Plans HRSA, Bureau of Health Professions, National Center for Health Workforce Analysis HRSA Public Health Workforce Study 2005 Washington State's Oral Health Workforce Report Oral Health Workforce in Colorado: Synthesis of Survey Findings and Implications for Policy
<p>b. Assess expertise, training, continuing education and leadership needs of the OH/DPH workforce.</p>	<ul style="list-style-type: none"> -Complete the ASTDD Leadership self-assessment tool and identify areas for improvement -Use the ASTDD SOHP Competencies to assess current expertise and need for training or other expertise -Conduct a survey of CE/training needs 	<ul style="list-style-type: none"> ASTDD Leadership Self-Assessment ASTDD Competencies for State Oral Health Programs
<p>c. Identify, facilitate or support professional development opportunities and leverage resources for the OH/DPH workforce in collaboration with partners</p>	<ul style="list-style-type: none"> -Mentoring through ASTDD -Share information/link to webinars and conferences -ASTDD National Oral Health Leadership Institute -National Oral Health Conference -Encourage active membership in other professional organizations, e.g., AAPHD, APHA, NNOHA, state associations -Consider MPH or certificate program in Dental Public Health 	<ul style="list-style-type: none"> National Oral Health Conference National Oral Health Leadership Institute and ASTDD Mentoring Program Association of Schools of Public Health NE WI Technical College Community Dental Health Certificate American Public Health Association National Network for Oral Health Access

		American Association of Public Health Dentistry HRSA Oral Health Workforce Projects U.S. Oral Health Workforce in the Coming Decade. IOM Workshop Summary Recruitment and Retention of a Quality Health Workforce in Rural Areas: Oral Health Enhancing the Dental Public Health Workforce and Infrastructure: Workshop Proceedings Russell B. Editorial A New Day Coming? A Productive Discussion on Dental Workforce Change. J Public Health Dent. 2008; 68(3): 125-7.
d. Create in collaboration with community partners an OH/DPH workforce development plan that reviews and implements current and new workforce models, including plans for recruitment, retention and promotion.	<ul style="list-style-type: none"> -Form or foster participation in state oral health coalition -Focus on skill sets needed to fill the gaps identified in the needs assessment. -Work with partners to identify new workforce models through legislation, education and financing. 	
e. Use a variety of methods to assure continued competence and professional growth of the OH/DPH workforce in keeping with scientific and technological advances.	<ul style="list-style-type: none"> -Create individual learning plans for SOHP staff. -Use the “levels” designated at the end of the SOHP competencies to document to assess progress. -Serve on advisory committee for State Dental Board or university 	Developing Individual Learning Plans
f. Assure adequate dental public health leadership, management, programmatic support and resources at state and local government units.	<ul style="list-style-type: none"> -Conduct periodic OH workforce needs assessments. -Determine if state plan needs modification to address gaps and incorporate workforce recommendations -Consider initiating a state oral health program review or seek technical assistance, such as a SWOT analysis. 	ASTDD SWOT Self-Study ASTDD State Program Review Manual Infrastructure and Capacity in State Oral Health Programs
g. Evaluate efforts and share lessons learned regarding OH/DPH workforce and professional development.	<ul style="list-style-type: none"> -Share success stories with the public, policymakers and professional organizations through various media channels. -Submit Best Practices to ASTDD 	State Descriptive Summaries: Workforce ASTDD Call for Practice Submissions: Summaries

Assurance

9. Evaluate effectiveness, accessibility and quality of personal and population-based oral health promotion activities and oral health services.

State Roles	Examples of Activities	Resources
<p>a. Create a comprehensive plan for evaluating oral health promotion activities and oral health services using a variety of qualitative and quantitative methods and analytical tools.</p>	<ul style="list-style-type: none"> -Develop logic models with associated evaluation measures for oral health promotion activities to include activities of the State oral PH agency, schools, health clinics and other community partners -Develop an evaluation plan to assess the effectiveness of oral health services provided to specific target groups, e.g., young children, pregnant women, person with disabilities, older adults 	<p>CDC Evaluation Resources</p> <p>CDC Logic Models</p> <p>CDC Infrastructure Tools: Evaluation</p> <p>W. F. Kellogg Foundation Evaluation Toolkit</p>
<p>b. Evaluate with other state and local partners, the availability, utilization, appropriateness and effectiveness of population-based and personal oral health promotion activities and oral health services, at regular intervals, based on national or state guidelines.</p>	<ul style="list-style-type: none"> -Evaluate availability and effectiveness of sealant programs in a state -Evaluate access to dental care services 	<p>(Sample) Wisconsin Seal-A-Smile Program evaluation report</p> <p>(Sample) California HealthCare Foundation GMC Dental Program Evaluation</p> <p>Fluoridation Safety Resources</p> <p>Iida H and Kumar JV. The association between enamel fluorosis and dental caries in US schoolchildren. JADA. 2009: 140(7): 855-62.</p>
<p>c. Provide guidance and secure expertise for consultation to other state and local partners on evaluation strategies.</p>	<ul style="list-style-type: none"> -Provide access to ASTDD evaluation consultation -Provide local/regional training on program evaluation -Access evaluation expertise via the American Evaluation Association or local affiliates -Access evaluation expertise via local colleges and universities 	<p>ASTDD Evaluation and Quality Improvement Resources</p> <p>American Evaluation Association: Find an Evaluator</p>
<p>d. Validate and share results of evaluations with community members, stakeholders and other partners.</p>	<ul style="list-style-type: none"> -Share results via ASTDD website -Share results via State public health agency website -Convene a roundtable of community members, stakeholders and other partners to review results, draw conclusions and make 	<p>CDC Evaluation Framework</p>

	recommendations	
e. Use results of evaluations in oral health improvement and strategic planning processes.	<ul style="list-style-type: none"> -Review results of all current evaluations prior to developing/updating the State public health agency strategic plan -Embed recommendations from evaluation reports in annual operational plans to ensure that issues are addressed -Use evaluation results in program marketing and partner engagement 	<p>Mattessich, P.W., Hendricks, S.; and Roholt, R. V. (2007). <i>Information Gold Mine: Innovative Uses of Evaluation</i>. St Paul, MN: Fieldstone Alliance</p>
f. Leverage and allocate sufficient resources, with the help of partners, to support evaluation of oral health promotion activities and oral health services.	<ul style="list-style-type: none"> -Include recommendations from evaluation reports in annual budget planning to ensure resources are available to address issues -Routinely budget for program evaluation in preparing grant applications and annual program budgets 	<p>Western Michigan University, The Evaluation Center, A Checklist for Developing and Evaluating Evaluation Budgets</p>

Assurance

10. Conduct and review research for new insights and innovative solutions to oral health problems

State Roles	Examples of Activities	Resources
<p>a. Partner with academic, research and policy institutions to develop a state public health and dental public health research agenda</p>	<p>-Partner with Health Institutes or other groups to develop research and policy agendas as part of environmental scans and state oral health plans</p>	<p>Colorado Health Institute: Oral Health Topics</p> <p>NIDCR Strategic Plan 2009-2013</p> <p>NIDCR Centers for Research to Reduce Disparities in Oral Health</p> <p>Dental Practice-Based Research Networks</p>
<p>b. Access and use research tools (e.g., professional journals, evidence-based reviews, research symposia) to inform decisions about new approaches to oral health problems.</p>	<p>-Use CDC Guidelines on a variety of oral health topics</p> <p>-Attend professional development opportunities on Community Based Participatory Research, evidence-based practice and critical reviews</p>	<p>CDC Guidelines and Recommendations</p> <p>Cochrane Oral Health Group Reviews</p> <p>Developing and Sustaining Community-Based Participatory Research Partnerships: A Skill Building Curriculum</p> <p>Forsyth Center for Evidence-Based Dentistry</p> <p>The Journal of Evidence-Based Dental Practice</p>
<p>c. Interpret oral health research findings and evidence-based practices to policymakers, stakeholders and the public.</p>	<p>-Utilize surveillance data and state oral health plan data to create one-page fact sheets, or utilize nationally formulated fact sheets, for policy makers and legislators</p> <p>-Produce recommendations or guidelines for specific programs, e.g., treating pregnant women</p>	<p>National Maternal and Child Oral Health Resource Center</p> <p>Children's Dental Health Project</p> <p>Contact ASTDD Central Office for templates on Community Water Fluoridation and Dental Sealants</p>
<p>d. Help develop and promote community and professional involvement in community-based participatory research that includes an oral health component</p>	<p>-Implement Ryan White Community-Based Dental Partnership Program to research how to improve access to care for HIV/AIDS populations</p> <p>-Serve on grant review panels</p> <p>-Create partnerships with dental society, medical society, and foundations to institute caries risk assessment/fluoride varnish program</p>	<p>Dental Partnerships. Ryan White HIV/AIDS Program</p> <p>CCPH: Community-Based Participatory Research</p>

	-Join the Community Based Participatory Research listserv	
e. Collaborate with partners to leverage resources/apply for grants and conduct OH/DPH research in the state.	<p>-Partner with Physical Activity and Nutrition Programs to conduct oral health surveillance in schools concurrently with Body Mass Index (BMI) for obesity, to minimize disruption in schools</p> <p>-Partner with state Healthy Aging Units to incorporate oral health for seniors</p> <p>-Partner with dental school or school of public health for technical assistance, design, and analysis of initial oral health needs assessment</p>	<p>Chronic Disease Directors: Healthy Aging Council</p> <p>Assoc. of State and Territorial PH Nutrition Directors</p> <p>MCHB Funded Oral Health Projects</p>
f. Evaluate process and outcomes from implementing research agenda and share the resulting report.	<p>-Submit state examples to ASTDD Best Practices project</p> <p>-Share success stories or research with the public, policymakers and professional organizations through various media channels</p>	<p>Call for State Practice Submissions</p> <p>Prevention of Early Childhood Caries in North Carolina Medical Practices: Implications for Research and Practice</p> <p>Okunseri C, Yang M, Gonzales C, LeMay W, Iacopina AM. Hmong adults self-rated oral health: a pilot study. J Immigr Minor Health. 2008; 1: 81-8.</p>