Improving consent and using data to tell a story

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Associate Director
Children’s Health Alliance of Wisconsin
I wear many hats....

- American Dental Hygienists’ Association (Vice President)
- AAPHD (Council on Legislation)
- ASTDD (School and Adolescent Oral Health Committee)
- Former CDHP Sealant Workgroup (chair)
- ARCORA Foundation (consultant)
- Children’s Health Alliance of Wisconsin (Associate Director)

I’m here only as representative of Children’s Health Alliance of Wisconsin and not of any the other organizations I am affiliated with.
Desired outcomes

- Understand various methods of increasing consent form return rates
- Understand the importance of collecting data
- Understand how data can be used tell a story about impact
Increasing consent rates

- Create brand recognition
- Gain buy in from school staff
- Incentivize return of consent
- Engage teachers and school advocates in your efforts
- Find ways to make return easier
Brand recognition
SIGN UP TODAY FOR:

WISCONSIN Seal-A-Smile

BRINGING QUALITY DENTAL CARE TO YOUR SCHOOL

Program partners:
Children’s Health Alliance of Wisconsin
Wisconsin Department of Health Services
Delta Dental of Wisconsin
WEA Trust
Sack Plaque

$1900

Week 9 Sacks

Total Sacks

1

19

Seal-A-Smile Donation

SACK PLQUA

DELTA DENTAL

Children’s Health Alliance of Wisconsin

www.chawisconsin.org
Online consent

Wisconsin Seal-A-Smile (SAS) grants local school-based oral health programs funding to provide preventive dental care to children in more than 850 schools across Wisconsin.

- Children receive care right at school.
- There is no cost to children or their families.
- A permission form must be filled out before any child can participate.

Learn more about the program >

Sign my child up now! >

Funding to develop this site was generously provided by...
DENTAL SEALANT PERMISSION FORM

County
Milwaukee

School District

School

Program
DENTAL SEALANT PERMISSION FORM
Clark County Seal-A-Smile
(Page 1 of 5)

Child First Name

Child Last Name

Child Date of Birth

Child Teacher's Name

Child Grade
- Select -

Child Gender
- Male - Female

- Yes, I do want my child to participate in school-based dental prevention program.
- No, I don't want my child to participate in the school-based dental prevention program.
<table>
<thead>
<tr>
<th>Select All</th>
<th>Child Full Name</th>
<th>Child Date of Birth</th>
<th>School Name</th>
<th>Program Name</th>
<th>Permission</th>
<th>Status</th>
<th>Date Signed</th>
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<td>Wilson Elementary</td>
<td>Seals On Wheels Oral Health Program LLC</td>
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<td>Pending</td>
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<td>Seals On Wheels Oral Health Program LLC</td>
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<td>8/21/2017</td>
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<tr>
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</tbody>
</table>

| Child Date of Birth: [Redacted] | Child Gender: Male |

Is there anything else about your child you would like us to know?  

- has asthma

### Dental Insurance
- Private Insurance

### Allergies
- Medication: Flonase and Ventolin
- Race: [Redacted]

### Ethnicity: [Redacted]

1. Does your child use medicine prescribed by a doctor? **YES**
2. Does your child need or use more medical care than other children the same age? **NO**
3. Does your child have trouble doing things most children the same age do? **NO**
4. Does your child need or get special therapy, such as physical therapy, occupational therapy or speech therapy? **NO**
5. Does your child need counseling or treatment for behavior problems, emotional problems, or delays in walking, talking or activities other children the same age can do? **NO**

If you selected "yes" to any of the questions (1-5) above: Has this problem lasted or is expected to last at least 12 months? **NO**

Does your child have any allergies? (i.e. medications, food, latex, etc.) **NO**

| School: [Redacted] | Teacher: [Redacted] | Child Grade: 3 |
Engage school staff and students

- Offer incentives to teachers for 100% return rate

- Incentivize students
  - For return
  - Drawings for school
Let me tell you a story

• Collecting data
• Using data
• Telling an effective story
Number of Children Screened and Receiving Dental Sealants

- 205,344 total children screened
- 130,100 total children sealed

<table>
<thead>
<tr>
<th>School Year</th>
<th>Number of Children Screened</th>
<th>Number of Children Receiving Sealants</th>
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<td>2,077</td>
<td>1,560</td>
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<td>2001-02</td>
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<td>2004-05</td>
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<td>2006-07</td>
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<td>2012-13</td>
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<td>1,560</td>
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<tr>
<td>2013-14</td>
<td>39,300</td>
<td>3,018</td>
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</table>
Number of Children Screened and Receiving Dental Sealants

- 205,344 total children screened
- 130,100 total children sealed

- $60K in 2000-01
- $120K in 2001-02
- $200K in 2002-03
- $23,826 in 2013-14

School Year:
- 2000-01
- 2001-02
- 2002-03
- 2003-04
- 2004-05
- 2005-06
- 2006-07
- 2007-08
- 2008-09
- 2009-10
- 2010-11
- 2011-12
- 2012-13
- 2013-14
Number of Children Screened and Receiving Dental Sealants

205,344 total children screened
130,100 total children sealed

$60K, $120K, $200K, $600K, $700K

2000-01 to 2013-14 School Year

Children screened: 2,077 (2000-01), 1,560 (2001-02), increasing...
Children receiving sealants: 130,100 total, increasing...
Number of Children Screened and Receiving Dental Sealants

- **205,344 total children screened**
- **130,100 total children sealed**

**Funding Highlights:**
- **$60K**
- **$120K**
- **$200K**
- **$600K**
- **$700K**

**Graph Details:**
- **Children screened**
- **Children receiving sealants**

**School Year:**
- 2000-01
- 2001-02
- 2002-03
- 2003-04
- 2004-05
- 2005-06
- 2006-07
- 2007-08
- 2008-09
- 2009-10
- 2010-11
- 2011-12
- 2012-13
- 2013-14
Number of Children Screened and Receiving Dental Sealants

- 205,344 total children screened
- 130,100 total children sealed

Funds allocated:
- $60K
- $120K
- $200K
- $600K
- $700K

Children’s Health Alliance of Wisconsin
Number of Children Screened and Receiving Dental Sealants

Children screened: 205,344 total
Children receiving sealants: 130,100 total

Yearly Costs:
- 2000-01: $60K
- 2001-02: $120K
- 2002-03: $200K
- 2003-04: $600K
- 2004-05: $700K

Graph shows the increase in the number of children screened and receiving dental sealants from 2000-01 to 2013-14.
Statewide Outcomes

- Total needing care:
  - 2001-02: 31%
  - 2007-08: 20%
  - 2012-13: 17%

- Dental sealants:
  - 2001-02: 47%
  - 2007-08: 51%
  - 2012-13: 61%
Statewide Outcomes

- 54% for <25% FRL in 2007-08, 55% in 2012-13
- 52% for 26-49% FRL in 2007-08, 60% in 2012-13
- 55% for 50-74% FRL in 2007-08, 66% in 2012-13
- 34% for <75% FRL in 2007-08, 60% in 2012-13
Use the data

• For program growth and increased funding

• For policy change

• For community buy in
Dental sealants prevent tooth decay, improve learning and save money.

Dental sealants are plastic coatings that are brushed onto children’s teeth. These coatings dry quickly and create a shield that protects the enamel of teeth. Experts recommend sealants to prevent cavities.

Check the numbers!

485
The number of dental fillings that our school-based dental sealant program prevents for every 1,000 children served.

75
A dental visit takes a child out of class for up to 75 minutes more than if preventive services are provided at her school.

3x
Children with poor oral health are nearly 3 times more likely to miss school than their peers with better oral health.

6%
Type in a caption to explain the data point that is above. This text is here for positioning only. Add an endnote number.

The Anytown school sealant program is making a big impact:

This is where you would insert the text that summarizes the impact of your school sealant program. Collecting and analyzing the data elements that are in Recommendation 10 (Sealant Work Group report) will enable you to calculate the total number of cavities averted by your program. That data point and others (such as the total number of children served) could be shared in this section of the infographic.

The next section of text would be a little smaller. Consider inserting a photo or some other graphic here or below the text. In the lower right-hand corner of the infographic, there is room for your organization to insert its logo.

Sources: Study published in Health Affairs, December 2016. (Based on data collected by the Children’s Health Alliance of Wisconsin. These data may vary from state to state. A study of North Carolina schoolchildren published in the American Journal of Public Health, October 2011.)
To access the report and its related resources:

www.cdhp.org/sealants
Questions and thank you

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