

Dental Public Health Activity Descriptive Summary

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Fluoride Varnish Campaign

The Oral Health Program (Well-Ahead LA - Healthy Smiles) continuously works to increase provider participation in the Smiles for Life Program which encourages primary care physicians, particularly pediatricians, to offer fluoride varnish applications and oral health education to age appropriate patients and their parents. This campaign also provided direct educational outreach to parents and caregivers of children ages 6 months to 5 years of age.

Increasing access to preventive dental care services for children is a very important public health practice. Fluoride varnish can significantly reduce tooth decay and is safe to apply. Applying fluoride varnish can decrease further recurring, lifelong oral health costs. The Well-Ahead LA - Healthy Smiles Oral Health Program launched three continuous initiative tiers to increase fluoride varnish in medical office settings, including:

Provider Education Webinar

"A Provider's Guide to Fluoride Varnish Applications" webinar was held in collaboration with the Oral Health Coalition with the goal to increase education on the Smiles for Life certification program and Louisiana's reimbursement policy for fluoride varnish applications.

Healthy Louisiana MCO Plans Outreach

Another initiative implemented an outreach campaign for medical providers within the five Healthy Louisiana Managed Care Organizations. This initiative tier worked with each Health Plan organization to provide tailored messages, provider fluoride varnish fact sheets and resources for disseminating information via their provider networks, success stories to include in newsletters and talking points for community outreach.

WIC Kids

The Louisiana-WIC partnership works to inform parents/caregivers of children 6 months to 5 years old about fluoride varnish and its importance for building strong and healthy teeth. We want to help spread this message by reaching out to patients. A flip-a-gram video has been created to be played in WIC waiting rooms; and a direct mailer was sent to almost 100 homes with the hopes of expanding reach in the future. The DVD's are in route to over 100 WIC clinics statewide to be added to the clinic's library and played often. To learn more about dental health, and to view the flip-a-gram and direct mailer visit www.wellaheadla.com/oralhealth.

Lessons Learned:

This project is ongoing and lessons learned will be noted upon completion of project.

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