

**ORAL
HEALTH
FOR ALL
2020**



HOW DATA TELLS OUR STORY

**REINVENTING
ORAL HEALTH:**

A Midwest Collaborative Initiative

Community Grantee Profiles
2017-2018

WISCONSIN



2017-2018

COMMUNITY GRANTEEES

Amish Children's Dental Coalition |
 Door County Oral Health Coalition |
 Eau Claire Healthy Communities
 Oral Health Promotion Action Team |
 Lincoln County Oral Health
 Coalition | Northern Wisconsin
 Health Network Oral Health
 Coalition | Oconto-Marquette Oral
 Health Coalition | Oral Health
 Coalition of Dane County |
 Waukesha County Dental
 Coalition

INITIATIVE CONTACTS

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OVERVIEW

Historically, there has been a significant amount of engagement on oral health issues in Wisconsin. The state has a robust school-based program, effective partnerships, and an active state oral health coalition, the Wisconsin Oral Health Coalition (WOHC). The WOHC is comprised of more than 200 individuals, organizations and agencies committed to overcoming oral health access issues and working to improve oral health for all Wisconsin residents. Partners include dental and dental hygiene professional organizations, local health departments, Federally Qualified Health Centers, insurers, academic institutions, the Wisconsin Department of Health Services' Oral Health Program, regional programs (The Midwest Collaborative Initiative), and other community-based organizations and coalitions.

In 2013, the WOHC brought together a group of key stakeholders, with additional input from other representatives of the public health and dental community, to develop the state oral health plan, Wisconsin's Roadmap to Improving Oral Health 2013-2018 (Roadmap). Local and state coalitions utilize the Roadmap's strategic areas and goals to guide their day-to-day work.

Identifying a need for change at the grassroots level, the WOHC joined Kansas and Michigan in a tri-state learning collaborative, the Midwest Collaborative Initiative, funded by the DentaQuest Foundation. Through this grant funding, nine local coalitions are exploring solutions to the unique oral health problems their communities face and are implementing strategies outlined in the state's Roadmap.

With more than 200 members, the WOHC is comprised of health care providers, oral health clinicians, educators, advocacy and provider organizations, state and local government officials, and community members. Our mission is to develop diverse public and private partnerships, to create meaningful change in oral health and access to care in Wisconsin. The WOHC is recognized statewide for our expertise in convening organizations — including hospital systems, government agencies, educational institutions and professional organizations — to facilitate oral health program and policy development.

Amish Children's Dental Coalition

COLUMBIA COUNTY DODGE COUNTY GREEN LAKE COUNTY MARQUETTE COUNTY FACTS

Population

COLUMBIA: 56,927
DODGE: 88,068
GREEN LAKE: 18,719
MARQUETTE: 15,067

2017 County Health Ranking

COLUMBIA: 33rd of 72
DODGE: 22nd of 72
GREEN LAKE: 40th of 72
MARQUETTE: 46th of 72

Medicaid-enrolled Residents

COLUMBIA: 6,666
DODGE: 9,262
GREEN LAKE: 3,193
MARQUETTE: 2,976

Uninsured Residents

COLUMBIA: 7%
DODGE: 8%
GREEN LAKE: 11%
MARQUETTE: 11%

Dental Health Professional Shortage Area

COLUMBIA: No
DODGE: No
GREEN LAKE: No
MARQUETTE: Yes

GRANTEE PROFILE

In July of 2014, seven Amish elders approached Church Health Services, a regional nonprofit health care organization, with a request to provide dental services to the children in their community. Church Health Services created a collaborative initiative, The Amish Children's Dental Coalition, along with Care 4 U Primary Care Clinic and the Green Lake, Columbia and Marquette County Public Health Department. The Amish Children's Dental Coalition was selected as a Midwest Collaborative Initiative community mini grant recipient in 2015. In 2016, the coalition increased its proactive efforts focused on oral health promotion and prevention. They provided outreach activities to the Amish community to increase oral health awareness, including running an article on the benefits of fluoride in a monthly Amish newsletter.

HOW DATA TELLS OUR STORY

The Amish Children's Dental Coalition currently does not use data, but anticipates including data collection within the upcoming year.

GRANTEE CONTACT

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PRIORITY AREA

Healthy Equity: Oral Health Services to Amish Children

Brown County Oral Health Coalition



BROWN COUNTY FACTS

Population

260,401

2017 County Health Ranking

 31st of 72

Medicaid-enrolled Residents

44,565

Uninsured Residents

9%

**Dental Health Professional
Shortage Area**

No

GRANTEE PROFILE

In 2011, the nonprofit hospitals joined with the local health departments (Brown County and the City of DePere) to do a single health needs assessment. Oral health was identified as one of the top three health focus areas. Hospital Sisters Health System (HSHS) was assigned to lead the oral health group. When the needs assessment was conducted again in late 2014, oral health was again listed as a top area of concern. Brown County was selected as a recipient of the Medicaid Pilot Project by the Wisconsin Department of Health Services in 2015. The Medicaid Pilot Project increases Medicaid reimbursement rates in four chosen counties in Wisconsin, with hopes of increasing access for Medicaid insured individuals. In late 2017, Brown County was selected as a Midwest Collaborative Initiative community mini grant recipient. The coalition has begun focusing on Healthy Smiles for Mom and Baby to develop a referral system for pregnant women between the Women, Infants, and Children clinic and the dental clinic. The coalition also tries to lower the number of people who go to the emergency room for preventable dental issues.

HOW DATA TELLS OUR STORY

The coalition will be using the Plan-Do-Study-Act cycle with some of their initiatives, and will rely on data to compare pre and post survey results. The coalition has yet to decide on which goals they will pursue, but Healthy Smiles for Mom and Baby will be one of them, in which case the coalition will track how many pregnant mothers received dental care before and after their efforts.

GRANTEE CONTACT

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PRIORITY AREA

Eradicate Dental Disease in Children: Perinatal and Infant Oral Health

Door County Oral Health Coalition



DOOR COUNTY KEWAUNEE COUNTY FACTS

Population

DOOR: 27,587

KEWAUNEE: 20,405

2017 County Health Ranking

DOOR: 26th of 72

KEWAUNEE: 2nd of 72

Medicaid-enrolled Residents

DOOR: 4,151

KEWAUNEE: 2,787

Uninsured Residents

DOOR: 9%

KEWAUNEE: 7%

Dental Health Professional Shortage Area

DOOR: No

KEWAUNEE: No

GRANTEE PROFILE

In 2011, the Door County Public Health Department held a Community Health Improvement Process (CHIPS) meeting, the participants were asked to rank 12 health focus groups. Oral health was among the top three. As a result, the Door County Oral Health Coalition was born. The group was represented by the Door County Medical Center Foundation, Door County Public Health, Ministry Door County Medical Center (MDCMC), the United Way and the MDCMC Dental Clinic. The Door County Oral Health Coalition was selected as a Midwest Collaborative Initiative community mini grant recipient in 2015. In 2016, the coalition leveraged its connection to MDCMC by integrating oral health into the MDCMC health care system. The coalition educated medical staff in the birthing center on oral health best practices and effective strategies to prevent tooth decay. Mothers in the birthing center were also given a toothbrush packet and educational materials explaining the importance of a healthy diet and proper oral health care. In 2017, the Door County Oral Health Coalition worked with Healthy Smiles for Mom and Baby (HSMB) to develop a referral system for pregnant women between the Women, Infant and Children clinic and the dental clinic. The coalition piloted the HSMB program, and it is going well. The coalition also provided oral health education throughout the two counties the coalition serves.

HOW DATA TELLS OUR STORY

Door County Oral Health Coalition collects data on the number of emergency appointments, new appointments, preventative treatments, restorative treatment, ethnicity and cultural information, age and more.

GRANTEE CONTACT

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PRIORITY AREA

Eradicate Dental Disease in Children: Perinatal and Infant Oral Health

Eau Claire Healthy Communities Oral Health Promotion Action Team



EAU CLAIRE COUNTY FACTS

Population

102,965

2017 County Health Ranking

21st of 72

Medicaid-enrolled Residents

23,980

Uninsured Residents

9%

Dental Health Professional Shortage Area

Yes

GRANTEE PROFILE

Eau Claire Healthy Communities is a local coalition made up of community partners working together to promote the health and well-being of Eau Claire County residents. The Eau Claire Healthy Communities Oral Health Action Team was selected as a Midwest Collaborative Initiative community mini grant recipient in 2015. In 2016, the coalition recorded a webinar, as part of the coalition's Dental Home by Age One Campaign, to educate medical providers and community members on the importance of the age one dental visit. In addition, the coalition partnered with local pediatric dentists in developing a news article/ media interview on the age one dental visit, which was aired on the local news station, WEAU 13, on January 17, 2016. In 2017, Eau Claire Healthy Communities expanded its focus to perinatal oral health and continue to increase awareness on the importance of infant oral health. The coalition coordinated oral health education in area Head Start day cares. Dental hygienist students attended the day cares' orientation, where they distributed the book Baby Teeth along with a list of dental providers in the area who accept kids younger than age one and Medicaid. Additionally, the coalition held an interprofessional event with dental and medical providers to discuss oral health care during pregnancy.

HOW DATA TELLS OUR STORY

In 2017, the Eau Claire Healthy Communities Oral Health Action Team held an interprofessional event. The coalition used pre and post surveys to collect qualitative and quantitative data relating to confidence and knowledge of oral health care for pregnant women from dental and medical professionals.

GRANTEE CONTACT

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PRIORITY AREA

Eradicate Dental Disease in Children: Age One Dental Visit

Lincoln County Oral Health Coalition



LINCOLN COUNTY FACTS

Population

27,902

2017 County Health Ranking

49th of 72

Medicaid-enrolled Residents

618

Uninsured Residents

8%

Dental Health Professional Shortage Area

Yes

GRANTEE PROFILE

Oral health in Lincoln County became a priority health focus through a community health needs assessment process that started in January 2012. Lincoln County Oral Health Coalition was selected as a Midwest Collaborative Initiative community mini grant recipient in 2016. The goal of their coalition was to improve public perception of the importance of oral health by developing a dental home campaign, targeted at the adult population. The objective is to reduce the 55 percent of adults who have not had a recent dental visit, according to the County Health Rankings. The coalition attended a series of social marketing trainings in June and July 2016. It also secured additional funding to develop a billboard and educational materials. The coalition contracted with a local graphic designer and developed two billboards featuring the number for the one dentist in the area that accepts Medicaid. The coalition assists those who call seeking dental care by informing them of the available dentist and connecting them with those who can help with payments. In 2017, Lincoln County Oral Coalition continued its dental home campaign and began monitoring the utilization of oral health services attributed to increased oral health awareness.

HOW DATA TELLS OUR STORY

Lincoln County Oral Health Coalition uses Seal-A-Smile and Head Start fluoride varnish data to track the number of encounters with students, their disparities and ethnicities. The coalition also collects data from the Bridge Clinic to track the effectiveness of the oral health billboards throughout the county. The Bridge Clinic asks each new patient if they saw the billboard. In order to evaluate the effectiveness of the coalition's school oral health education hour, which occurs yearly, the coalition conducts a pre and post survey to students.

GRANTEE CONTACT

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PRIORITY AREA

Improving the Public Perception: Dental Home Campaign (Adult)

Northern Wisconsin Health Network

Oral Health Coalition

ASHLAND COUNTY BAYFIELD COUNTY SAWYER COUNTY WASHBURN COUNTY

FACTS

Population

ASHLAND: 15,714
BAYFIELD: 14,891
SAWYER: 16,369
WASHBURN: 15,684

2017 County Health Ranking

ASHLAND: 62nd of 72
BAYFIELD: 47th of 72
SAWYER: 70th of 72
WASHBURN: 68th of 72

Medicaid-enrolled Residents

ASHLAND: 554
BAYFIELD: 319
SAWYER: 454
WASHBURN: 2,436

Uninsured Residents

ASHLAND: 11%
BAYFIELD: 12%
SAWYER: 13%
WASHBURN: 10%

Dental Health Professional Shortage Area

ASHLAND: Yes
BAYFIELD: Yes
SAWYER: Yes
WASHBURN: Yes

GRANTEE PROFILE

The Northern Wisconsin Health Network Oral Health Coalition (The Northern Wisconsin Health Network), established in early 2015, is a collaborative group of members representing Bayfield, Ashland, Sawyer and Washburn County Public Health and/or Human Services Departments, Memorial Medical Center, Hayward Memorial Hospital, and North Lakes Community Clinic. The coalition was selected as a Midwest Collaborative Initiative community mini grant recipient in 2016. In 2017, the Northern Wisconsin Health Network hosted two oral health coalition dinner events with primary care/addiction treatment providers, mental health providers, and dental providers to determine and facilitate best practices for collaboration, referrals and information dissemination.

HOW DATA TELLS OUR STORY

The Northern Wisconsin Health Network Oral Health Coalition used pre and post surveys to collect information from the two oral health coalition dinner events with different health professionals. The coalition used this information to help determine the best way for members to work collectively and collaboratively with local health care professionals.

GRANTEE CONTACT

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PRIORITY AREA

Integrate Oral Health into Person-entered Healthcare: Dentistry and the Opioid Epidemic

Oconto-Marinette Oral Health Coalition



OCONTO COUNTY MARINETTE COUNTY FACTS

Population

OCONTO: 37,430

MARINETTE: 40,491

2017 County Health Ranking

OCONTO: 19th of 72

MARINETTE: 55th of 72

Medicaid-enrolled Residents

OCONTO: 6,020

MARINETTE: 8,551

Uninsured Residents

OCONTO: 9%

MARINETTE: 9%

Dental Health Professional Shortage Area

OCONTO: No

MARINETTE: Yes

GRANTEE PROFILE

For three years, Marinette and Oconto Public Health Departments worked in partnership with a Federally Qualified Health Center to provide dental services to children attending schools in both counties. This proved to be a successful partnership and prompted key stakeholders to form a local coalition. Since its inception, the coalition has conducted a needs assessment. In 2016, coalition members focused on increasing participation in Wisconsin Seal-A-Smile, a statewide school-based sealant program. The coalition created protocols to follow up on urgent health needs for Seal-A-Smile participants in their area and reviewed fluoride varnish policies. The coalition also expanded upon their incentives program for students, to increase the return rate of treatment consent forms. In 2017, the coalition continued participation in Wisconsin Seal-A-Smile and began looking into partnering with Head Start to provide oral health education.

HOW DATA TELLS OUR STORY

Oconto-Marinette Oral Health Coalition uses data from Seal-A-Smile and Head Start in their upcoming newsletter. The coalition uses data from the Centers for Disease Control: My Water Fluoride, to educate communities about community water fluoridation and collects fluoride levels in private wells throughout the area. Once the fluoride levels are collected, the private well locations and fluoride levels are placed on a map. The coalition also uses data by comparing the oral health of children living in communities that do not have community water fluoridation to those children who do live in communities with community water fluoridation.

GRANTEE CONTACT

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PRIORITY AREA

Eradicate Dental Disease in Children: School-based Sealant Program

Oral Health Coalition Of Dane County



DANE COUNTY FACTS

Population

531,273

2017 County Health Ranking

7th of 72

Medicaid-enrolled Residents

67,942

Uninsured Residents

7%

Dental Health Professional Shortage Area

No

GRANTEE PROFILE

The Oral Health Coalition of Dane County (OHCDC) was formed in 2008 and currently has a membership of 25 organizations, plus three unaffiliated individuals. There are four subcommittees: education, advocacy, data, and membership. The OHCDC and assisting organizations have been instrumental in collecting data and raising awareness of oral health status and access issues in Dane County. OHCDC was selected as a Midwest Collaborative Initiative community mini grant recipient in 2015. In 2016, OHCDC hired an external facilitator to guide their strategic planning and made significant inroads into their three identified objectives. They developed a media and communication plan related to the Max Pohle Clinic closure. The coalition implemented and promoted an emergency department (ED) and urgent care center (UCC) non-traumatic dental pain protocol. Moreover, they implemented and promoted a Community Dental Care Coordinator (CDCC) for Dane County and established a system for the ongoing collection of program outcome data, including number of calls and referrals. In 2017, OHCDC refined and monitored the impact of the ED/UCC diversion protocol and care coordination system.

HOW DATA TELLS OUR STORY

Oral Health Coalition of Dane County uses data to evaluate the UCC dental visit program, trainings, and the number of calls made to the community dental care coordinator to schedule appointments.

GRANTEE CONTACT

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PRIORITY AREA

Integrate Oral Health into Person-centered Healthcare: ED/UCC
Diversion and Care Coordination

Waukesha County Dental Coalition



WAUKESHA COUNTY FACTS

Population

398,424

2017 County Health Ranking

10th of 72

Medicaid-enrolled Residents

31,233

Uninsured Residents

5%

Dental Health Professional Shortage Area

No

GRANTEE PROFILE

The Waukesha County Dental Coalition (WCDC) is a prime example of how community members across all sectors work together toward common and measurable goals. The WCDC is interested in improving oral health and access to dental care in Waukesha County for uninsured and racial/ethnic minority populations. With the leadership and expertise of the dental community and dedicated coalition members, the group established a dental clinic in May 2008: The Waukesha County Community Dental Clinic (WCCDC). Unfortunately, after the dental clinic was established, the coalition became inactive. In 2016, WCCDC decided to reestablish the coalition. Through the financial assistance of the Midwest Collaborative Initiative community mini grant, WCCDC brought together former partners to address the serious gap in access to affordable dental care for low-income adults, uninsured and underinsured adults who live in Waukesha County. In 2017, the coalition created a website for individuals looking for oral health information, the locations of dentists who take Medicaid, and oral health educational tools.

HOW DATA TELLS OUR STORY

Waukesha County Dental Coalition collects data on unique encounters in the clinic, outreach, and kids and adults seen at the dental clinic. The coalition also tracks ethnicity, decay rate, dental care coordination, and the number of appointments in the dental clinic.

GRANTEE CONTACT

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PRIORITY AREA

Health Equity: Increased Access for Uninsured and Racial/Ethnic Minority Populations

