

# HEALTHY SMILES FOR MOM AND BABY IMPLEMENTATION GUIDE

The Healthy Smiles for Mom and Baby (HSMB) project was implemented from August 2015-July 2019. The project focused on increasing dental utilization for pregnant women and infants through a multipronged approach that included; education and training for providers working with families, promoting the standard of care for dental treatment during pregnancy to health care providers and quality improvement projects at Women, Infant and Children (WIC) and Prenatal Care Coordination programs.

The quality improvement projects helped identify two models that increase dental utilization within WIC and PNCC; closed dental referral system (Model One) and integration of preventive oral health services (Model Two). This guide includes outcome data, key messages for families and what strategies worked to develop the two models. The back cover details the promising education strategies used including the free online oral health training, curriculum for dental educators and inter-professional events. Organizations can replicate the two models to accelerate making an impact on the oral health of pregnant women and young children.

## MODEL ONE Closed Referral for Dental Appointments

## OUTCOMES (baseline % → outcome %)

## MODEL TWO Integrated Preventive Oral Health Services

Percent of **pregnant women**  
in WIC who **utilize dental services**  
\*prenatal care coordination program

**Door County**  
40% → 48%

**Jefferson County\***  
33% → 64%

**Brown County**  
22% → 15%

**Oconto County**  
0% → 26%

Percent of children age 1-4 years old  
in WIC who receive **1 Fluoride Varnish**

**St. Croix County**  
4% → 31%

**Oconto County**  
29% → 38%

**Eau Claire County**  
25% → 46%

Percent of **Children** age 1-4 years  
in WIC who **utilize dental services**

**Brown County**  
25% → 37%

Percent of children age 1-4 years old  
in WIC who receive **more than 1 Fluoride Varnish**

**St. Croix County**  
0% → 17%

**Oconto County**  
16% → 34%



### Key messages for mothers

You can transmit bacteria in your mouth to your baby.

The healthier your mouth is, the healthier your baby will be.

The most important thing you can do right now is make sure your mouth is as clean as possible before the baby is born.



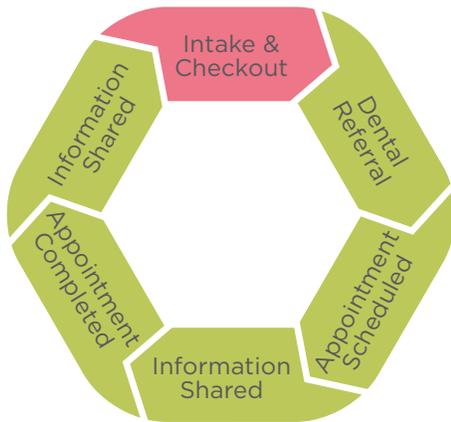
### Key messages for families

It is important to have multiple applications of fluoride varnish.

Your children can receive fluoride varnish 4 times a year.

# 1

## MODEL ONE Closed Referral for Dental Appointments



One identified dental clinic (who accepts Medical Assistance) partners to be the prioritized referral source for pregnant patients. The referring agency sends referral to dental clinic who schedules appointments and sends information (with patient consent) back to referring agency. This closes the referral, allows for improved case management and increases completed appointments.

### What worked



Increase WIC/public health staff oral health knowledge and confidence in having oral health conversations with families.

Use of motivational interviewing to understand patient readiness for dental referral.

Dental clinic prioritizing referred patients.

Two way sharing of information to increase case management and improve appointment completion.

### Model 1: Implement your own QI project



Use this detailed driver document and change package for model 1 to implement your own QI project.

# 2

## MODEL TWO Integrated Preventive Oral Health Services



Preventive oral health services are integrated into the patient workflow at Women Infant and Children clinics. Oral health services are provided either through a partnership with a Federally Qualified Health Center (FQHC) Outreach Dental Hygienists or Public Health Nurse.

A warm hand off is made from the WIC staff to the staff providing oral health services including fluoride varnish, oral health education and referral to dental providers. Space is created directly in the WIC clinic. Public health departments or FQHC bill Medicaid for fluoride varnish.

### What worked



Dedicated oral health provider and space on-site to be part of WIC clinic.

WIC staff introduces oral health services available during intake and encourages families to meet with provider.

Promotion to WIC clients of oral health services through signage at clinic and in appointment reminder messaging.

Schedule next fluoride application for benefit issuance days.

### Model 2: Implement your own QI project



Use this detailed driver document and change package for model 2 to implement your own QI project.

# KEY STAFF

  
Public Health Nurse

  
WIC staff

  
Dental Hygienist

  
Organization Manager

## WIC PROGRAM SIZES 2018

MODEL ONE

MODEL TWO

**Brown County**

453 Pregnant Women   4,040 Children

**Eau Claire County**

144 Pregnant Women   1,321 Children

**Door County**

30 Pregnant Women   307 Children

**Oconto County**

35 Pregnant Women   382 Children

**Jefferson County\***

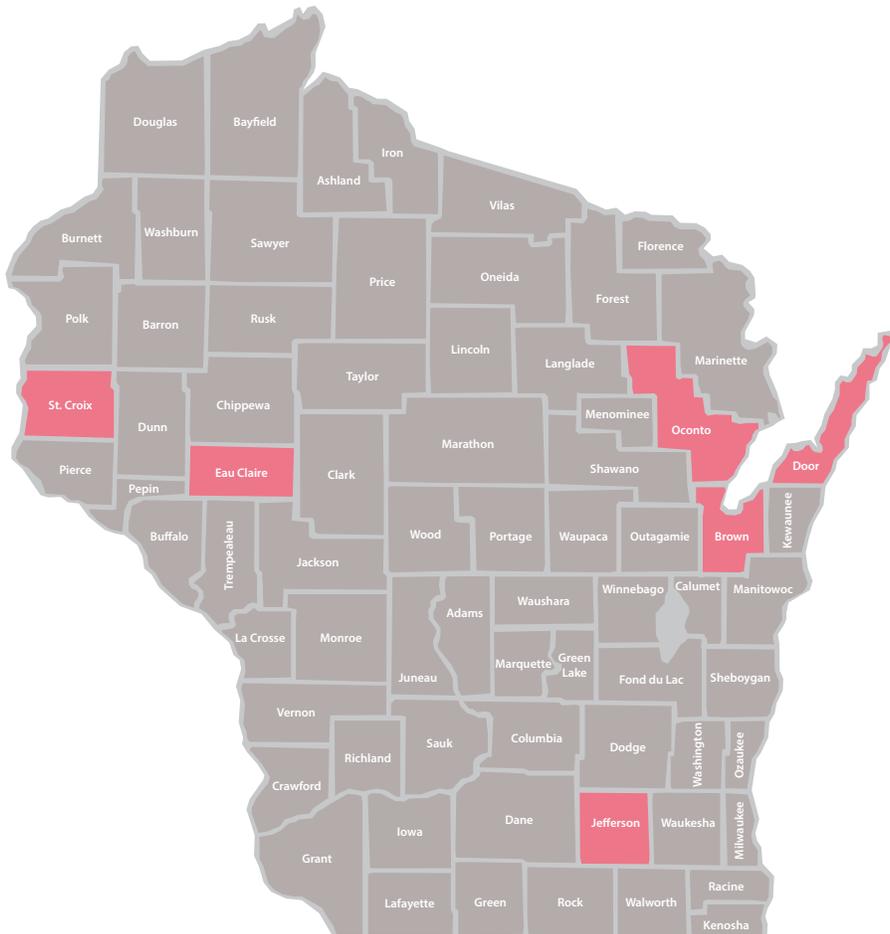
155 Pregnant Women   N/A Children

**St. Croix County**

78 Pregnant Women   621 Children

\*prenatal care coordination program

## QUALITY IMPROVEMENT PROJECT SITES



# PROMOTION/EDUCATION

## Oral Health Conversations



The Healthy Smiles for Mom and Baby (HSMB) Oral Health Training is a free online course to increase knowledge and confidence in having oral health conversations for professionals working with pregnant women, infants and toddlers. The training combines oral health information with conversation techniques for effective family-centered oral health discussions.

[Click here to access the training.](#)

## Interprofessional Partnerships



Both medical and dental providers have a role in ensuring pregnant women and young children have oral health knowledge and access to care. Interprofessional networking events provide a space for providers to discuss current standards of care, consistent patient messages and build referral relationships. Organizing events of this nature can energize local efforts.

## Standard of Care Modules



In 2014, the current standard of care for oral health care during pregnancy was updated. To equip future dental providers with the most up-to-date information, a partnership was created to develop modules to enhance student understanding of the standard of care for pregnant women. Four modules were designed for faculty to adopt into existing courses. Beginning in fall 2018, all eight Wisconsin dental hygiene training programs have adopted the modules into their curriculum.

[Click here to view the modules.](#)



## CALL TO ACTION



WIC programs exist in all 72 **Wisconsin** counties.



**Free** oral health online training.



Use the detailed driver document and change package for Model 1 and Model 2 to implement your own QI project.

**HEALTHY  
SMILES**

**FOR MOM  
AND BABY**

★Children's Health  
Alliance of Wisconsin