



Tampa Bay
Healthcare
Collaborative


Achieving Oral Health
Equity (AOHE) Initiative
www.tampabayhealth.org

Vision & Areas of Focus

We envision a community that values health and health services for everyone

- advocacy
- health equity
- wellness

Do What You Do Better.




Mission & Methods


To promote and advance the health and wellness of those underserved *through community collaborations*

- foster relationships
- build organizational capacity
- promote access to care

Do What You Do Better.




Overview



ACHIEVING
ORAL HEALTH
EQUITY

Do What You Do Better.



Background



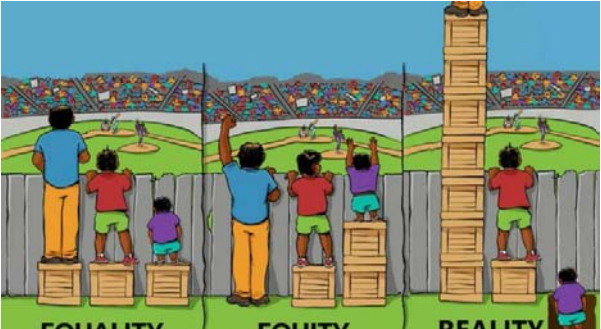
www.oralhealth.network

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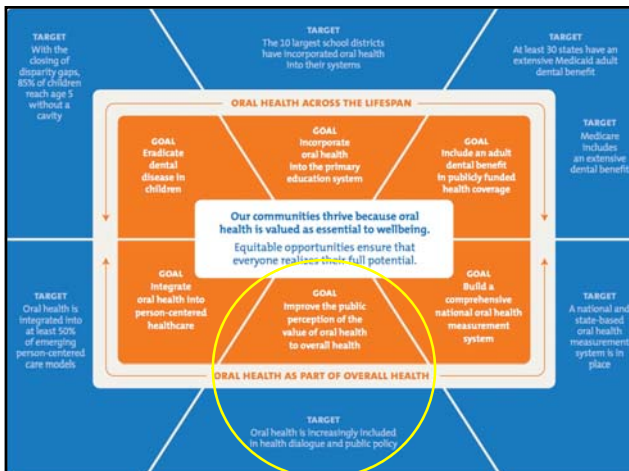
Tampa Bay Healthcare Collaborative

ORAL HEALTH FOR ALL 2020

Building a movement, Starting with Equity...



EQUALITY **EQUITY** **REALITY**



Reframing Oral Health

Health

- Health Individualism
- Health hierarchy (vital organs vs. other stuff)
- Consumerism

Oral Health

- Good oral health=no cavities
- Pretty smile and fresh breath
- Self-esteem and social status
- Mouth as gateway to the body

What's in the Swamp of...

Oral Health

Solutions

- Three simple things (brush, floss, go to the dentist)
- Better information for better decisions
- Low priority
- There's nothing society can do

Causes of problems

- Poor personal hygiene
- Bad parents
- Too much sugar and smoking
- Choosing to delay or avoid care
- "Cultures" of poor self-care

Oral Health System

- Dentist offices are the system
- Team=dentists, hygienists, receptionists
- Dental insurance coverage is supplemental
- Prevention=better, earlier self-care

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Framing Recommendations

RECOMMENDATION #1:
Connect oral health to overall health.

Instead of: Using frames that narrow the scope of the issue to the teeth.	Try: Using images, examples, and explanations that show the connection between oral health and overall health.
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RECOMMENDATION #2:
Use the value of *Targeted Justice* to cue a collective and systemic perspective.

Instead of: Using unframed data about disparities.	Try: Telling a fuller story about promoting equitable access to quality care.
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RECOMMENDATION #3:
Use the value of *Responsible Management* to broaden the concept of prevention.

Instead of: Leaving prevention undefined, undescribed, or individualized.	Try: Showing how poor oral health imposes unnecessary and avoidable costs to our health care system.
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Framing Recommendations

RECOMMENDATION #4:
Use the *Keys to Oral Health* metaphor to explain systemic barriers.

Instead of: Zooming in on individual cases to illustrate systemic problems.	Try: Comparing systemic barriers to "locked doors" and solutions as "keys" that unlock greater access.
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RECOMMENDATION #5:
Emphasize that oral health involves a broad team of professionals.

Instead of: Leaving solutions to the public's imagination.	Try: Advancing the idea that oral health involves a team of professionals who work across the community.
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<http://frameworksinstitute.org/toolkits/dentaquest/index.html>



Reframing Oral Health


A Communications Toolkit for Advancing Oral Health Reform




OH2020 Priorities

- Community Collaboration

We have a common platform to communicate that includes service providers and shows an increase in pediatricians participating.







OH2020 Priorities

- **Education & Advocacy**



We have established a campaign to educate community members and families about the importance of oral health to overall health

OH2020 Priorities


- **Emerging Needs**

We address emerging oral health needs in collaboration with residents, providers, other stakeholders and the community

Tasks Today

- Go to selected focus area 😊
- Review progress to date regarding the objectives and activities
- Suggest changes as needed (*addition or deletions*)
- Prepare to report out



Connect With Us

- **Website:** www.tampabayhealth.org
- **Facebook:** www.facebook.com/tampabayhealth
- **Instagram (IG):** tampabayhealth
- **Twitter:** @tampabay_health
- **LinkedIn:** Search for our Company Page by Name

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