



***Closing the Gap on Oral Health Inequities:
Lessons for School-Based Implementation***

2023

Agenda



- Setting the Stage: Oral Health = Overall Health
- Introduction to Bright Smiles, Bright Futures (BSBF)
- Social Determinants of Health + Health Equity
- Sustainable Development Goals
- Pilot Project
 - Introduction + Background
 - Key Learnings
- Future Opportunities
- Questions and Discussion

POP QUIZ!

What is the most common chronic disease worldwide?

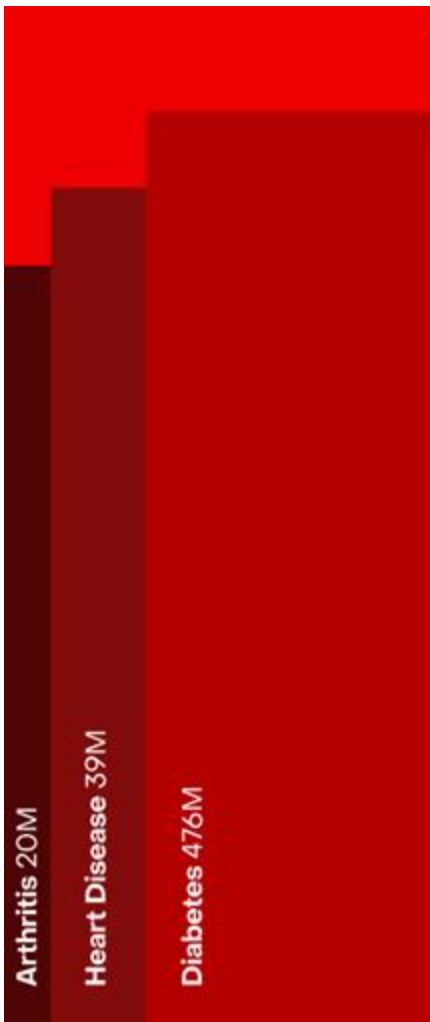
- 1 Heart Disease
- 2 Arthritis
- 3 Caries
- 4 Diabetes



The Colgate logo is a red rounded rectangle with the word "Colgate" in white, italicized font, and a white smile icon below it. The background of the entire image is a faded, high-angle photograph of a group of diverse children smiling and waving their hands.

Colgate®

The most common disease in the world
is right under our nose — **cavities.**



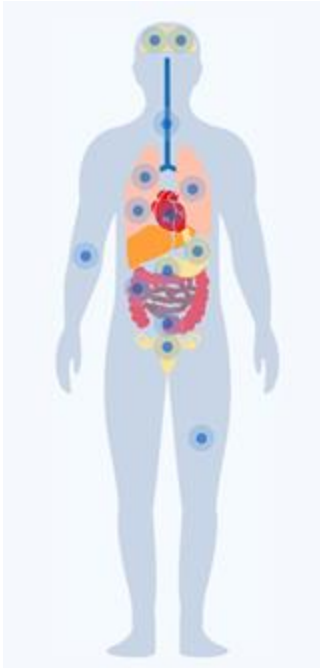
2.3B

People worldwide suffer from tooth decay in permanent teeth

Oral Health is Overall Health



Oral disease can increase the risk of other health conditions



Oral diseases like periodontal diseases are linked to...

- Rheumatoid arthritis
- Adverse pregnancy outcomes
- Diabetes
- Dementia
- Respiratory diseases
- Strokes
- Heart attacks
- Alzheimer's



Global Oral Health Status Report



“ The status of global oral health is **alarming** and requires **urgent action** by all stakeholders.”

WHO Global Oral Health Status Report

Launched on November 18, 2022 in Geneva

2021 WHO Resolution for Oral Health



Priorities:

Linking Oral and Systemic Health

- Implement a Health in All Policies approach for oral health promotion and disease prevention.
- Implement within the context of the social determinants of health and equity.

From Chair-side to community-wide

- Shift from the traditional curative approach of dentistry towards a preventive approach
- Oral health promotion and disease prevention in schools, workplaces and communities.
- Inclusive care within the primary health-care system
- Engage communities in the planning, implementation and monitoring of oral health programs and oral health care services.



**World Health
Organization**

GLOBAL MOMENTUM



CURATIVE/CHAIRSIDE



COMMUNITY
(schools, workplaces, etc.)

TOP 5



things you need to know about Bright Smiles, Bright Futures

Owned &
operated
by **Colgate**

+30 Years
running

Operated
in over **100**
Countries

1.6BN
children
& families
reached

+2000
Partnerships
Connecting
locally with
communities &
consumers

A young girl with freckles and a bright smile is the central focus of the image. She has reddish-brown hair and is wearing a dark blue cardigan over a white top. The background is a soft-focus beach scene with waves and sand. The text is overlaid on the left side of the image.

MISSION:

Above all, empower kids to be the champions of optimism, spark the courage to smile and take positive action.

Addressing Children's Wellbeing Requires a Broader Approach



Why BSBF is Important

Underserved children and their families bear the burden of oral health diseases and poor oral health outcomes.

Social Impact- Policy-Centered and Upstream



Equality



Equity



Empowerment



SUSTAINABLE DEVELOPMENT GOALS (SDGs)



<p>4 QUALITY EDUCATION</p> 	<p>6 CLEAN WATER AND SANITATION</p> 	<p>5 GENDER EQUALITY</p> 
<p>10 REDUCED INEQUALITIES</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<p>2 ZERO HUNGER</p> 



Most relevant goals for oral health



GREATER VALLEY
HEALTH CENTER

Who We Are

- Federally Qualified Health Center (FQHC)
- Currently located in the Flathead City-County Health Department Building
- The Health Clinic was established by the Health Department and volunteers in 2003 and became a FQHC in 2007
- Health Center separated from the Health Department on June 1, 2021
- Is now an independent, 501(c 3) non-profit entity under the name Greater Valley Health Center
- Partnering with community agencies to provide needed services focusing on the underserved



What is a Health Center?

- Deliver **high quality, culturally competent, comprehensive primary care**. Including:
 - Medical
 - Dental
 - Behavioral health
- Provide services regardless of patients' ability to pay and charge for services on a **sliding fee scale**.
- Develop systems of **patient-centered and integrated care** that respond to the unique needs of diverse medically underserved areas and populations.
- Meet government requirements regarding administrative, clinical, and financial operations.



School-Based Services

Seven locations in Kalispell and Evergreen school districts

Medical

- Wellness, prevention, immunizations, sports physicals
- COVID, flu, strep, mono, STI testing
- First aid
- Prescriptions
- Health education
- Oral health
- Care management services to connect families with community services
- Referrals to services not provided at the school clinic

Behavioral Health

- Screening, assessment and counseling/treatment
- Individual and group outpatient therapies
- PTSD/trauma, depression, anxiety, addiction, relationships, etc.



Serving the Underserved

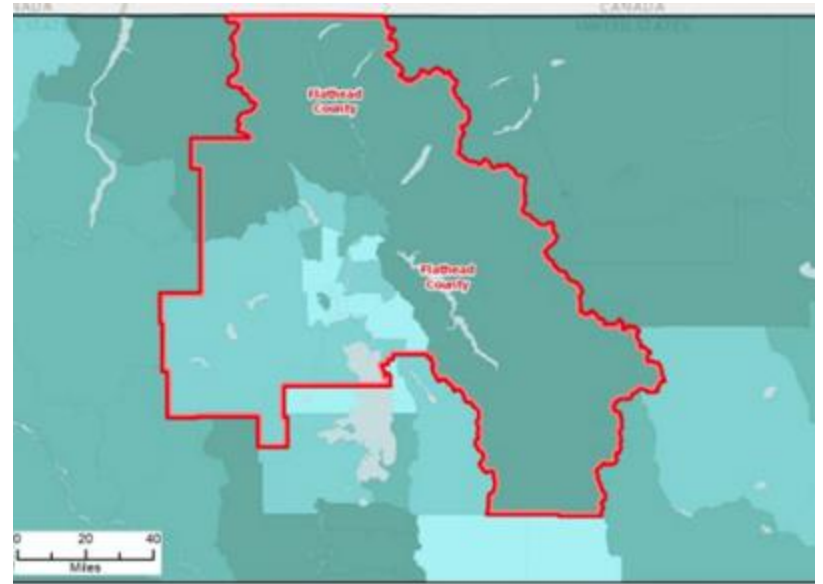
Population in Poverty (Populations Living Below the Poverty Level; 2014-2018) Healthy People 2030 = 8.0% or Lower

• Total Population • Children



- Sources:
- US Census Bureau American Community Survey 5-year estimates.
 - Center for Applied Research and Engagement Systems (CARES), University of Missouri Extension. Retrieved February 2021 via SparkMap (sparkmap.org).
 - US Department of Health and Human Services. Healthy People 2030. August 2020. <http://www.healthypeople.gov>
- Notes:
- Poverty is considered a key driver of health status. This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

2021 Flathead County Community Health Needs Assessment



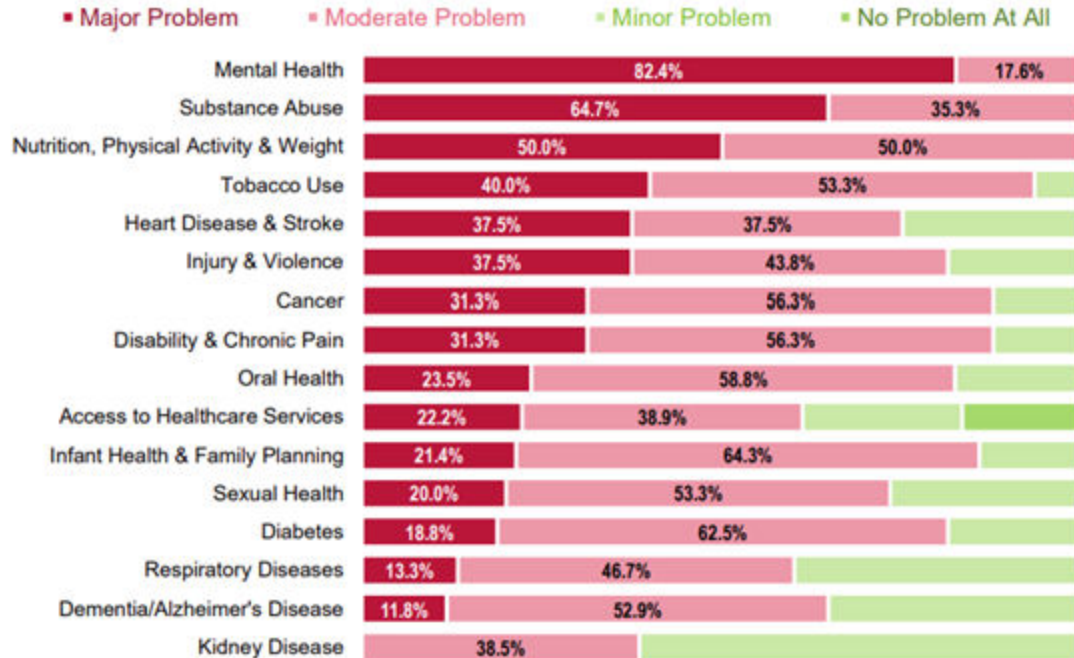
Map Legend



SparkMap

Top Community Needs

Key Informants: Relative Position of Health Topics as Problems in the Community



Why did we choose oral health as a focus?

“The student and family did not have secure housing, transportation was problematic, food insecurity was an issue, and the student had limited school experiences. After several weeks of severe emotional dysregulation, a school staff person noticed that the student had several mouth sores. Consent was obtained for an initial visit to the Evergreen Cares Clinic, and the student was examined. This appointment led to eventual oral surgery to address the student’s need for care due to severe oral health issues and chronic pain.”

Many changes have happened in this student's life to support the child becoming a successful student. The primary issue of addressing health was unlikely to have been addressed if the Evergreen Cares Clinic was not in place. A partnership developed with the family that included support with follow-up and facilitating essential care.”

Mary Meehan
Evergreen School District Special Services Director



Pilot Project with BSBF

- Launched with 6 first grade classes at 2 schools in Kalispell, Montana
- Adventures in the Molar System - 6 week curriculum
- Taught by RN and Dental Hygienist
- Pre and Post Tests **demonstrated a significant increase in knowledge**
- Student favorites were the hard boiled egg experiment and learning to floss
- Many students did not have access to oral health care supplies
- Toothbrushes, Toothpaste and Floss were provided to all students
- Dental Exams were provided by our dental director and a dental assistant
- Program was rolled out to 3 additional schools
- 300 students participated in the first year



Program Overview

- Based on Common Core Standards
- Key Messages: Brushing, Flossing, Limiting sugary snacks and drinks, Visiting a dentist
- Video, Storybook and Hands on Activities
- Lessons clearly described in teacher's guide
- We made adaptations and recommendations based on experiences with students during the pilot
- Addition of Dental Exams with "Opt Out" from Guardians
- Built relationships with students, families, teachers, and school administrators
- Our School-Based Clinics are not located in the schools where we implemented the oral health program - an opportunity for partners to learn about our integrated services

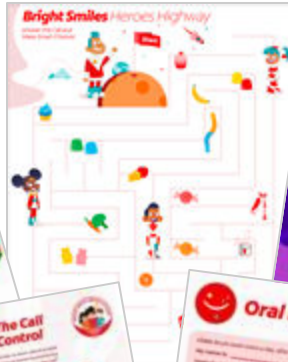
Program Materials

In-School | Highly Engaging Creative Materials

Wall Posters:

Bright Smiles (side 1) & Know How to Brush (side 2)

Story Book



Teachers Guide



Toothpaste & Toothbrushes



Family Take Home Brochure

Videos

(includes *full film*, *trailer*, *snackables*, *songs*)

Results and Key Learnings

Sustainability

- Identified program champions at each school - school nurse or teacher
- Adding Evergreen School District and passing the baton to our school champions to continue the program with support on several lessons

Inclusivity

- Adapted curriculum to include Special Education programs
- Presenting curriculum to Middle School differently abled students in the fall

Dental Care + Continuity of Care

- Insured follow up on significant dental findings with school nurses

Opportunities



[Request a Classroom Kit](#)



Available starting January 2024

[Continuing Professional Development for Nurses](#)



Opportunities



Download + learn more at
[ColgateBSBF.com](https://www.colgateBSBF.com)



Also available online:
Van Visit Requests

Free Downloads (incl. Teacher's Guide)
Head Start and Early Head Start materials

[Watch “Adventures in the Molar System”](#)





Questions and Discussion