

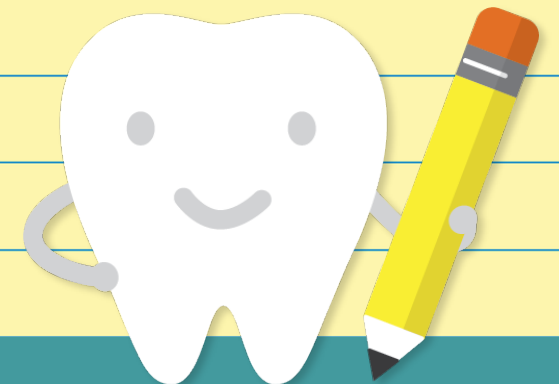


Smile, California
Back-Tooth-School
Activation



Agenda

- Oral Health and School Readiness
- Kindergarten Oral Health Assessment
- Research
- Back-Tooth-School Activation
- New Smile, California resources & materials
- Local Oral Health Program activation effort options



School Readiness and Oral Health



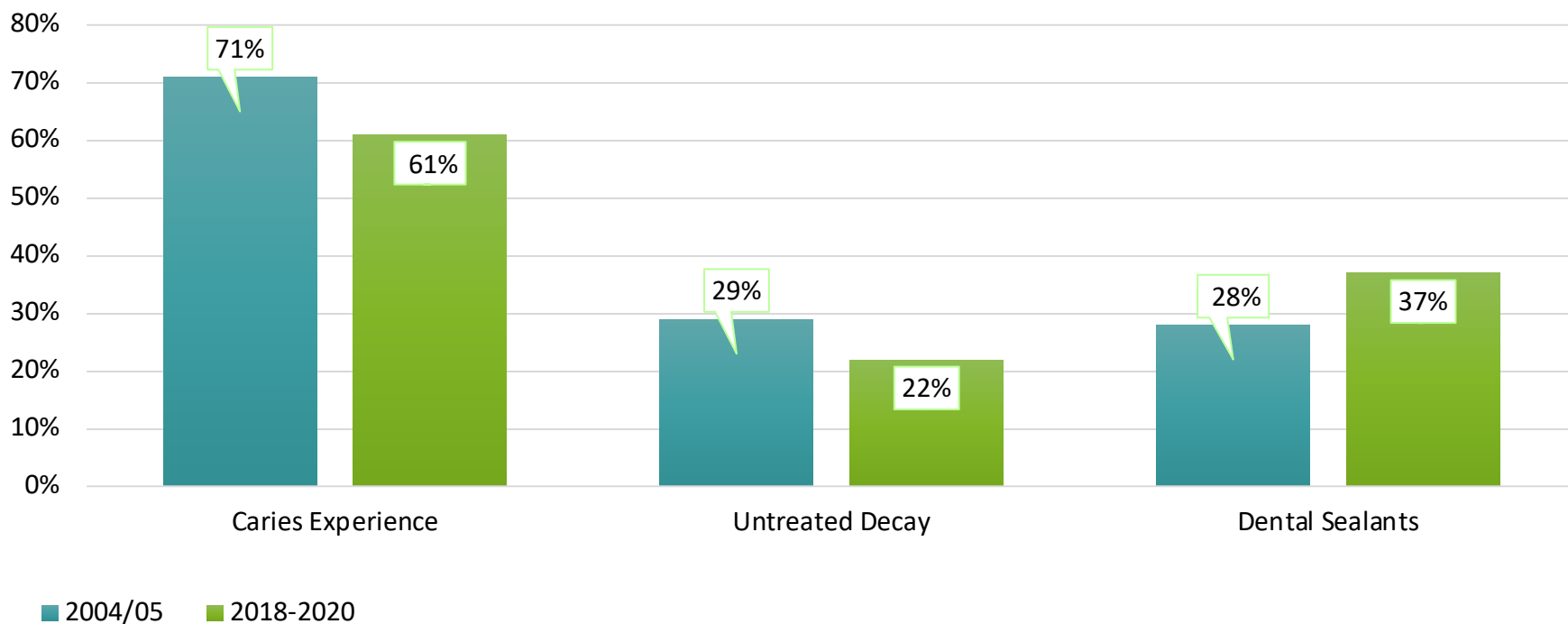
- ✓ Children with poor oral health often miss more school and receive lower grades than children who don't.¹
- ✓ Children with cavities may have difficulty eating, talking, and concentrating in school.²
- ✓ According to the California Department of Education, missed school days due to dental problems cost California public schools \$29 to \$32 million annually on average.
- ✓ In 2018, over 440,000 of California K-12 students missed school due to dental problems.³

¹ Griffin SO, Wei L, Gooch BF, Weno K, Espinoza L. Vital Signs: Dental Sealant Use and Untreated Tooth Decay Among U.S. School-Aged Children. MMWR Morb Mortal Wkly Rep 2016;65:1141-1145

² Centers for Disease Control and Prevention.
www.cdc.gov/oralhealth/basics/childrens-oral-health/index.html

³ 2018 California Health Interview Survey. UCLA Center for Health Policy Research

Research from California Third Grade Smile Survey



2004/05 and 2018-20 3rd Grade Basic Screening Survey, California Office of Oral Health



What is *Back-Tooth-School*?

Back-Tooth-School – a unified multi-tiered statewide activation to encourage parents and caregivers to send their children back to school with healthy smiles by finding a dental home and scheduling a dental check-up before the start of the 2021-2022 school year.



What does *Back-Tooth-School* consist of?

- Media relations
- Social media
- Community relations & partnerships
- Event support
- Material distribution

September 2021

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Timeline

July 26 – September 3





Media Partnerships

Radio

Bakersfield
Barstow
Coachella
Calexico/El Centro
Fresno
Hollister
Mecca
Indio

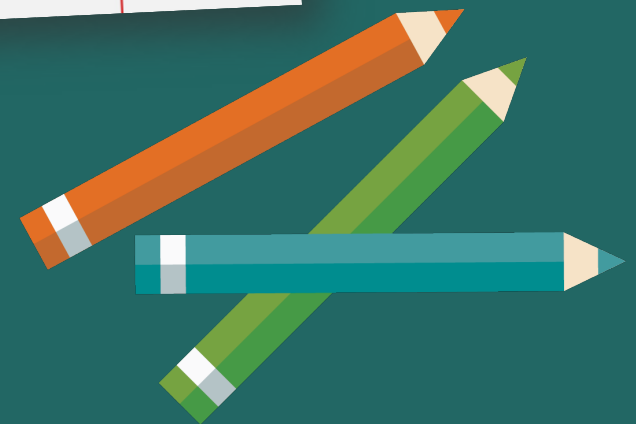
Laytonville/Fort Bragg
Modesto/Stockton
Palmdale/Lancaster
Paso Robles
Salinas
San Luis Obispo/Santa
Margarita
Santa Maria/Guadalupe
Tassajara/Tracy

TV

Los Angeles (KMEX)
San Francisco (KDTV)
Sacramento (KUVS)

Fresno (KFTV)
San Diego (KBNT)
Yuma-El Centro (KVYE)

New Smile, California
material to support your
Back-Tooth-School efforts



Oral Health and
School Readiness
website page



Healthy
Children Are
Ready to Learn
video

Six social
media images

KOHA flyer

Healthy Smiles,
Bright Futures
PowerPoint
presentation

Connecting
Members to
Care Using the
Find a Dentist
Tool video



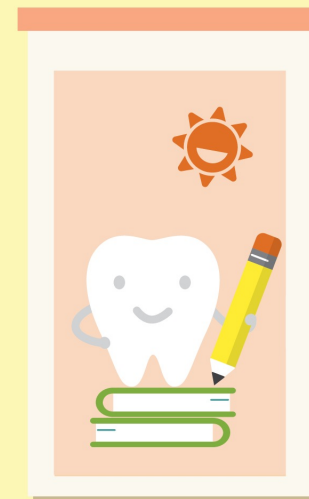
Molar sealant
infographic

Oral Health and School Readiness Webpage



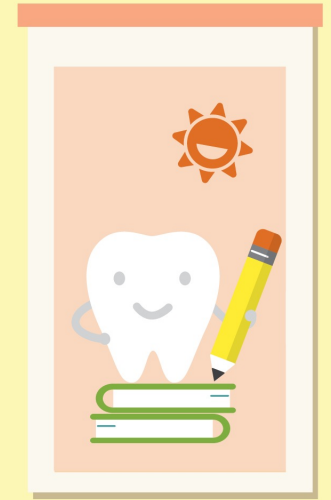
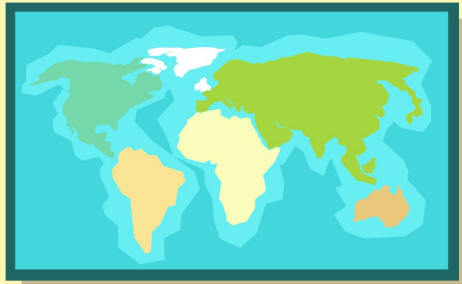


Healthy Children Are Ready to Learn Video





Find a Dentist Tool Video



“School Readiness Tips from Toothy” social media images and suggested captions

- English
- Spanish
- Chinese



Healthy Smiles, Bright Futures PowerPoint







Don't forget to schedule your child's required dental check-up!

What is the Kindergarten Oral Health Assessment (KOHA)?

To make sure your child is ready for school, California law requires that children have a dental check-up by **May 31** in either kindergarten or first grade, whichever is their first year in public school.

Why is it important?

Poor oral health can affect a child's attendance, grades and overall performance in school. The KOHA helps ensure children are healthy and ready for a successful school year.

SCHOOL READINESS FACTS:

- Children who have poor oral health often miss more school and receive lower grades than children who don't.
- Children with cavities may also have difficulty eating, talking, and concentrating in school.
- Healthy smiles make children feel confident and good about themselves.
- Establishing good oral health habits in childhood helps create a lifetime of healthy smiles.

HOW TO COMPLETE THE KOHA:

- Look out for a registration form that will be distributed when you register your child for school.
- Visit or find your dental home.
- Complete a dental check-up 12 months before entering public school for the first time or by **May 31st** of their first year (Kindergarten or 1st Grade).

Why is it important to have a dental home?

- It allows the dentist to establish a relationship with your family.
- It gives the dentist consistent opportunities to provide preventive treatment and find small issues before they become big.
- Children who develop a familiar relationship with their dentist are less likely to experience dental anxiety and are more likely to visit the dentist regularly into adulthood.

1 in 5 kids have untreated tooth decay in California.*






Visit SmileCalifornia.org to find your child's dental home today.

2018-20 3rd Grade Basic Screening Survey, California Office of Oral Health

rev 05-2021




Molar Sealants Prevent Cavities




Unprotected tooth without sealant

Food and bacteria can become stuck in teeth



Sealant is placed

Placing sealants is painless and takes only a few minutes



Protected tooth with sealant

Tooth is protected from cavities


Sealed teeth are protected teeth.

Medi-Cal Dental covers molar sealants for children and teens up to age 21.

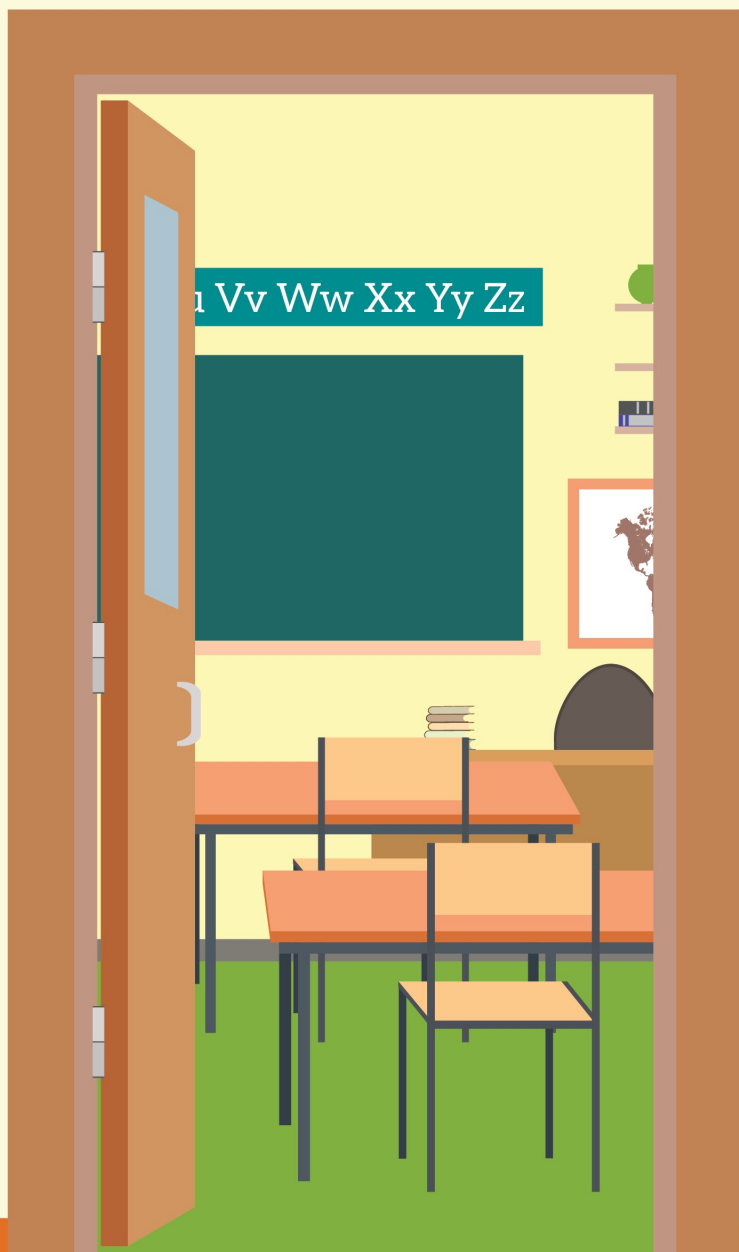


Sealants reduce cavities by **80%***

Visit SmileCalifornia.org to find a Medi-Cal dentist.



*Source: Centers for Disease Control and Prevention, www.cdc.gov/od/odas/pressroom/2013/s011301a.htm



Back-Tooth-School **Activity Options for** **LOHPs to Implement**

Encouraged to execute at least 3 out of 7



1.
Distribution of
Back-Tooth-School
regional
press release



Customize the *Smile, California* press release to include your county's data and distribute to the media.



2.

Conduct Medi-Cal
dental referrals
using the
Smile Care Plan

Smile Care Plan
Use this plan to get set for your next dental visit.

Reasons to schedule an appointment with your nearest Medi-Cal dentist today!

- ✓ Because you don't Medi-Cal the dental covered dental plan you are a part of the plan for Medi-Cal members eligible for dental benefits!
- ✓ It's your baby's first birthday! Make an appointment for your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first.
- ✓ Your child's permanent molars have arrived! Ask their dentist to apply dental sealants. It's quick, painless and can protect your child's back teeth for several years.
- ✓ As of January 1, 2019, the Department of Health Care Services widened adult dental benefits for members 21 and older with full-scope dental coverage.

CHOOSE YOUR DENTAL HOME:

☐ **Dental Home:** _____
Office Address: _____
Phone Number: _____

☐ **Dental Home:** _____
Office Address: _____
Phone Number: _____

☐ **Dental Home:** _____
Office Address: _____
Phone Number: _____

GET READY TO GO

- ☐ **Find a Dentist:** You can find a dentist at SmileCalifornia.org or by calling the Telephone Service Center at 1-800-522-6386.
- ☐ **Confirm the Appointment:** Dental offices appreciate when you can confirm your appointment with them. You can usually give them 24-hour notice.
- ☐ **Bring Your Medi-Cal Card:** Bring Your Medi-Cal Card/ Benefits Identification Card (BIC) with you to the appointment.
- ☐ **Ask Questions:** Bring a list of questions you may have for your dentist and do not be afraid to share your concerns.

Visit SmileCalifornia.org to learn more about services available.

How to Use the Find A Dentist Tool



Utilize the Find A Dentist tool on SmileCalifornia.org and the *Smile, California* Smile Care Plan to refer Medi-Cal members in your community to a dental home



3.

Post to
social media or
personalize your
e-mail signature



Jane Doe
County Health Department
(444) 444-4444



School Readiness Begins with Good Oral Health
Schedule a dental check-up for your children before the start of the school year! Find a Medi-Cal dentist at SmileCalifornia.org

Post the new *Smile, California* “School Readiness Tips from Toothy” images and captions to your social accounts and use the hashtags #SmileCalifornia and #BackToothSchool



4. New website banners and linking/featuring campaign materials



Embed the Back-Tooth-School campaign materials and banners to your website and hyperlink to SmileCalifornia.org



5.

Paid media -
*Healthy Children
Are Ready
to Learn* video



Run the new *Smile, California* "Healthy Children Are Ready to Learn" video as a paid social ad



6.

Presenting the
Healthy Smiles,
Bright Futures
PowerPoint
Presentation



Host a presentation utilizing the “Healthy Smiles, Bright Futures” presentation to educate members in your community about the correlation between oral health and school success.



7. Hosting a KOHA event



If you will be hosting a KOHA event this summer, Smile, California will support by providing collateral

Activation Kit



Next Steps

- Survey
- Activation Kit





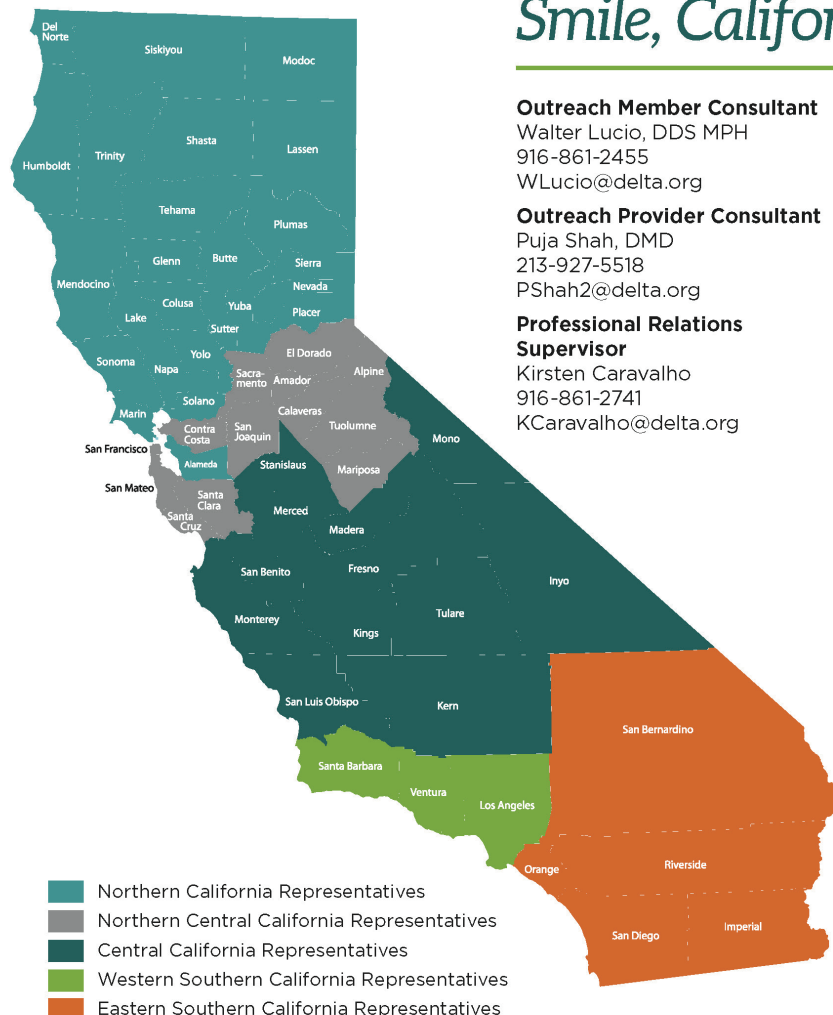
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Visit Us
SmileCalifornia.org





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*This Regional Representative Contact List is for local outreach stakeholders to assist you with the local events, questions about **Smile, California** and provider recruitment opportunities. This is **not** for public distribution. Please refer all members to the Member Customer Service Line at (800) 322-6384 and providers to the Provider Customer Service line at (800) 423-0507 for general inquiries and customer service support.*

