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
✓ 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


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 2018-2020 3rd Grade Basic Screening Survey, California Office of Oral Health

Caries Experience: 71% (2004/05) vs. 61% (2018-2020)

Untreated Decay: 29% (2004/05) vs. 22% (2018-2020)

Dental Sealants: 28% (2004/05) vs. 37% (2018-2020)
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
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 Webpage
Healthy Children Are Ready to Learn Video

Healthy Children Are Ready to Learn!
Find a Dentist Tool Video

Connecting Members to Care Using the Find A Dentist Tool
“School Readiness Tips from Toothy” social media images and suggested captions

• English
• Spanish
• Chinese
Healthy Smiles, Bright Futures PowerPoint
Back-Tooth-School Activity Options for LOHPs to Implement

Encouraged to execute at least 3 out of 7
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

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

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

• Survey
• Activation Kit
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Visit Us
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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) 423-0037 for general inquiries and customer service support.