



Yamhill County Dental Society

Working Together for a Healthier Yamhill County

August 2011

Yamhill County Dental Society: Working Together for a Healthier Yamhill County

Background

The Yamhill County Dental Society (herein referred to as the Society) is a nascent not-for-profit organization founded on the principles of philanthropy and community service. Society members hold strong beliefs in the need to screen and treat community members who are suffering from poor oral health and do not have the ability to pay for the treatment they need. These strong and commonly-held beliefs led to the formation of the Society in September 2009, with subsequent not-for-profit status obtained in October 2009. Members of the society are skilled oral health practitioners with a myriad of specialties available to treat community members with poor oral health. The members, through their commonly held beliefs and strong commitment to service, have determined that a work plan is essential to help guide the Society's work efforts over the next two years.

Society members believe that good oral health is critical to achieving good overall health for every community member. Prevention of future disease is the hallmark of any good intervention plan, and the Society is committed to preventing dental caries and poor oral health in Yamhill County. This work plan is just the starting point for a shared vision of prevention, screening, treatment, and education resulting in a healthier Yamhill County for years to come.

Society Board of Directors

The Society's Board of Directors currently includes Dr. Mark Miller, Dr. Todd Hyder, Dr. Randy Heiman and Dr. Marvin Johnson. The President is Dr. Mark Miller. Dr. Miller has been a general practitioner for 32 and owns/operates Carlton Dental. Dr. Todd Hyder is vice-president and has practiced as a general practitioner in McMinnville for seven years. Dr. Randy Heiman is secretary/treasurer and has practiced endodontics in McMinnville for 5 years. Oral Surgeon Dr. Marvin Johnson has practiced in McMinnville for 23 years and is the at-large board member.

Mission

The mission of the Yamhill County Dental Society is to improve the overall health of the citizens of Yamhill County through detection, treatment, and prevention of oral diseases.

Goals

Over the next two years, the Society will focus its efforts on these four goals:

- 1) Screen school-aged children to determine baseline need for oral health care in Yamhill County
- 2) Identify areas and communities within Yamhill County with serious oral health issues
- 3) Treat community members without the means to care for their oral health problems
- 4) Prevent dental caries and poor oral health through proactive education of the community

Objectives and Activities

Goal #1: Screen school-aged children to determine baseline need for oral health care in Yamhill County.

To achieve Goal #1, the Society will work with school administrators from every school district in Yamhill County to obtain consent from parents to screen as many children as possible at the school once per year (Oral Health Screening Events). The Society will work with school staff to send out consent form to parents of kids in the school for Society members to perform a screening at a scheduled screening event. This event would occur during regular business hours of the school and every child in that school would have access to the screening. Only children with signed consent forms would be permitted to be screened during the event. In order to move forward with this objective, the Society will begin to implement this objective by following these steps beginning October 1, 2011:

- Step 1. Meet with School Board, school administrator and school staff from every school district to inform them about the Society and the mission. Obtain permission to move forward with activity.
- Step 2. Seek volunteers from YCSD membership to perform screening events. Determine best time and locations for every school district. Pre-determine how screening event would best be implemented. Determine how screening findings would be provided to parents/guardians.
- Step 3. Develop simple consent form and deliver to school staff for delivery to parents (possibly in mailings). Consent form would detail screening event time, location and other logistical information. Request consent form be

sent back to school for review. School staff will collect and store consent forms in safe location for Society staff to pick up.

Step 4. Society staff will pick up and review consent forms for completeness and determine if other information is needed. Once forms have been vetted, coordinate the event with school staff. Assure staff understands how the event will be conducted. Event should be conducted in an common area with class by class participation until all kids with signed consent forms in each classroom have been seen by Society provider. Each kid will be screened and provided a “grade” report on the condition of his/her oral health. Additionally, a take-home “goodie bag” should be provided to each kid.

Step 5. After event is completed, the Society will report the findings of the oral health to the school, administration and school board, with recommendations about future oral health events and education opportunities. Society will encourage school district to allow Society educational opportunities to occur during “Parents Night”, PTA events and other venues where oral health educational material can be disseminated to community members.

Goal #2. Identify areas and communities within Yamhill County with serious oral health issues.

In order to achieve Goal #2, the Society will work on two parallel tracks. The first track is to collect data from the Oral Health Screening Events and enter the data from the oral health grade reports into the Society’s oral health database. The second track is to work and partner with Yamhill County agencies, nonprofits, spiritual-based, public service based and others to identify community areas with oral health issues.

Step 1: The Society will build or create a database to track oral health data collected during the Oral Health Events in the schools and elsewhere. The data would be scrubbed to keep personal identifying information out of it in order to remain HIPAA compliant. The database will be a clearinghouse of oral health data for the entire County that will be invaluable for grant writing, data sharing and other critical purposes. The database should have high capacity and be relational. Future grant writing needs for local data would be immediately available with this incredibly powerful tool.

Step 2: Society members will work with community partners to develop a coalition that works together to solve the oral health care issues facing Yamhill County. The Society will play a leading role in forming coalitions and partnerships in an effort to focus efforts and resources to work on oral health issues at the ground level. The Society must play a leading role in

assuring that Yamhill County agencies, nonprofits and other grass-roots organizations work together and with a common focus on the oral health issues. In so doing, the Society must create a brand that is recognized by the entire Yamhill County community as the leading resource for leadership, education and outreach efforts on oral health issues.

Goal #3. Treat community members without the means to care for their oral health problems.

In order to achieve this goal, the Society will partner with local agencies and nonprofit organizations to set-up and deliver screenings for all community members. Recently, the work with Yamhill County Public Health demonstrated how well a coordinated, well-structured event can screen and set-up treatment for a hundred or so community members in a short period of time. By working with Love INC and other non-profits, a mobile, flexible and easily scheduled oral health events can be scheduled and conducted throughout Yamhill County. Society members would work with these non-profits to schedule events dates and times, set-up the equipment and supplies for the event and provide staff for logistics and data collections. Society members would assist with supplies and equipment, as well as staffing for these events. Calendaring and coordinating these events would be accomplished through the Society's Outreach Coordinator.

The Society will begin writing a grant to purchase a dental van, which would be equipped to screen and treat dozens of community members at a given event. The van would be kept at an agreed-upon location, and would be available for Society member use only. The van would be a crowning achievement (no pun intended) for the Society as it's long term success and ability to achieve Goal #3 by performing outreach and screenings for the entire community depends on the ability to get equipment, supplies and staff to locations throughout the County.

The Society will also develop even stronger partnership with A-dec and other dental equipment and supply vendors in order to begin working together to achieve the shared vision of treating poor oral health issues in Yamhill County. The power of the Society will be its ability to leverage its partners in obtaining support (monetary or in-kind) to achieve Goal #3.

Goal #4. Prevent dental caries and poor oral health through proactive education of the community

This is a long-term goal for the Society that will take both a great deal of time and work to achieve. All long-term interventions require vision, passion, patience and commitment because the outcomes are long-term and not easily accomplished. Community-wide interventions, like Goal #4, also requires political savvy and strong

advocacy skills to achieve the outcome. To that end, the Society will work toward the following long-term objectives to attain Goal #4:

- 1) The Society will work with local communities, the Yamhill County Board of Commissioners, the ADA and others to support and place on the ballot initiatives that would help pay for the equipment, supplies and the know-how to add fluoride to public water supplies that are not currently treating their water. There is overwhelming, peer-reviewed data that supports the use of fluoride in public drinking water supplies to help reduce caries in communities. The Society, acting as an advocate for change, should lead the effort to have fluoride added to drinking water supplies throughout Yamhill County.
- 2) The Society will work with school districts throughout Yamhill County to add a dental/oral health components to the school's health curriculum. The Society members would select the best curriculum available to purchase for the school, and to provide hands-on demonstrations and education to the kids in as many school as possible. Society members would volunteer to teach the curriculum in a Health or related classroom in a school of their choice and educate kids on oral health. Society members would also bring "goodie bags" to every classroom with a toothbrush, floss and toothpaste since many kids in school these days do not have access to or can afford these basic commodities. This educational campaign would be focused on school-aged kids to help them understand the importance of oral health and to show them proper techniques for caring for their teeth and gums. Long-term interventions begin with a target population, and the Society will focus its attention on turning around the downhill decline in oral health in Yamhill County by working with the kids in the community.
- 3) The Society will begin developing outreach materials that target populations or subjects that are important for educating community members about their oral health. Many topics could be covered, but the Society should decide over the next few months what kinds and types of outreach materials they would like to see be developed that would help brand the Society, educate the community about oral health, and advocate for community-wide interventions (like adding fluoride in drinking water supplies). The Society might consider advertising in the local media outlets, including Spanish radio and other venues. All materials would be bilingual and culturally sensitive to assure the entire population can access the information. The Outreach Coordinator would be responsible for developing and drafting materials for Society review prior to publishing. All Society members would agree to have these materials available in their waiting rooms and elsewhere for their clients to see. The society would also disseminate the materials widely to cover the entire County to assure

access to the information. Materials will be evaluated annually to assure accuracy, completeness and appropriateness.

- 4) The Society will host a web site with all of the aforementioned materials and information for the community to have access to and to have questions answered passively. The Society might consider having a mailing address and a phone number to ask general, non-medical questions about the Society for potential partners and others. These tools are classic outreach tools that have been proven to be successful in many other arenas.

These four goals will be the focus for the Society over the next 2 to 3 years. This document is a “living” document, meaning that it is expected to change over time as more data becomes available or other factors come into play that makes it necessary to change this document. It should be considered a framework for the Society and its members to keep focusing on to avoid fractions from forming and moving too far afield from the common vision. The Society is new and is seeking input from all corners to become an important, active and vivacious partner in Yamhill County and a leader in reducing dental/oral health problems in Yamhill County.