

Moving Forward DentaQuest Goals and Targets Worksheets

Improve the Public Perception of the Value of Oral Health to Overall Health

List 2-3 Goals needed to accomplish this target in 2016/2017	Identify key organizations (hubs) currently working in this target area	List the 2 highest leverage actions to be taken statewide and by your organization, to move the action and coordinate efforts in each target area
<p>We need policymakers to understand the value of oral health.</p> <ol style="list-style-type: none"> 1. Educate policymakers/organizations on best practices, current data, research, needs assessment and resources. 2. Cross training with non-dental providers with data-scientific. 3. We need public to understand the value of oral health. Have conversations with every day people at clinics - educate - they don't know. 4. Marketing campaign, e.g., TV, Radio, Billboards, etc., "Caries are Preventable!" 5. Make dental care affordable - with emphasis on prevention. Make preventive dentistry free. 	<p>Media - Radio and TV</p>	<ul style="list-style-type: none"> • Leveraging existing network partners to identify new partnerships, organizations • Social media - commercials • Video blogs - organized campaign. Crude - shock factor • Connection fl2 facebook page TxOHC and THI <-- tag one another <p>TxOHC - core facebook</p> <ul style="list-style-type: none"> • Advocate for Health Insurance to cover all, e.g., dental, mental, optometry, ophthalmology, etc. • Dispel/Destroy Dental Myths <ol style="list-style-type: none"> a. "Dentistry is expensive ... if you do not take care of your teeth." b. "You lose teeth as you age ... if you do not take care of your teeth." This is not an acceptable norm. • Advocate for Oral Health Promotion/Public Awareness <ul style="list-style-type: none"> - "Cavities are preventable!" utilizing media