Seven Recommendations to Boost Oral Health Advocacy Efforts

CareQuest Institute Continuing Education Webinar

November 18, 2021

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Housekeeping

- We will keep all lines muted to avoid background noise.
- We will send a copy of the slides and a link to the recording via email after the live program.
- We'll also make the slides and recording available on carequest.org.

To receive CE Credits:

- Look for the evaluation form, which we'll send via email.
- Complete the **evaluation** by **November 26.**
- You'll receive a certificate soon after via email.

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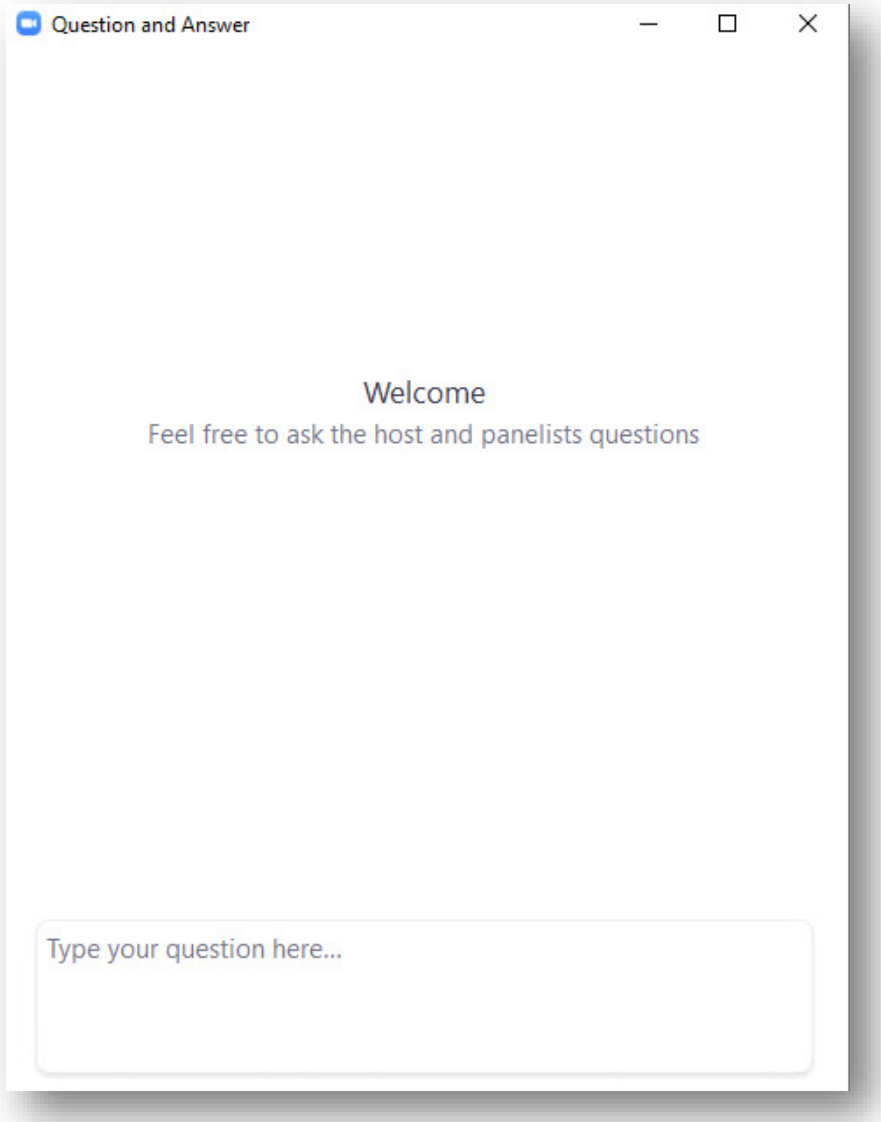
Question & Answer Logistics

- Feel free to enter your questions into the **Question & Answer box** throughout the presentations.
- We will turn to your questions and comments toward the end of the hour.



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Learning Objectives

At the end of this webinar, you'll be able to:

- Identify opportunities and barriers related to oral health advocacy and community engagement.
- Explain how funders can meaningfully contribute to advocacy efforts within oral health.
- Discuss strategies for strengthening oral health advocacy at the state level and incorporating community engagement to achieve a more equity-informed approach.
- Implement tools that help stakeholders practice sustainable, equity-informed, community-driven advocacy.

Our Strategy

Vision

A future where every person can reach their full potential through optimal health

Mission

To improve the oral health of all

Purpose

To catalyze the future of health through oral health

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Today's Presenters

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The Landscape of Oral Health Advocacy and Agenda-Setting

Tamanna Tiwari, MPH, MDS, BDS
School of Dental Medicine
University of Colorado

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Introduction

Community Catalyst embarked on a research project in collaboration with CareQuest Institute for Oral Health

The project:

- How to strengthen advocacy to more effectively promote equity and meet the oral health needs of marginalized communities

What Do We Know?

- **Oral health advocacy space is large.**
- **Key stakeholders are interested in creating policy agendas, developing advocacy strategies and pursuing collective action at the national, state, and community levels.**
- **Equity and community engagement are core values in pursuing advocacy.**
- **There is a shared understanding of effectiveness in oral health advocacy and strategies.**

Why Do We Need to Understand the Landscape?

- Lack of common understanding of how this occurs under optimal conditions and what holds stakeholders back from equity and community engagement in achieving this vision

- Members of marginalized communities often cite oral health as a priority issue area — how to engage them?

Research Questions

1. **How do different stakeholders set and measure the effectiveness of their oral health advocacy priorities and how is community engagement incorporated into this work?**

2. **How do different stakeholders perceive facilitators and barriers to equity in oral health advocacy and community engagement?**

3. **How do different stakeholders define facilitators and barriers to getting and staying involved in oral health advocacy?**

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Process

Project consisted of qualitative interviews and quantitative pre-interview surveys with key stakeholders in oral health advocacy across three cohorts:

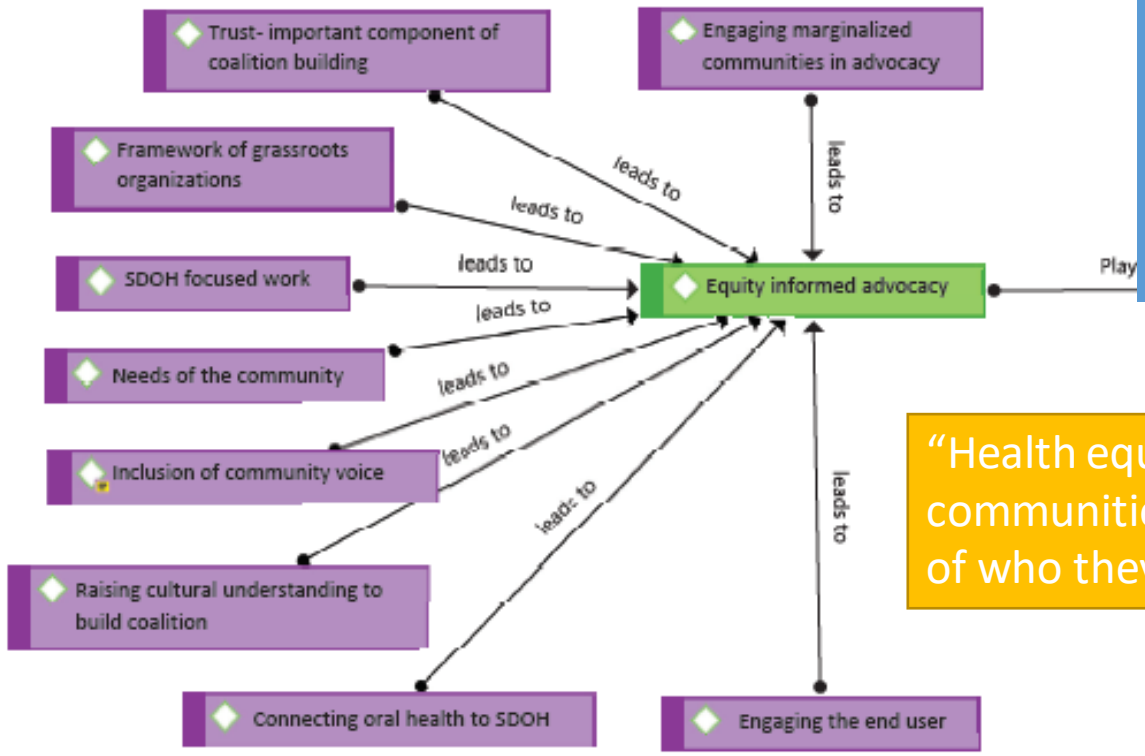
- Statewide advocacy organizations
- Community-based organizations (CBOs)
- Funders

What Did We Find?

- Facilitators or barriers into and continued commitment to oral health as a site of equity-informed advocacy
- Where community-informed advocacy is working well; how to replicate that in other contexts
- Common struggles in community-informed advocacy or where, when, and why oral health advocacy is occurring without the engagement of communities

Key Findings

"Health equity is about creating the opportunity for communities to access health care in the same ways regardless of who they are."



"But it's really about finding ways to weave in inclusion and constantly be interrogating every single piece of what we do, both in the act of having meetings together, who gets invited, who's at that table?"

"Health equity is about creating the opportunity for communities to access health care in the same ways regardless of who they are."

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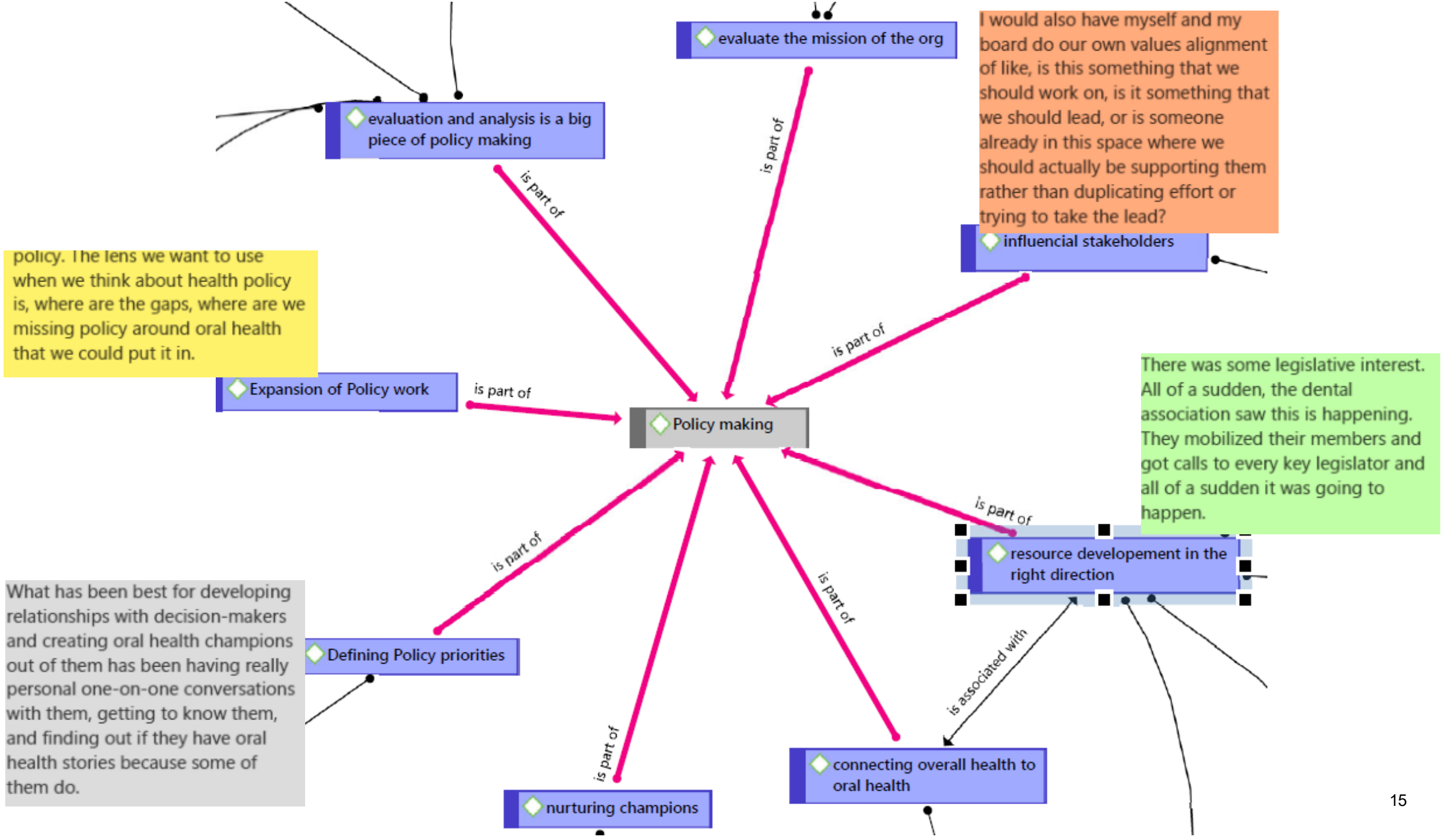
evaluate the mission of the org
I would also have myself and my board do our own values alignment of like, is this something that we should work on, is it something that we should lead, or is someone already in this space where we should actually be supporting them rather than duplicating effort or trying to take the lead?
evaluation and analysis is a big piece of policy making
is part of
is part of
influencial stakeholders
is part of
policy. The lens we want to use when we think about health policy is, where are the gaps, where are we missing policy around oral health that we could put it in.
Expansion of Policy work
is part of
Policy making
There was some legislative interest. All of a sudden, the dental association saw this is happening. They mobilized their members and got calls to every key legislator and all of a sudden it was going to happen.
is part of
resource developement in the right direction
is part of
is part of
What has been best for developing relationships with decision-makers and creating oral health champions out of them has been having really personal one-on-one conversations with them, getting to know them, and finding out if they have oral health stories because some of them do.
Defining Policy priorities
is part of
is part of
is associated with
nurturing champions
connecting overall health to oral health

Contact Information

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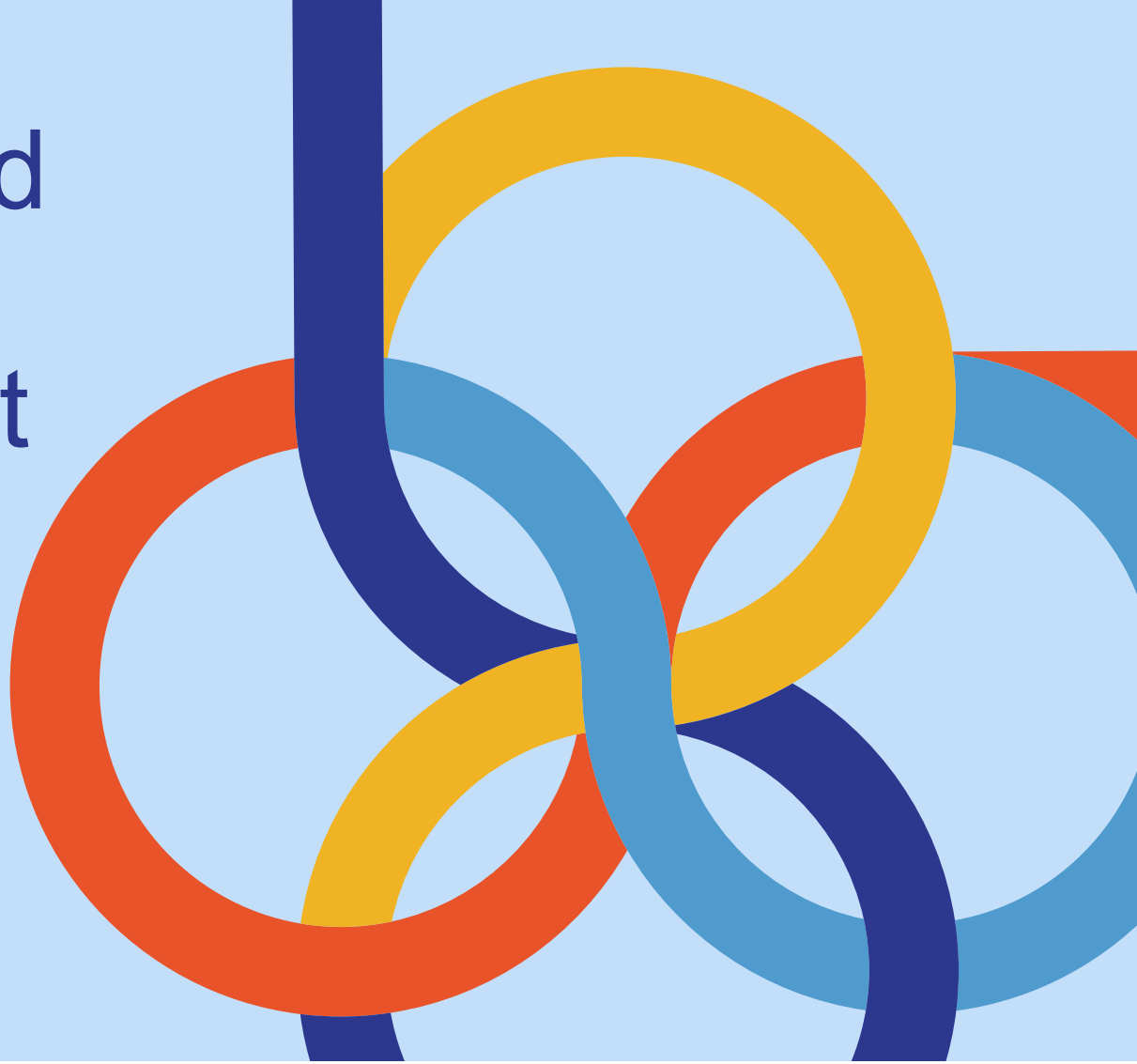
Working from the Ground Up: The Role of Community Engagement in Oral Health Advocacy

Kasey Wilson, MSW
Community Catalyst



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Key Findings

- Broad agreement from participants that:
  - Oral health is an equity issue
  - Community engagement is critical to effective advocacy
- SDOH becoming a key part of policy agendas and priorities
- Various methods of implementation and measures of success
- **Community engagement leads to more effective advocacy**

"People are realizing that if we really want to change health outcomes, we need to look at more than just visiting a dental office and medical office, we need to look at broader social contexts of how people are living."

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Facilitators & Barriers to Community Engagement

Facilitators

- Shared commitment
- Strong relationships
- Commitment to centering community ID'd needs

Barriers

- Variety of approaches/lack of shared definitions
- Lack of capacity or skills
- Disproportionate influence of traditional power brokers

- *Funding*

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How to Increase Community Engagement

- Build long-term relationships.
- Consider capacity building on principles of equity and community engagement.
- Evaluate if work and advocacy strategies are centering communities.
- Assess progress in many ways.
- Share power and decision making.
- *Funding-related recommendations*

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Money, Money, Money: How Funders Affect Priorities in Oral Health Advocacy

Colin Reusch, MPA
Community Catalyst

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Role of Funders in Oral Health Advocacy

> *"Honestly, we're spending so much time chasing money that we're doing what we have to on our project grants and chasing money all the rest of the time."*

- Funders have dramatically shaped the oral health advocacy landscape, at times effectively creating new advocacy organizations or coalitions.
- Oral health funders are increasingly emphasizing health equity, social determinants of health, and community engagement.
- Oral health advocates often shape their agendas and projects based on available funding.
- Scope, longevity, and flexibility of funding often determine who is at the table when oral health agendas are set.

Funding and the Future of Oral Health Advocacy

- Shift among many funders toward coalition/partnership building
- Placing oral health in broader context
- Oral health advocates often shape their agendas and projects based on available funding
- Rethinking how funding is targeted to better emphasize community voice
- Reimagining what success looks like beyond immediate policy wins

"The people who see the most need for substantive change are the people with the least time and money to actually act on that."

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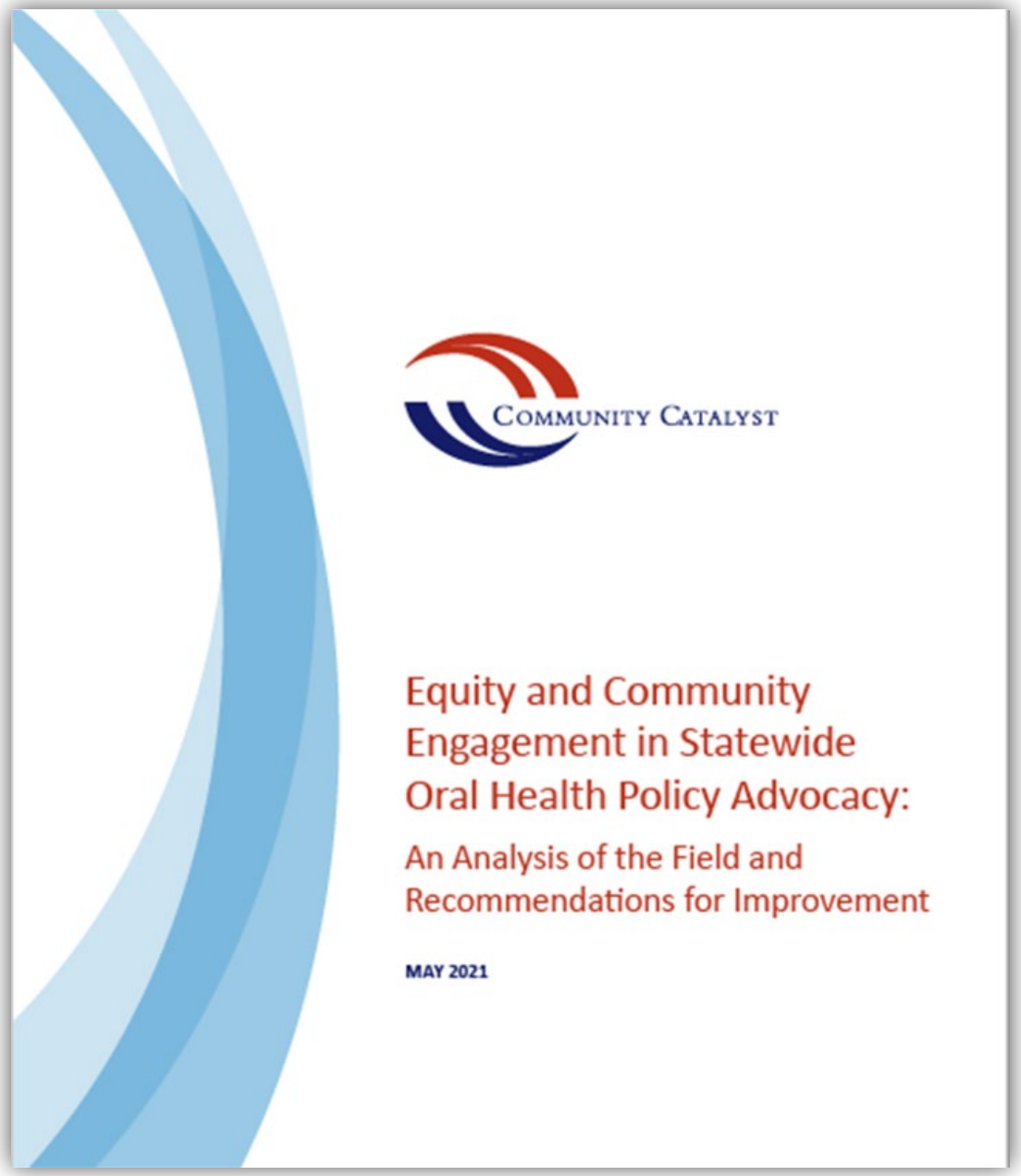
Takeaways for Funders

- Invest in coalition and partnership building.
- Target funding to more community-based organizations.
- Dedicate funding to long-term success/goals (e.g., multi-year funding).
- Adopt measures of success that are also process-oriented.
- Ask how communities are being engaged in funded work and provide tools to do so.

Access the Report

- carequest.org
- communitycatalyst.org



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Seven Recommendations

to Boost Oral Health Advocacy Efforts

1. **Cultivate funders outside of oral health.**
2. **Invest in effective coalition building.**
3. **Strengthen advocates' competency in community engagement.**
4. **Equitably boost resources for community-based organizations.**
5. **Evaluate if advocacy strategies are centering communities.**
6. **Dedicate funding for long-term success.**
7. **Assess progress in many ways.**

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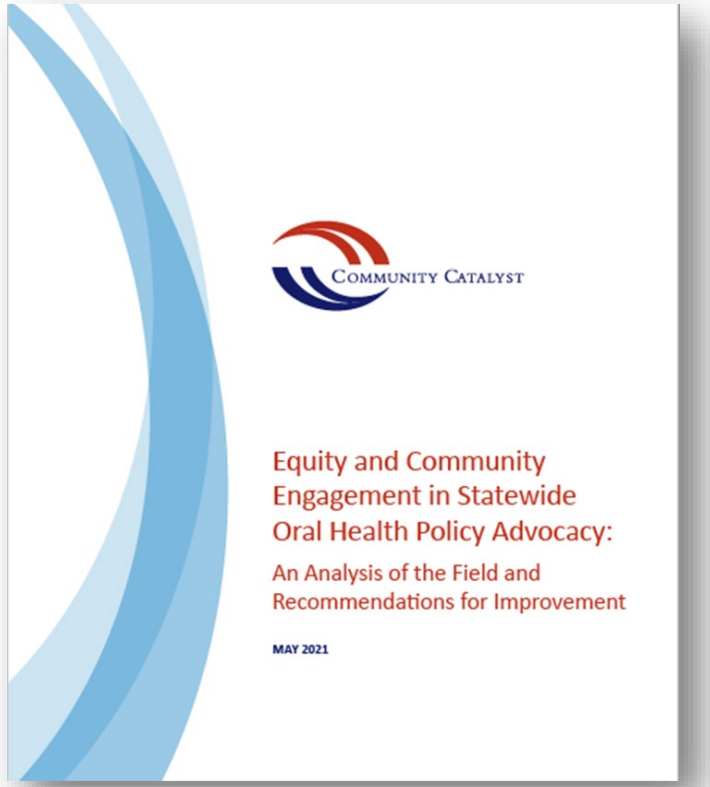
Dental Visits during Pregnancy: Pregnancy Risk Assessment Monitoring System Analysis 2012–2015	General	Article	
The Effect of Well Child Visit Location on Preventative Dental Visit	Research	Article	
Teledentistry: Removing Barriers and Moving Toward Implementation	General	Infographics and Dashboards	
Teledentistry Use Beyond the Pandemic	General	Infographics and Dashboards	



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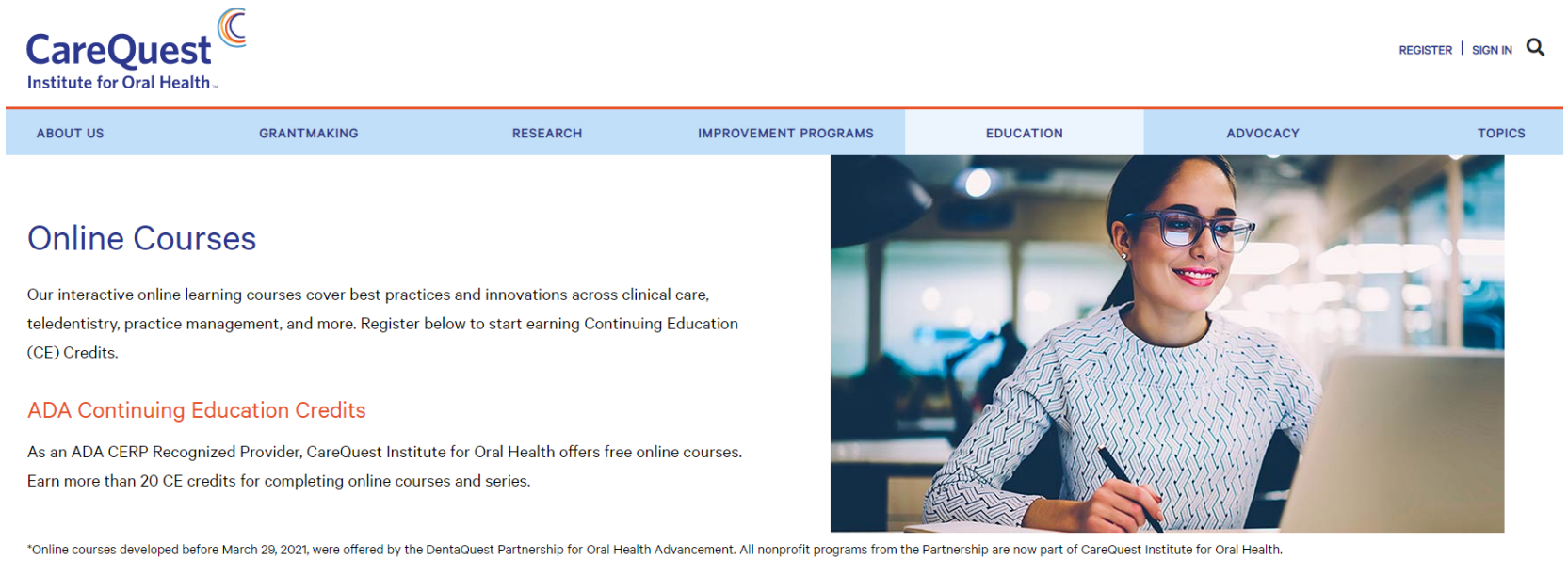

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Webinar Evaluation

https://www.carequest.org/node/229306

**Deadline is November 26 in order to receive CE credit*

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- **Teledentistry Best Practices**

- **December 16, 2021**

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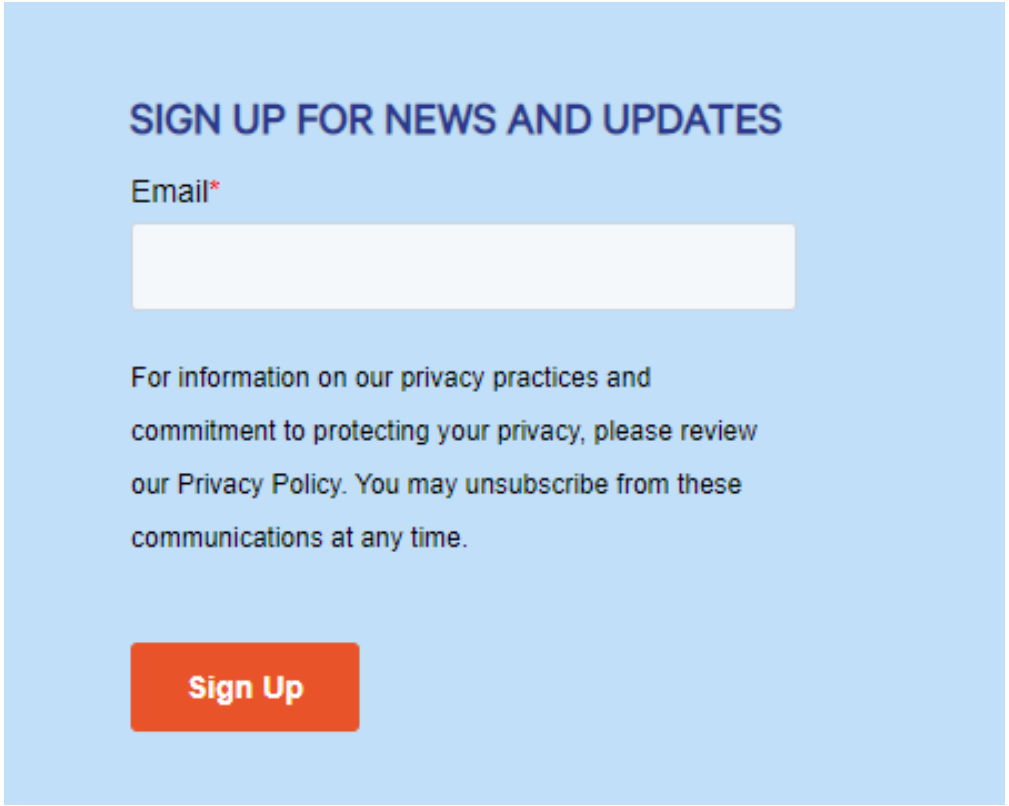

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