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Initiative: Lead Collaborations to Achieve and Exceed the Healthy People 2020 goals

Dedicate resources to collaborations, public/private partnerships and community-based interventions defined locally to achieve and exceed the Healthy People 2020 oral health goals adopted by U.S. Department of Health and Human Services.

- Goal:** Reduce the proportion of adults with untreated dental decay 15% by 2020, exceeding the 10% HP 2020 goal by 50%
- Goal:** Reduce the number of children under 18 with untreated dental decay 15% by 2020, exceeding the 10% HP 2020 goal by 50%
- Goal:** Increase the proportion of low income children who received any preventive dental services during the past year by 15% by 2020, exceeding the 10% HP 2020 goal by 50%

Initiative: Get People the Right Care, in the Right Setting – Emergency Department to Dental Chair

The utilization of emergency departments for dental conditions burdens the hospital, drains resources and becomes a cycle of care that does not treat and solve the underlying patient problem.

- Baseline:** Total dental emergency room visits 2.1 million (2010). Estimated 830,000 visits for preventable dental conditions and 390,000 visits for caries (cavities) as primary diagnosis (2009).
- Goal:** Institute ER interception programs in 25 states by 2015 and 50 states and District of Columbia by 2020
- Goal:** Reduce ER dependency for patients with dental caries (cavities) and the pain associated with dental emergencies 50% by 2020
- Goal:** Reduce the total proportion of ER visits for dental-related issues by 35% by 2020



ADA American Dental Association®

Initiative: Community Based Contracting Between Local Dentists and Federally Qualified Health Centers

Help Federally Qualified Health Centers (FQHCs) increase the capacity of their dental programs through the contracting of private practices to accept publicly insured patients in the private practice setting, while the administrative responsibility for the patient remains with the FQHC, thus increasing access for publicly insured patients.

Baseline: 20% of FQHC patients received oral health services (2011)

Goal: Increase patients receiving oral health services 150% by 2020 - target 50% of all FQHC patients to receive oral health services, such as risk assessments, preventive measures, dental referrals and direct treatment

Initiative: Dentists Providing Care to Nursing Home Residents - Establish the Long-term Care Dental Campaign

Dentists are to participate in nursing home care and prevention programs through local community outreach, continuing education and training to work in long-term care.

Baseline: Currently, there is insufficient data at a national level to accurately understand how many nursing home residents are receiving regular dental care. Therefore, one goal of this initiative is to gain a better understanding and measurement of the extent of the problem. Ultimately, our goal is to ensure every nursing home resident who wants and needs dental care is able to get it.

Goal: At least ten state dental associations committed to implementing a long-term care program to improve the oral health of nursing home residents by 2015.

Goal: Through ADA continuing education, train at least 1,000 dentists to provide care in nursing homes by 2020, and increase the number of dentists serving on advisory boards or as dental directors of long-term care facilities.

Initiative: Expansion of Give Kids A Smile Local Community Screening and Treatment Efforts

The Give Kids A Smile mission is that as a public/private partnership, to serve as a catalyst for community-based children's oral health and wellness programs that are expandable, sustainable and innovative. Each year dentists and dental team members in communities around the country conduct free screenings and provide preventive care, such as fluoride varnish and sealant applications, as well as offer treatment to children in need while getting them into continuity of care.



ADA American Dental Association®

- Baseline:** 400,000 children screened and treated in 2012. Fact: National Health and Nutrition Examination Survey reports 23.8% of children aged 3-5 years had untreated dental decay in at least one primary tooth.
- Goal:** The Vision Statement of Give Kids a Smile calls for the elimination of cavities in U.S. five year olds by 2020.
- Goal:** ADA supports the Healthy People 2020 objectives that call for a 10% increase in children 3-15 who receive sealants. Sealants have been proven effective in reducing dental decay on the chewing surfaces of children's teeth.

Initiative: Expansion of Community Water Fluoridation – Tap Into Your Health

The Centers for Disease Control and Prevention have proclaimed community water fluoridation as one of the 10 great public health achievements of the 20th Century. Community Water Fluoridation is one public health program that actually saves money. An individual can have a lifetime of fluoridated water for less than the typical cost of one dental filling.

- Baseline:** As of 2010, 74 percent of people on public water systems enjoy the cavity-prevention benefits of fluoridated water.
- Goal:** Provide fluoridated water to 80% of Americans on public water systems by 2020

Initiative: Improve Utilization of the Existing Safety Net Through the Use of Community Dental Health Coordinators: Working with Patients in 15 States by 2015

Expand the number of community dental health coordinators (CDHC) working as patient navigators, preventive specialists, and oral health screening workforce within the community health center environment and the private practice environment to reduce barriers to access (socio-economic, cultural, geographic, educational and psychological), while increasing capacity of the community health center dental programs and private practices.

- Baseline:** As of April 2013, 34 Community Dental Health Coordinators are actively working in 7 states. A CDHC pilot project evaluation found 1 CDHC working just 1 day a week was able to provide services to 114 patients over a 9 month period.
- Goal:** Increase the number of states with active Community Dental Health Coordinators to 15 states by 2015

Initiative: Educating all Americans to be Mouth Healthy for Life

Continue to provide public education outreach programs and to improve oral health literacy among the general public through direct investment and collaborations.

Baseline: The ADA's MouthHealthy.org website launched in July 2012. The ADA is a founding and executive member of the Partnership for Healthy Mouths, Healthy Lives and the Ad Council developed Children's Oral Health campaign.

Goal: Establish MouthHealthy.org as the most respected and trusted online resource for oral health information and as one of the top 5 most visited websites for oral health information.

Goal: Support and expand the efforts of the Partnership for Healthy Mouths, Healthy Lives and the Ad Council campaign through ADA member dentists in the local community

Initiative: Reducing the Barriers to Provider Participation in Medicaid/CHIP through Reductions in Administrative Burdens and State Developed Solutions for Sustainable Reimbursement

Many states are cutting adult dental Medicaid. Six states provide no adult dental benefits through Medicaid and 18 states provide benefits for emergency dental care only. There are no states providing full coverage at this time. Each year, only \$143 per Medicaid patient is spent on dental treatment. Across the U.S., Medicaid spending for dental care is approximately 1% of total Medicaid spending.

Goal Increase the number of states that have streamlined their credentialing process to less than one month by 10%

Goal: Increase the number of states that have a dental Medicaid advisory committee by 25%