

SCHOOL-BASED SEALANT SERVICES IN IOWA

Strategic Plan 2018-2023



Iowa Department of Public Health • Bureau of Oral and Health Delivery Systems
Centers for Disease Control and Prevention (CDC) Grant Project

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Introduction

Children with untreated tooth decay may suffer from pain and infection, impaired school learning, and lead to costly emergency room visits. The cost of preventing tooth decay by placing dental sealants on children's teeth is much less than the cost of treating tooth decay, and the savings realized over a lifetime can be substantial.

In Iowa, I-Smile @ School™ school-based dental sealant programs place emphasis on providing access to care in underserved areas of the state. In an effort to serve students with the greatest risk, schools are targeted based on their Free and Reduced Price Lunch rate. Students are eligible to receive preventive services, such as screenings or exams, dental sealants and fluoride varnish, and personalized and classroom-style oral health education. All participating students receive referrals to dentists, and students with oral health needs receive care coordination to link families to needed dental and medical services.

This Strategic Plan outlines focus areas that will help increase the number of students and schools served by I-Smile @ School™ programs. It was jointly developed by representatives from Black Hawk County Health Department, Delta Dental of Iowa Foundation, Iowa Department of Education, Iowa Department of Public Health, Iowa Medicaid Enterprise, Iowa School Education Association, Iowa School Nurse Organization, Knoxville Community School District, Mid-Iowa Community Action Organization, and Webster County Health Department.

Iowa's State Strategic Plan aligns with the following state and national goals and objectives.

Healthy People 2020:

1. Oral Health Objective 12: Increase the proportion of children and adolescents who have received dental sealants on their molar teeth
2. Oral Health Objective 2: Reduce the proportion of children and adolescents with untreated dental decay
3. Oral Health Objective 8: Increase the proportion of low-income children and adolescents who received any preventive dental service during the past year

Healthy Iowans 2017-2021:

Lack of Oral Health/Dental Services Goal #3: Iowans will have improved access to preventive oral health services through I-Smile™ Program expansion.

Outcome Measures 2018-2023:

1. Increase the number of eligible schools served by a school-based sealant program from 63% to 74%.
2. Increase the number of children receiving sealants through a sealant program by 5% (18,841 to 19,800).
3. Increase the sealant program consent return rate from 42% to 52%.

Focus Area 1: Partnerships

Collaborate with partners to support expansion and sustainability of the state's I-Smile @ School (sealant) program

Strategies & Activities:

- Strengthen partnership with local public health agency contractors
 - Offer funding opportunities through annual RFP/RFA process
 - Assist with program implementation and expansion through email and phone technical assistance, site visits and chart audits
 - Support local contractors with community partnership-building to increase oral health awareness and program buy-in (for funding, etc.)
- Convene and lead a workgroup to develop and monitor strategies to meet programmatic needs, identify ways to better serve patients in the community, share data and collaborate
 - Maintain existing and seek new partners to participate in advisory workgroup
 - Conduct quarterly in-person and virtual meetings to monitor current strategic plan and communication plan strategies and activities and assist with program evaluation
- Build relationships with non-Iowa Department of Public Health (IDPH) coordinated school-based sealant programs
 - Meet with non-IDPH program staff (Bethany, Dental Connections, and River Hills Community Health Center) to share program activities and best practices
 - Seek programmatic data from non-IDPH programs to assess gaps and evaluate need
 - Work with IDPH and non-IDPH programs to ensure needs are being met for underserved children in all counties
- Enhance partnership with Iowa Department of Education to increase program outreach and access to data for program implementation
 - Secure school enrollment and free/reduced meal data annually
 - Share program information with school personnel through Department of Education distribution lists (listserv)
 - Participate in school nurse and administrator continuing education and conferencing opportunities
- Seek new partners to increase program awareness and outreach

- Encourage medical offices to promote oral health literacy to parents of school-aged children
- Provide program information (through written materials, conference participation, in-person meetings) to Iowa Dental Association, School Administrators of Iowa, Iowa School Nurse Organization, Iowa Chapter – American Academy of Pediatrics, Iowa Academy of Family Physicians, Area Education Agencies, Statewide Voluntary Preschool Program, school food programs and pantries, and Iowa Association of School Boards

Focus Area 2: Data Collection and Reporting

Implement a statewide system for I-Smile @ School data collection and dissemination

Strategies & Activities:

- Work with CDC staff and local contractors to meet CDC data collection requirements
 - Secure approval from CDC for Sealant Efficiency Assessment for Locals and States (SEALS) equivalent data collection system
 - Submit annual I-Smile @ School program data to CDC
 - Complete and submit annual Association of State and Territorial Dental Directors (ASTDD) state synopsis
 - Conduct school-based sealant program cost analysis with local contractors
 - Work with CDC staff to calculate averted caries based on sealant retention rates.
- Conduct ongoing data collection
 - Monitor monthly data submissions from for accuracy and quality
 - Meet with TAV regularly to ensure system meets IDPH and SEALS requirements
 - Generate quality assurance dashboards to allow contractors and IDPH staff to recognize and correct any errors in data entry.
- Analyze and disseminate data for ongoing quality assurance and program improvement
 - Analyze annual data to complete year-end reports incorporating a health equity focus.
 - Create TAVConnect data dashboards for contractor and IDPH use to access current and timely data, quickly.
 - Write and disseminate five new I-Smile @ School program reports to share program reach and impact, including fact sheets or infographics, success story banks, data briefs, or burden reports
- Provide training and technical assistance to contract agencies for viewing and analyzing data in TAVConnect

- Monitor longitudinal data for sealant program evaluation, system and policy development and advocacy
- Utilize data to monitor trends and track progress toward CDC, Healthy People 2020 and Healthy Iowans performance measures

Focus Area 3: Communication & Policy

Develop and implement communication plan with strategies to increase awareness of oral health and the value of the I-Smile @ School program

Strategies & Activities:

- Evaluate current I-Smile @ School communication materials for improvements
 - Meet with IDPH Communication Coordinator to review current I-Smile @ School communication materials and strategies (fact sheets, banners, stickers, back-to-school campaign, posters)
 - Conduct strategic planning session with I-Smile @ School advisory committee to seek input on current outreach materials and ideas for new strategies
 - Research other state school-based sealant program communication materials through the ASTDD best practice website, state oral health program websites and state sealant program coordinators
- Based on assessment, develop and implement a five-year communication plan to include:
 - Use ASTDD communication plan template(s) for five-year and annual goals that will include new key messages, audiences and vehicles
 - Work with IDPH staff to ensure oral health literacy and health equity within all plan goals and activities
- Monitor communication plan for annual updates
 - Meet annually with IDPH Communication Coordinator to review current materials
 - Seek input at quarterly I-Smile @ School advisory group meetings for ongoing review of materials and development of new communication strategies
 - Seek input from local contractors at site visits and annual input for ongoing review and development of materials

Focus Area 4: Infrastructure and System Development

Improve I-Smile @ School Program capacity and systems for optimal implementation

Strategies & Activities:

- Advance IDPH Sealant Coordinator position
 - Seek and participate in regular professional development opportunities, including the National Oral Health Conference, CDC grantee meetings, Organization for Safety, Asepsis and Prevent (OSAP) meetings, and webinars
 - Work with Dental Director and fiscal staff to ensure ongoing programmatic funding for coordinator position
- Conduct quality improvement activities with local program contractors
 - Provide site visits, chart audits and contract management activities to assure compliance with state and federal regulations
 - Convene all local contract staff for annual contractor meeting to share best practices, provide program updates, and conduct calibration training
 - Provide annual standardized infection control training
 - Work with local contractors to conduct short-term and long-term retention checks to monitor sealant quality and determine need for technical assistance or corrective action
- Identify need and seek opportunities for program sustainability and expansion
 - Conduct statewide needs assessment of current school-based sealant program services
 - Develop and evaluate new system of contractor funding allocation for more cost-effective and sustainable program implementation
 - Research best practices from other states for creation of new Iowa systems and policy development
 - Seek funding through Delta Dental of Iowa Foundation and CDC annual grant opportunities
 - Identify new partners for financial support (not limited to foundations, business organizations, financial institutions, hospitals, insurance companies, philanthropic groups, and armed forces)