Sugar & Your Smile: Integrating Children’s Oral Health in WIC

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Michigan WIC Coordinators Meeting
October 26, 2016
This overview of “Reducing the Burden of Childhood Dental Disease in Michigan” describes an Altarum Institute project supported by Grant Number 1C1CMS331321 from the Department of Health and Human Services, Centers for Medicare & Medicaid Services. The contents of this publication are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services or any of its agencies.
MCPP: The Mission

Dramatically Improve Children’s Oral Health

High-level aims: Sustained, system-wide improvement

1. Increase the proportion of low-income children who receive preventive dental services
2. Reduce the proportion of low-income children experiencing tooth decay
3. Reduce the total cost of oral health care among the target population
MCPP: The Partners
Innovating Children’s Oral Health Care Delivery

**Technical Assistance Program**

To achieve the earliest prevention possible, we are training pediatricians to integrate children’s oral health into well child visits

*Since May 2015:*
- Trained 1,043 PCPs, including 300 residents, plus clinical staff
- Held outreach at events including the MAPA, MPCA, MOHC, MAFP, Hurley Medical Center, Henry Ford Health System, and others
- Jointly conducting the largest UMMS CME/MOC program

**CME/MOC Overall Change**

Well-Child Visit Preventive Oral Health Services

<table>
<thead>
<tr>
<th>Type of Preventive Oral Health Service</th>
<th>Baseline</th>
<th>Month 3</th>
<th>Months 5-6</th>
</tr>
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<tbody>
<tr>
<td>Oral Health Screenings</td>
<td>13%</td>
<td>80%</td>
<td>93%</td>
</tr>
<tr>
<td>Fluoride Varnish Applications</td>
<td>4%</td>
<td>53%</td>
<td>69%</td>
</tr>
<tr>
<td>Dental Home Recommendations/Referrals</td>
<td>8%</td>
<td>40%</td>
<td>87%</td>
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Michigan’s Dental RegistrySM (MiDRSM)

Similar to the state immunization registry, MiDR is a new registry for Children’s Oral Health

Approved as a CMS Meaningful Use Specialized Registry

Over 1,500 providers attested to use the Specialized Registry

Successfully integrated with the State of Michigan Single Sign On and Allscripts Professional

Developed a web service with Delta Dental to access HKD dentist database for Dentist Referrals
Building Bridges at the Community Level

**Community Engagement**

**WIC pilot, since Jan 2016:**
5 Detroit WIC clinics integrating oral health counseling and dental referrals, serving approx. 23K monthly participants (ages 0-5)
Participating Clinics: MBT Woodward, ACC at 7 Mile, Harper, Joy Greenfield, & Lappin

**SmileConnect℠, launched Feb 2016:**
19 Dental/Hygiene school partners in MI, OH, ME, NE, TX, KS, MS, & AZ
5 major program sponsors including: Delta Dental Foundation, Benco Family Foundation, SunstarAmericas, America’s Tooth Fairy, and Ohio Dental Association Foundation
WIC staff knowledge regarding the recommended age for a child’s first dental visit (6 months to 1 year, or when teeth erupt), **improved from 43% to 95%.**

WIC staff who indicated they were very comfortable discussing dental issues increased from 36% to 86%. 
Oral Health in WIC Pilot Activity

A supplemental effort in partnership with Michigan WIC, Delta Dental Foundation, and McMillen Health, WIC staff in urban Detroit received training to integrate oral health education and dental home referrals into their clinics.

**Goal:** Empower WIC staff with the education and tools to support good oral health among their clients.

**Training (Jan 2016):**
- WIC staff from 5 clinics in City of Detroit
  - Clinics reach approx. 23,000 avg monthly participants (ages 0-5)
- Dentist list uploaded into MI-WIC (MIS system) for HKD dentists by zip code

**Implementation (Feb-Dec 2016):**
- Integrate oral health education, incentives, and dental referrals into WIC client interactions
- Focus groups in April and September to gather staff feedback and make process improvements

**Evaluation (Apr 2016 - )**
- MI-WIC encounter codes capture education and referrals
- Cross reference dental referral codes with dental claims (using Medicaid ID) to determine referral completion rates

Goal: Empower WIC staff with the education and tools to support good oral health among their clients.
SmileConnect$^\text{SM}$: Facilitating Coordination for Oral Health

- Piloting in Michigan
  - National expansion
- Based on DonorsChoose.org concept – focusing on children’s oral health
- Built for:
  - Dental professionals, students, & faculty
  - Schools & early childhood organizations
  - Community organizations

AS MANY AS 17 MILLION CHILDREN GO WITHOUT DENTAL CARE EACH YEAR IN THE U.S.
# Adding Value to WIC Experience

### Key Educators

<table>
<thead>
<tr>
<th>WIC Clinic Staff</th>
<th>Head Start/Early Head Start Programs</th>
<th>Schools and Community Organizations</th>
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### The Value

- **Receive free services and resources for your WIC clients**
- **Enhances WIC learning environment**
- **Promotes and improves families’ health**
- **Sustained oral health behavior change**

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*Michigan Caries Prevention Program*
How It Works

**WIC Staff**

**POST**

Community programs, schools, and early childhood groups post requests for dental education and/or services to the site.

**Dental Schools**

**BROWSE**

Dental providers and dental schools browse requests and identify those they can support.

**CONNECT**

Users connect and help get children the oral health education and preventive services they need.

Michigan CARIES PREVENTION PROGRAM
1. **View**: Go to the “Start Connecting” page at SmileConnect.org

2. **Request**: Click ‘Create a Request’, complete and submit the information

3. **Display**: Once approved, your request will display here!

4. **Connect**: Available providers will use this button to connect with you!
Create A Request

Create a request to receive oral health materials or an event for your students. Fill out the information below and click "submit" when finished.

NOTE: As we are currently in our pilot phase, we are only accepting requests within Michigan at this time. Feel free to email us at info@SmileConnect.org to express your interest in utilizing SmileConnect if you are not a Michigan-based organization.

1. Tell Us What You Need
   - Oral Health Curriculum Materials
   - Dental Supplies
   - Oral Health Education Event
   - Preventive Oral Health Services Event

2. Tell Us about your Students/Children you Work With In Need of This Request
   - Age of Students or Children you Work With:
     - Early Head Start (0-3 Years)
     - Head Start/Preschool (3-5 Years)
     - Elementary (6-11 Years)
     - Middle School (10-14 Years)
     - High School (13-18 Years)
   - Number of Students or Children you Work With (Optional)

3. Tell Us About Where Your Request will be Taking Place
   - Where:
     Example: Huron Elementary School
   - Street Address
   - City
   - State
   - Zip Code
   - County

4. A Couple Last Questions
   - Give Your Request a Name:
     Example: Mr. Smith's 4th Grade Class
   - Add a Brief Description of your Request:
     Example: My students need toothbrushes and toothpaste!
   - Your Name
   - Email
   - Phone Number

[Submit] [Save] [Reset]
Programs that Serve Children - Get Started!

1. Sign Up for a SmileConnect℠ Account
   - Go to SmileConnect.org and click “Sign Up” to get started

2. Create a Request
   - Go to the “Start Connecting” page, click “Create a Request”, complete and submit the information
   - The SmileConnect℠ Team will review your request, and once approved it will appear on the “Start Connecting” page

3. Get Connected
   - Dental providers, dental schools or dental students able to fulfill your SmileConnect℠ request will get in contact with you using the “Connect” button on your request
• **SmileConnect.org**, an Altarum Institute program, is live now – you can submit a request for FREE resources for your clinic today!

• The WIC BRUSH pilot is a partnership activity of [Michigan WIC](#), [McMillen Health](#), Altarum Institute’s [Michigan Caries Prevention Program](#), and [Delta Dental Foundation](#)

• **BRUSH** training and resources – developed by McMillen Health

• Questions, please contact Amanda DeLandsheer, Program Coordination Lead, Michigan Caries Prevention Program, [Amanda.DeLandsheer@Altarum.org](mailto:Amanda.DeLandsheer@Altarum.org)