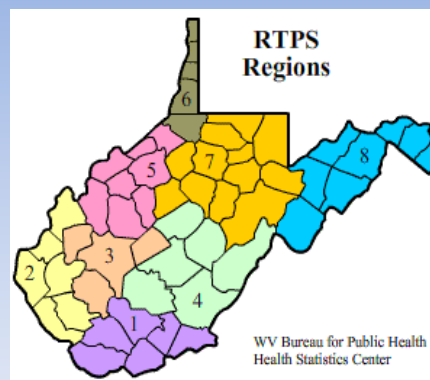






### Coalition for a Tobacco-Free West Virginia

- WV has the third-highest smoking rate in the nation
- The rate of smokeless tobacco use among WV males is the highest in the nation
- WV leads the country in the percentage of women who smoke during pregnancy
- Direct health care cost – more than \$1 billion
- Added with losses in productivity - \$2 billion





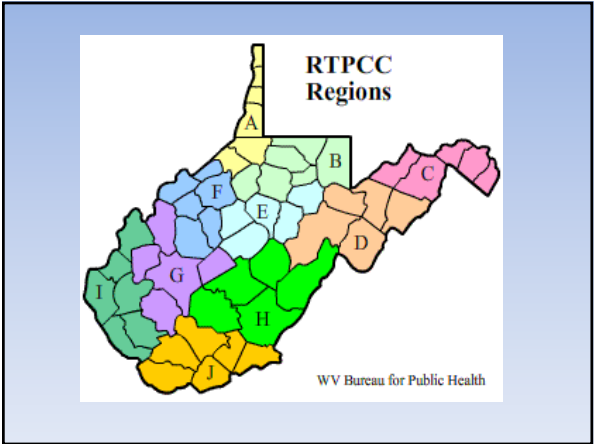
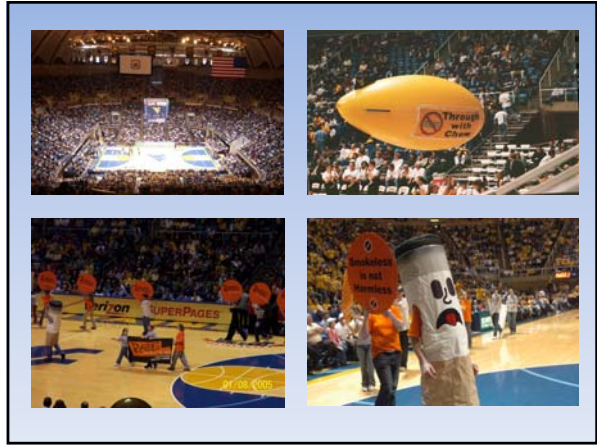
**Spit Tobacco...Harmless?**  
 A message from ORAL HEALTH AMERICA

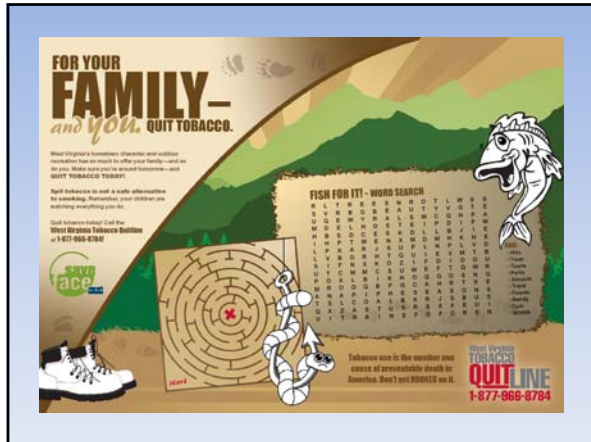
Chris, this tobacco-free world you live in at age 17 in '09 is not the same as the one he grew up in. He had never smoked, but he had seen it all over the place. He had seen it on TV, in magazines, in the news, and even in the streets. He had seen it everywhere. He had seen it everywhere. He had seen it everywhere.

If you want to know more about how harmful spit tobacco can be, visit [www.NOT2Big.org](http://www.NOT2Big.org)

**NATIONAL ORAL HEALTH AMERICA  
 ASK YOUR DENTIST DOES NOT ASK: HARMLESS**

**Ask about an oral cancer screening today!**





### SMILES ACROSS AMERICA SEAL A MILLION PROGRAM

- Ronald McDonald Charities & Patterson Dental
- WV Ronald McDonald Houses
- 27 school based dental clinics & offices
- Delta Dental of Pennsylvania & West Virginia
- Claude Worthington Benedum Foundation
- Parkersburg Area Community Foundation
  - gained new partners in the public schools





- Mountaineer Food Bank
- WV Council of Churches
- Coalition Against Domestic Violence
- Children's Home Society of WV
- WVU Extension Service
- Office of Healthy Schools, WV Dept. of Education
- Head Start Early Head Start

**Did you know that...**

People with gum disease are more at risk for:

- Heart Disease
- Diabetes
- Strokes
- Low-birth weight babies

**Get started on a lifetime of good health.**

- Brush as a family, morning and night for 2 minutes each time.
- Limit sugary foods and drinks, especially between meals.
- Schedule first dental visit by age 1 and regular checkups before problems occur.

**If your child doesn't have a dentist, find one soon.**

**Medicaid & WY CHIP  
Provide  
Dental Care  
For Kids**



### WV Healthy Start, HAPI Project Helping Appalachian Parents & Infants

- WVU School of Medicine OB-GYN
- Philips Oral Healthcare, Inc.
- Dentists located in 8 specific counties
- Designated Care Coordinators
- Medicaid
- Birth Score Office
- MAJOR CHALLENGE

### Lessons Learned

- Difference between private practice and public health
- Follow your interests & passion
- Look beyond traditional partners
- Build in evaluation and accountability
- Not everything goes as planned
- Never burn bridges

## How to Engage New Partners

- Be prepared to develop relationships
- Do your homework
- Don't worry about who receives credit

## Water does not boil at 211° F



But if we add only **1° F** it will boil water, creates steam and makes a locomotive move