

The Role of the State Oral Health Program in Policy Implementation and Stakeholder Advocacy

“From Oral Health Policy to Practice”

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Dr. Harry Goodman, Director
Maryland Office of Oral Health

ASTDD State Oral Health Program

Policy Competencies

- **Domain 3: Inform Policies and Systems**
 - Use key informants and opinion leaders to assess public perceptions of oral health issues
 - Communicate with change agents that are capable of effecting policy or systems changes
 - Broaden the range of stakeholders who are engaged in policy development
 - Combine data and stories to create compelling arguments to influence policies
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ASTDD State Oral Health Program

Policy Competencies

□ Domain 3: Inform Policies and Systems

- Develop comprehensive risk communication strategies for oral health issues
 - Apply historical perspective of the development, structure and interaction of public health and health care systems to current oral health policy issues
 - Use health economics and business concepts and language to describe the value of oral health programs
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ASTDD State Oral Health Program Policy Competencies

- **Domain 5: Manage Programs and Resources**
 - Implement public health laws, regulations and policies related to oral health programs

 - **Domain 6: Use Public Health Science**
 - Use scientific evidence to inform program and policy decisions
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ASTDD State Oral Health Program

Policy Competencies

- Domain 7: Lead Strategically - State oral health programs create strategic vision, serve as a catalyst for change and demonstrate program accomplishments
 - Oversee the development and implementation of a state oral health plan
 - Translate policy into organizational plans, structures and programs
 - Identify policy agendas for state oral health programs
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Leading Strategically: Challenges for the ASTDD State Oral Health Program in Putting Policy into Practice

- ❑ Striking a balance while moving policy agenda forward
 - ❑ Sustaining stakeholder advocacy on the policy agenda
 - ❑ Maintaining stakeholder interest and momentum in policy implementation
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Leading Strategically: Striking a Balance While Moving Policy Agenda Forward

- Implementation of the policy
 - Maintain momentum
 - Translate recommendations into action
 - Keeping everyone on task
 - Yet – having to strike a balance between what others (and maybe you) think is needed and what is feasible (what you may not be able to do - at least publicly - or want to do)
 - Political environment
 - Strategic partnerships
 - Fiscal realities
 - Administrative protocols
 - Time frame
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Leading Strategically While Holding the Middle

□ Examples:

■ Access to care

- Adult Medicaid coverage
- Reimbursement for school-based oral health services

■ National (top-down) strategies/initiatives that may or may not work in a particular state

- Mandating water fluoridation statewide

■ Workforce issues

- Mid-level dental practitioners



Leading Strategically:

Sustaining Stakeholder Interest and Maintaining Momentum in Policy Agenda

- ❑ Adequate funding to ensure active, ongoing efforts
 - ❑ Good leadership - having right people in the right places at the right times
 - ❑ Frequent communication – have periodic communiqués via social media/email
 - ❑ Avoid non-productive meetings
 - ❑ Make sure that the work is planned with clear deliverables and dates
 - ❑ Everyone on the team must participate in the planning and agree on the results
 - ❑ Goal setting
 - ❑ Establish checkpoint milestones
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Sustaining Comprehensive Community Initiatives

The Finance Project (April 2002)

□ Sustainability Framework:

- A well-articulated vision of what initiative leaders want to achieve
- The ability to document/demonstrate an initiative's success
- The ability to adjust to changing social, economic and political trends in the community
- Support from policymakers and the public
- The ability to identify and tap into necessary monetary and in-kind resources
- The existence of strong administrative and fiscal management systems
- The involvement of community-based organizations, parents or other stakeholder
- The existence of a clear, sensible and convincing plan for putting together the key resources that are necessary for an initiative to continue

<http://www.financeproject.org/publications/sustaining.pdf>

Leading Strategically: Sustaining Stakeholder Interest and Maintaining Momentum in Policy Agenda

- Develop state oral health plan
 - Policy focus
 - Stakeholder engagement and input
 - Stakeholder workgroups
 - Stakeholder reports
- Engage state and federal policymakers
 - Find oral health champions
- Hold policy “events”, “anniversaries” or “milestones”



Leading Strategically: Sustaining Stakeholder Interest and Maintaining Momentum in Policy Agenda

- Help develop oral health coalition – nurture partnerships
 - Have coalition “own” policy agenda and/or state oral health plan
 - Filter through its own networks
- Needs to continue to seek and collect data
 - Develop data surveillance systems/burden documents



What Do You Do????

