

Organized Dentistry and Dental Public Health *Partnership for Success*

Overview

- Public health and organized dentistry – interests aligned
- CDA's bold action
- Leading the way and staying the course
- Show me the money
- Public health takes off in California

California Dental Association Plan for Reducing Barriers in Access to Care: Origin and Genesis

How did public health dentistry and organized dentistry end up working together in California?

A Decades Long History of Collaboration: The early years...

- Dental student involvement AADS and ASDA
- National Preventive Dentistry Demonstration Program
- Oakland School-based Dental Sealant Program partnering with Alameda County Dental Society

Recognizing Shared Goals and Natural Partners

National Preventive Dentistry Demonstration Program

RWJ and American Fund for Dental Health –
the Foundation arm of the ADA

ADA Mission Statement circa 1970:

“to promote the art and science of dentistry and to promote the oral health of the American people”

Sowing the Seeds - A "Win for All" Partnership

- Oakland School Based Sealant Program
- Geriatric Dental Care Service and CE Program
- Tobacco Cessation Continuing Education Training
- HIV, AIDS and Bloodborne Pathogens CE Training



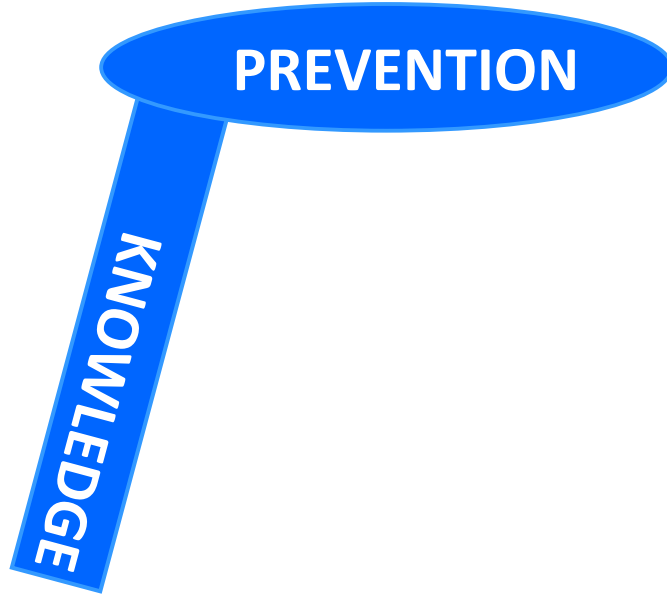
Statewide Collaboration : Programs and Advocacy

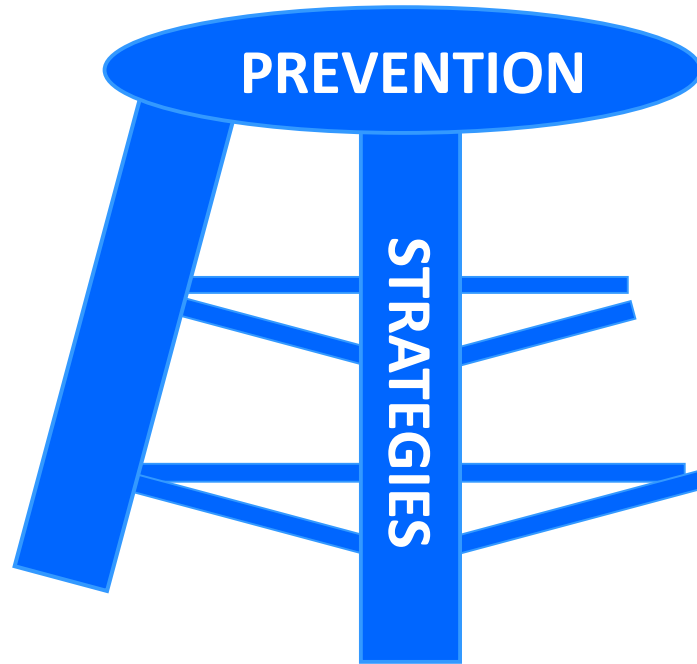
- First Smiles: Dental Health Begins at Birth with CDA Foundation addressing the epidemic of ECC
- Legislative Advocacy for the California-wide School Based Prevention Program with CDA

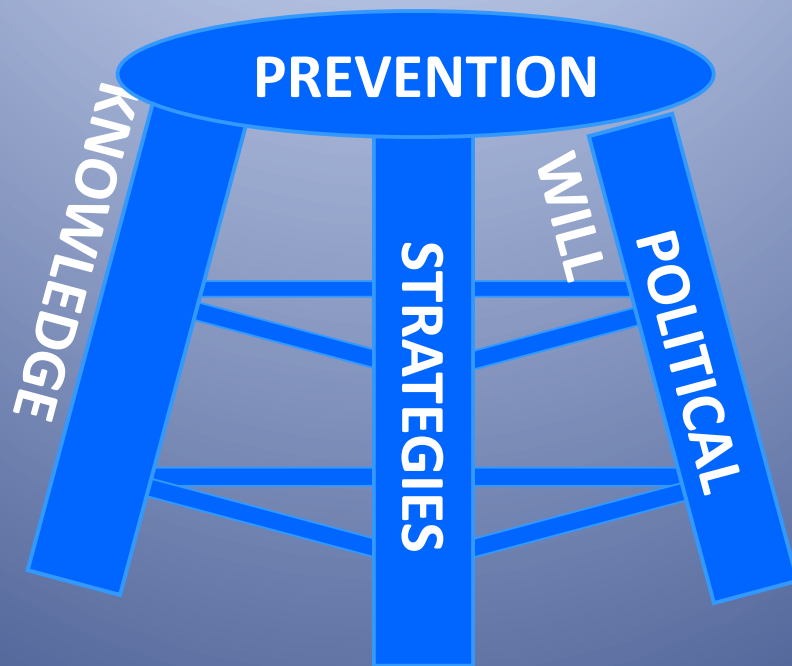


Conviction that Barriers are a Serious Problem Requiring Serious Attention

- Elimination of Medicaid Adult Dental Benefits
- Elimination of School-based Dental Disease Prevention Program
- Meager resources even for successful Dental Public Health Demonstration Programs
- First hand experience with Barriers in Access to Care







Working Within the CDA Policy Process

- ACDS develops resolution to bring to CDA leadership and House of Delegates for CDA Action
- Input from statewide regional and all component caucus
- Nearly unanimously, CDA House adopts resolution to study the problem of barriers to care access and report evidence based policy recommendations.

California Dental Association

- **Mission Statement:**

The California Dental Association is committed to the success of our members in service to their patients and the public

- **Vision:**

The California Dental Association is the recognized leader for excellence in member service and advocacy promoting oral health and the profession of dentistry

Comprehensive, evidence-based approach to access

- Become the expert
- Consider every option except standing still
- Be transparent and inclusive; communicate with membership throughout
- Data and outcomes driven; focus on what really works

CDA's role: to be an expert voice representing the best interests of the profession and the public

- **2002** House of Delegates adopts resolution recognizing access issues
- **2008** CDA House of Delegates authorizes research, asks for evidence-based recommendations
- **2009** Two working groups created
- **2010** Research conducted and analyzed
- **2011** Recommendations formulated and presented

Setting forth a Rigorous CDA Agenda

THE
BACKGROUND

THE RESEARCH

*Mandate, topics
and results*

THE PROPOSAL

*Phased strategies
and opportunities*

The access problem is persistent



There is no one cause, nor one solution.
But by working together, solutions are possible.

- The issue of barriers to care isn't the result of a failure of the dental profession, but it is a social and political issue that is in the best interest of the profession to address proactively
- Many factors
 - Income, education, geography, transportation, etc.
- Many points of view and many proposals
 - Politicians, public health advocates, and media are driving the debate
- Just saying “no” to change is not an option

Reducing Barriers to Dental Care

CDA RESEARCH

For example :

Recommendations on Oral Health Infrastructure

- Hire a director with dental public health experience
- Develop an oral health plan building on what exists
- Work with existing stakeholders and programs
- Seek federal and private funding
- Develop new childhood prevention programs

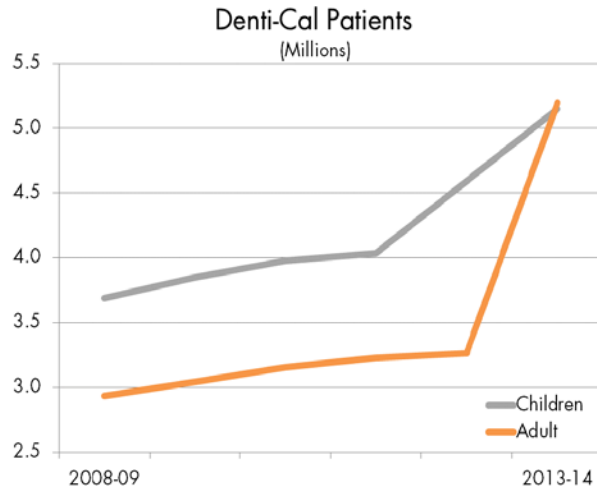


This proposal was conceived in the context of an association whose members are part of a healing profession and bound by a public covenant, and as a collective association tasked with advancing the oral health of the public as well as the profession of dentistry.

The California Healthcare, Research and Prevention Tobacco Tax Initiative

Proposition 56

Medi-Cal expansion with ACA implementation



77% ↑
Increase in adults
enrolled in Denti-Cal

40% ↑
Increase in children
enrolled in Denti-Cal

15% ↓
Decrease in dental
providers

2017: 1/3 of Californians enrolled

Tobacco Problem

- Tobacco use: #1 cause of preventable death
 - 40,000 Californians annually
- Significant cost driver in Medi-Cal program
- 90% of smokers start as teens
- For every 10% increase in cost, teen use drops by 7%

Tobacco Problem

- CA State Tax = 87 cents per pack (35th in nation)
 - No increases since 1998
 - Two failed ballot measures to increase tax

- Electronic Cigarettes = Untaxed/Unregulated

Proposal

Raise tobacco tax



Reduce tobacco use/address cost driver



Raise urgently needed Medi-Cal revenue

Save Lives California Coalition



Starting a Ballot Measure Campaign...

- Resources essential
- Seasoned political professionals
 - Campaign manager
 - Political/election lawyers
 - Signature-gathering program
 - Paid media consultants
 - Earned/online media consultants
 - Pollsters

Drafting of Proposition 56

- \$2 tax increase per cigarette pack (approx. \$1.5 billion per year)
 - Equivalent increase on all tobacco products including e-cigarettes
- 82% of funding dedicated to Medi-Cal provider payments
 - Did not provide specific breakdown
- \$30 million annually for State Oral Health Program
- Additional funding for prevention, enforcement, research

Getting Dentists Engaged

- Noble fight: Healthcare vs. Tobacco
 - Dentists on frontline of combatting tobacco-related disease
- Improving Medi-Cal/Oral Public Health = Consistent with CDA mission/Access Plan

Our Message to Voters

- Prevents and reduces tobacco use
- Protects youth from the tobacco/e-cig industry
- User fee: If you don't smoke, you don't pay
- No on 56 funded entirely by tobacco industry: Who do you trust?

Media: Important Ally

The Mercury News

Editorial: Tobacco tax increase deserves a big yes

The Sacramento Bee

Tobacco companies mislead voters in radio ad

San Francisco Chronicle

Chronicle recommends: Yes on Prop. 56

POLITIFACT

Big Tobacco blowing smoke in claim about California's Prop 56

Final Results

Yes

64.4%

No

35.6%

\$35 million vs. \$75 million

Outcome

- 2017-18 budget: \$140 million for dental provider payments
- 40% reimbursement increases for hundreds of services (implemented early 2018)
- Full restoration of adult dental benefits
- \$30 million for Oral Health Program: Protected funding

Key Takeaways

- Importance of long-term engagement/Pro-active leadership
- Building relationships for coalitions
- Right groups/funders/personnel
- Sustained commitment

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