

# Oral Health Advocacy At the Local, State and National Level

What to Expect and How to Succeed

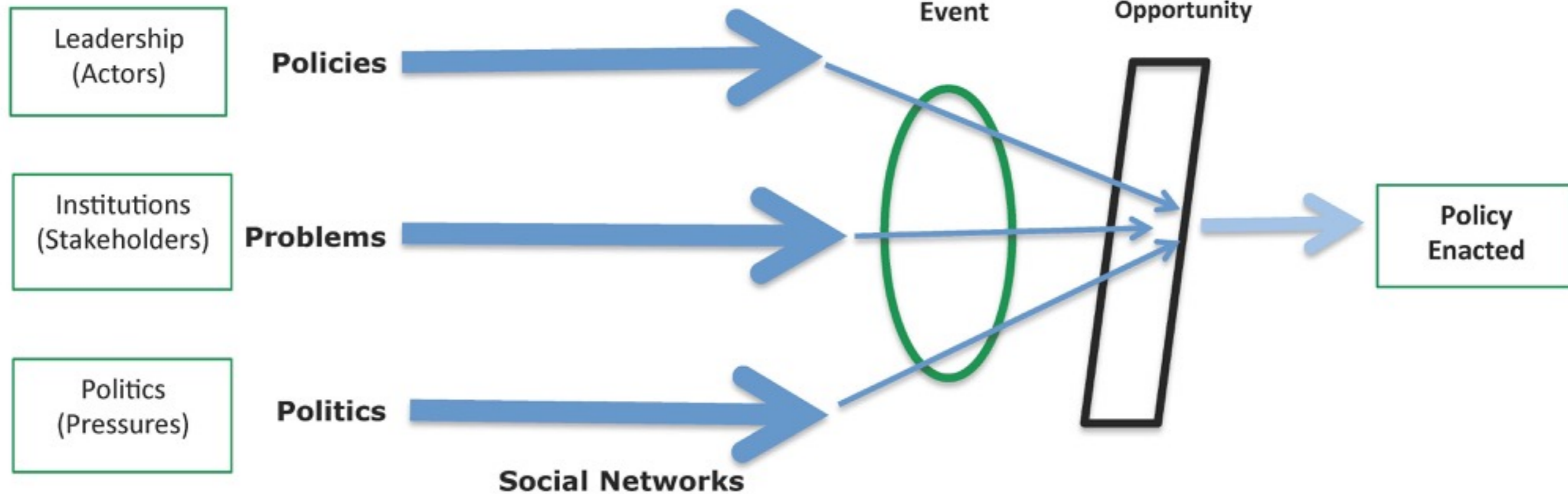
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National Oral Health Conference  
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# Dissertation on CHIPRA

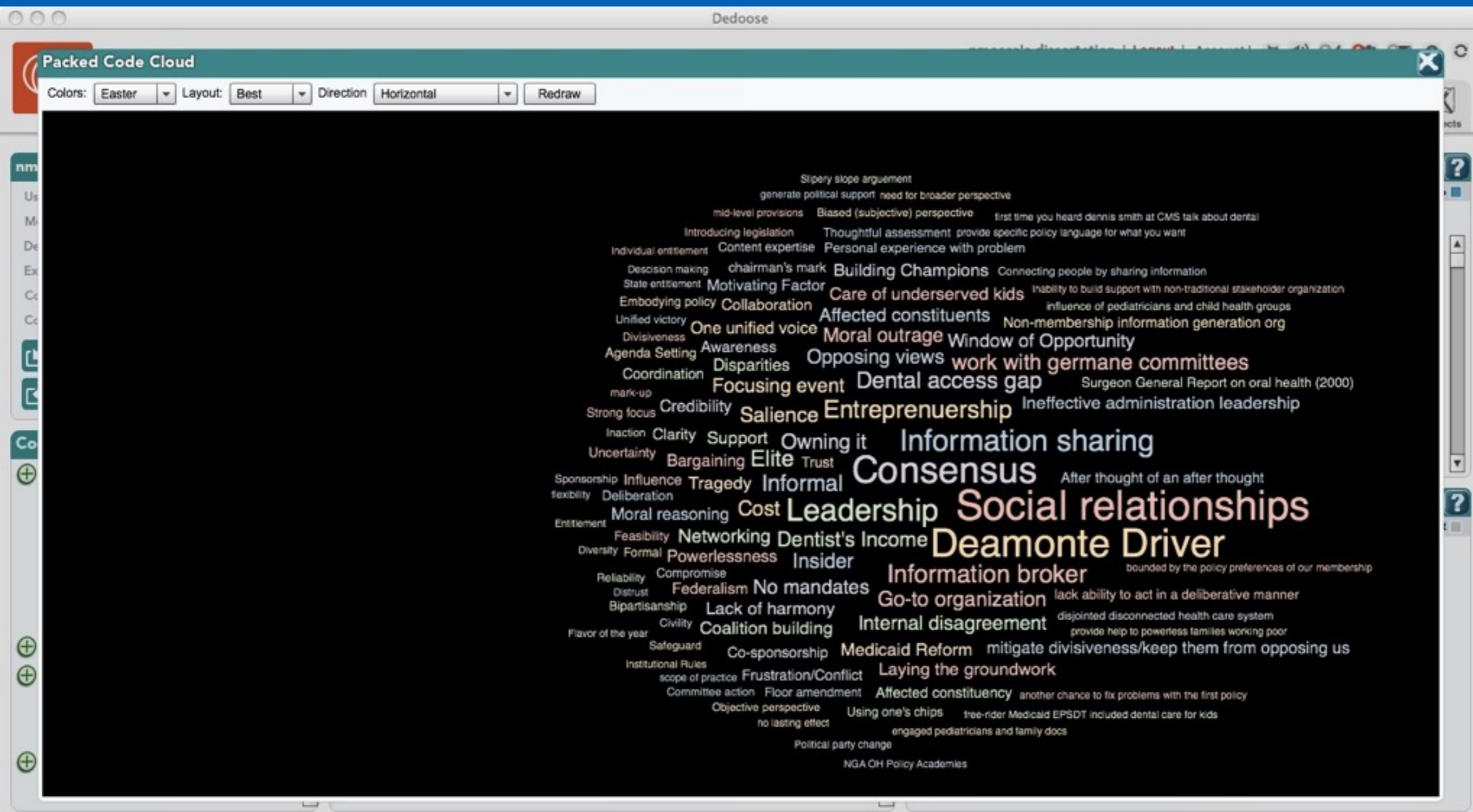
- Case Study - Children's Health Insurance Program Reauthorization (CHIPRA)
- How did interest groups influence oral health policy making?
- Completed 28 key informant interviews and document content analysis
- Text was coded for qualitative analysis

# Conceptual Model of Policy Advocacy

## Kingdon's Multiple Streams Model



# CHIPRA Oral Health Study - Qualitative Data Cloud



“Dental care is an after thought of an after thought”

You can build influential social relationships

Take the first step & make the introduction

You can prepare your talking points

AAPHD seeks volunteers willing to do this

# AAPHD Council on Legislation

- Council Chair: Irene Hilton
- Council Members: Monica Hebl, Jane Gillette, Mathew Crespin, David Preble, and Amos Deinard
- To join, email [nicholas.mosca@crescentcarehealth.org](mailto:nicholas.mosca@crescentcarehealth.org)

# AAPHD Council on Legislation

- We surveyed AAPHD members in 2016 and the most popular policy concerns were to:
  - Obtain oral health care in Medicare for seniors
  - Increase federal funding for oral health programs (e.g., NIDCR, CDC, HRSA)
  - Improve advocacy for water fluoridation
- Also monitor emerging issues and respond as needed

# Group Exercise

- Apply the activity steps proposed by Carolyn
- Let's do some advocacy modeling / role playing



# Define Your Goals

- Exercise 1 - Define the issue. What do you want to achieve?
  - Do you want to add a dental benefit to Medicare to cover seniors?
  - Get the support of a local water association to implement a water fluoridation program?
  - Increase federal funding for oral health programs (e.g., NIDCR; CDC; HRSA)
  - Other issues of concern?

# Identify the Political Context

- How are the policy decisions made? The administration (public agencies)? Elected officials (legislators or the courts)? National or local?
- Policy advocacy is part of a political process. As such you may have to make compromises.
  - Know your desired outcome and where you are willing to compromise
  - Know the opposing view

# Organize Your Information

- Exercise 2 - Write down you compelling evidence and solution (the ask) for advocacy
- Do your research and learn as much as you can about the issue you are advocating for
- Public agencies or private organizations may be able to refer you to the appropriate source

# What is the compelling data?

- OH coverage in Medicare - <http://santafegroup.org>; <https://www.geron.org/programs-services/alliances-and-multi-stakeholder-collaborations/oral-health-an-essential-element-of-healthy-aging>
- Water Fluoridation - <http://www.mouthhealthy.org/en/az-topics/f/Fluoridation>; <http://americanfluoridationsociety.org/>; <https://www.cdhp.org/resources/184-fluoride-legislative-user-information-database>
- Increased federal appropriations for oral health programs

# Do You Have a Compelling Personal Story to Tell?

- OH Coverage in Medicare
- Water Fluoridation
- Increased federal appropriations for oral health
- Other policy issue

# Identify Who To Influence

- Exercise 3 - Who (agency? committee?) has the authority to make the changes (decisions) you seek?
- You want to increase Medicaid payments to increase dentist participation. Who has the authority to increase payments?
- You want to add fluoride to your local water system. Who has the authority to make this decision?

# Engage Stakeholders

- **Exercise 4 - Who can help you? Who can you help?** Stakeholders are people who have a stake in an issue or a problem (individuals or groups)
- Interest in the issue or problem may be personal (objective) or perceived (subjective)
- Who are the stakeholders in your community? How can you mobilize stakeholders? Do they have established relationships with policy makers?

# How Should You Advocate?

- **Exercise 5 - identify the policy process** - does it take informal negotiation? Rule making? Legislative action?
- Engage knowledgeable people with experience working with the policy process
- Funding for CWF in Mississippi:
  - Foundation Support (<http://bowerfoundation.org>)
  - Water System Revolving Loan Program



# How Should You Advocate?

- Think of all the reasons why other people would want to support your cause
- Primary advocacy tactics are:
  - speaking directly with policy maker
  - working with the media
  - organizing grassroots advocacy

# Exercise 6 - Meeting with A Lawmaker

- Describe the bill or issue you are addressing and what position you want the policy maker to take
  - Make it simple and understandable to general public
- Tell why you care about the issue (include personal stories or a couple of particularly impressive statistics)
- Ask the policy maker about his/her position
- Share your contact information

# Opportunities to Engage

- AADR, ADEA, ADA, AAPD, ADHA, and other organizations hold Advocacy Days - sign up
- Join a local oral health or chronic diseases coalition in your state
- Call your representative's local state office to see when he/she will be in town
- Social media ([https://www.apha.org/~media/files/pdf/advocacy/phact/phact\\_twitter\\_guide.ashx](https://www.apha.org/~media/files/pdf/advocacy/phact/phact_twitter_guide.ashx))
- CDHP Blog Teeth Matters - <https://www.cdhp.org/blog>

“It is better to light a  
candle than to curse the  
darkness”

Eleanor Roosevelt

Questions?