

How Good Is Our Aim?

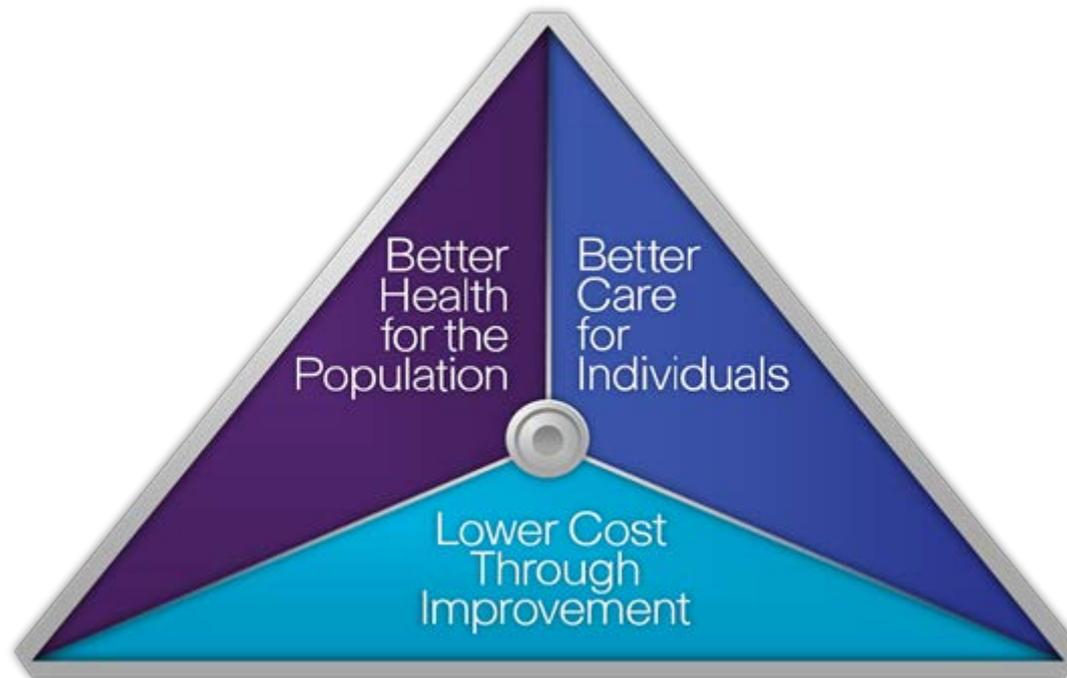
*Washington State Board of Health
Oral Health Symposium*

Thursday, April 30, 2015

Matt Jacob

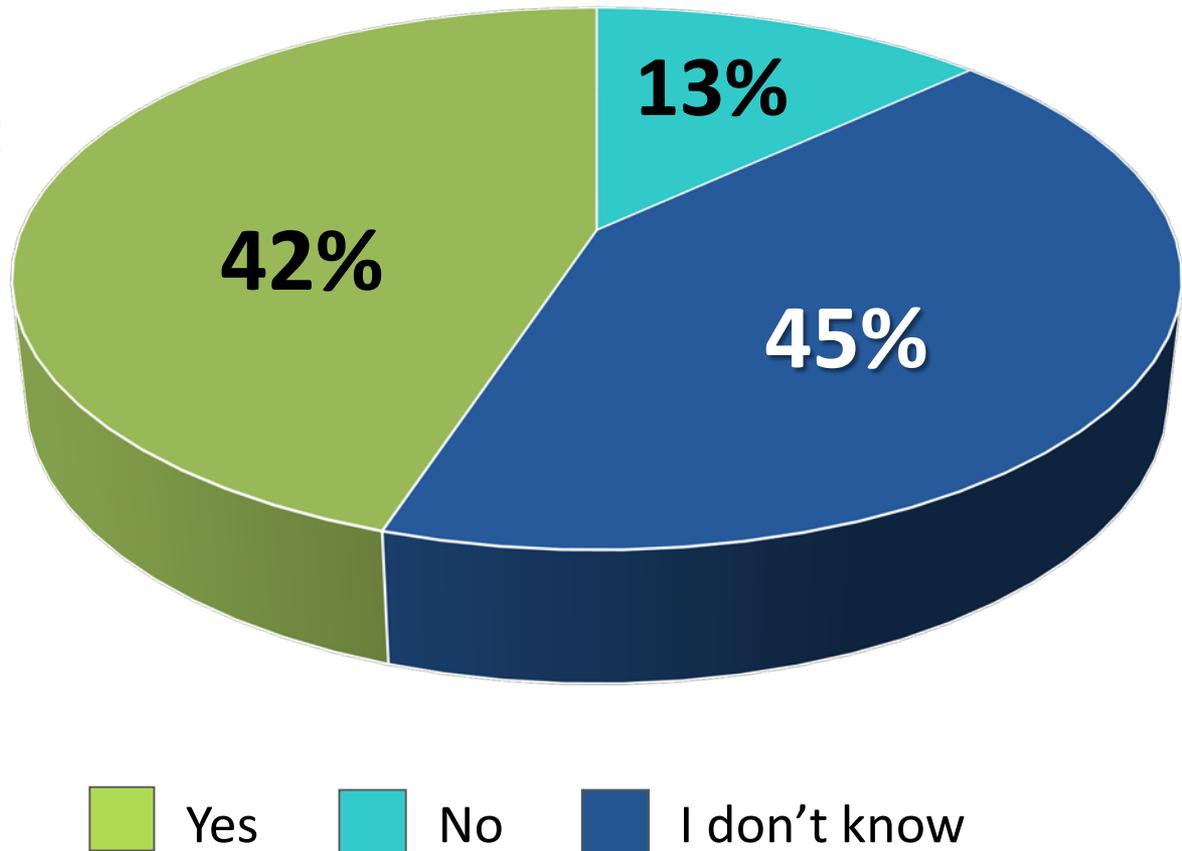
Director of Communications & Outreach
Children's Dental Health Project

The Triple Aim



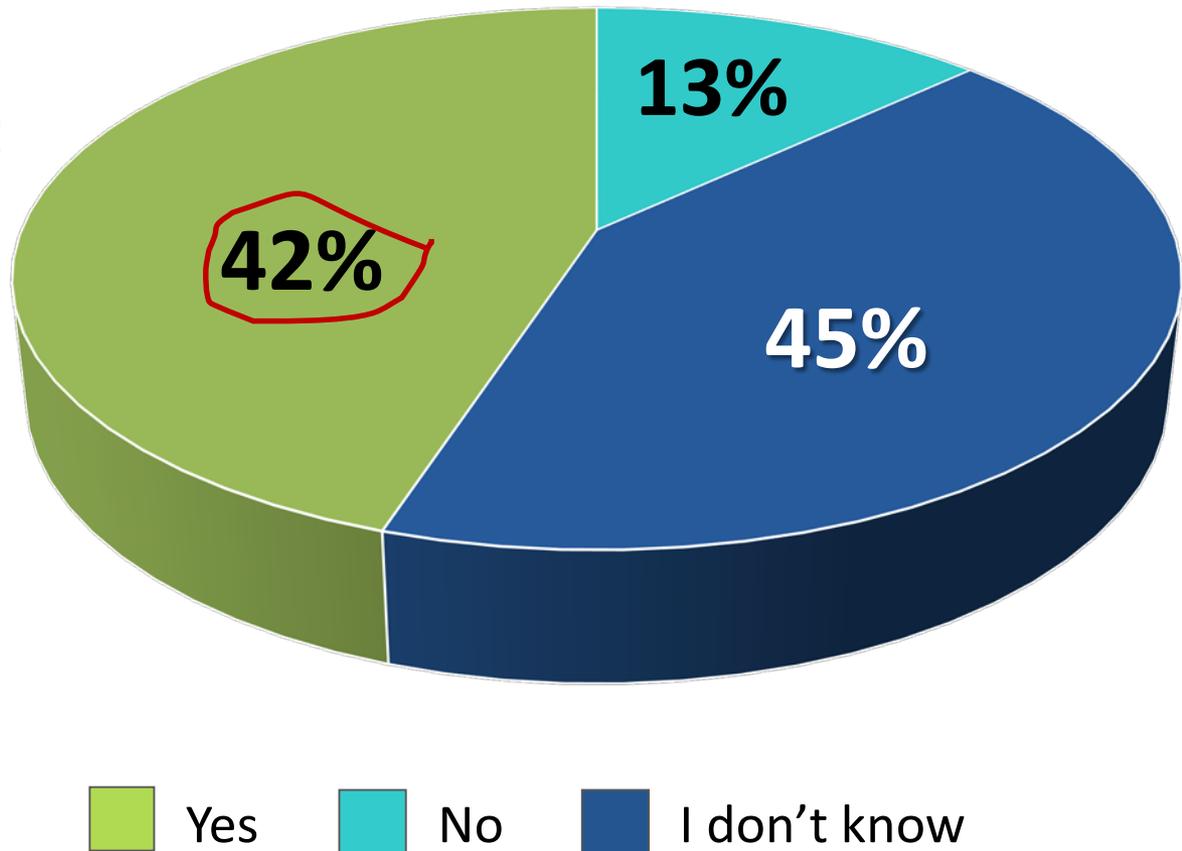
(Source: "Initiatives: The IHI Triple Aim," The Institute for Healthcare Improvement, <http://www.ihl.org/Engage/Initiatives/TripleAim/pages/default.aspx>)

Is it safe for a woman to get her teeth cleaned or filled during pregnancy?



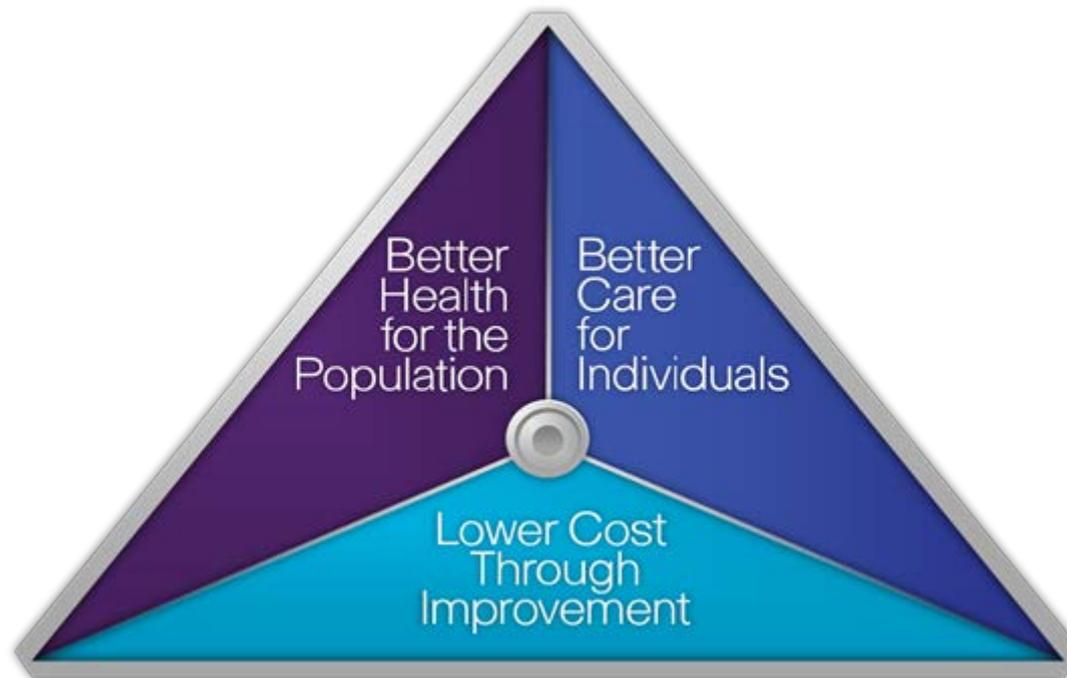
(Source: Results from a survey of 549 women within a representative sample of 1,000 U.S. adults. The survey was commissioned by the Children's Dental Health Project, January-February 2015 by Wakefield Research)

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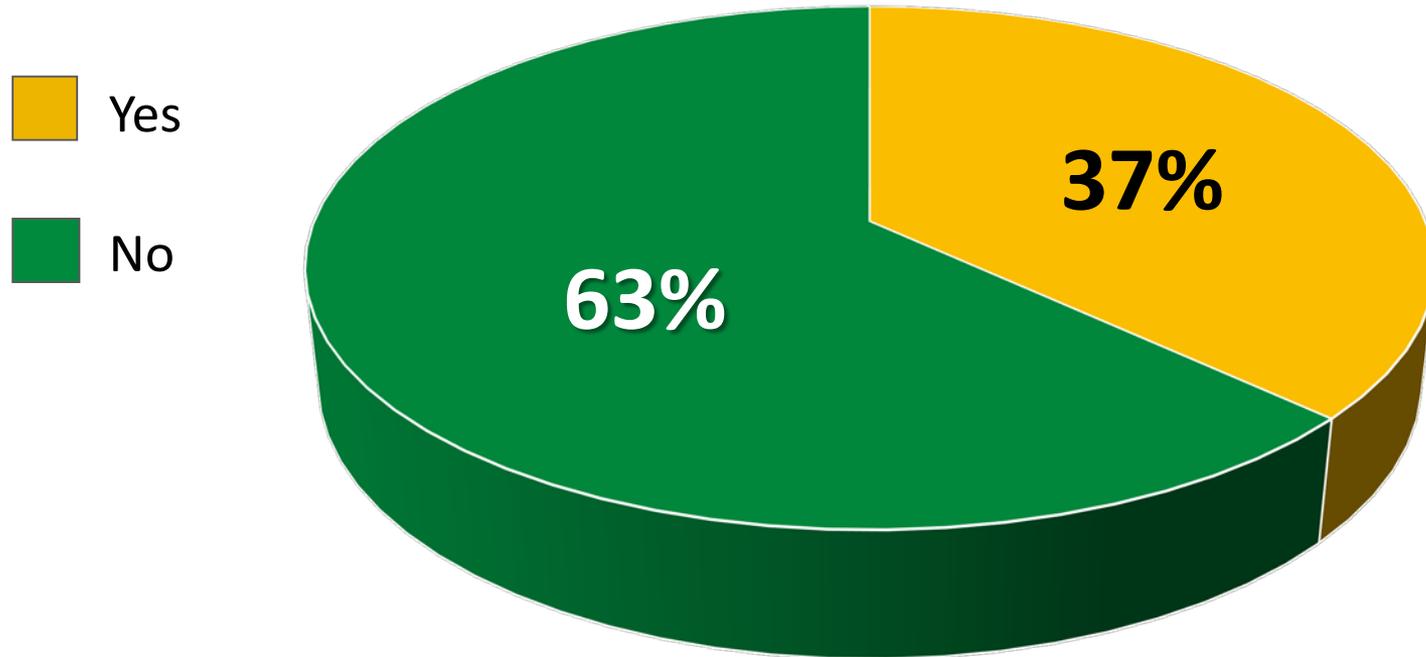


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Early Childhood Caries (ECC)



Have you or a member of your family delayed seeing a dentist because of the out-of-pocket costs you would have to pay?



(Source: Results from a survey of 1,000 U.S. adults from a nationally representative sample. The survey was commissioned by the Children's Dental Health Project, January-February 2015 by Wakefield Research)

Are you satisfied with the quality of health care that you receive?

	12/2014	12/2013	3/2011
Very satisfied	39%	49%	43%
Somewhat satisfied	30%	32%	35%
Somewhat dissatisfied	10%	6%	7%
Very dissatisfied	17%	8%	9%

(Source: Survey was conducted December 4-7, 2014 among 1,006 U.S. adults on behalf of CBS News and The New York Times by SSRS of Media, PA. The margin of error was plus or minus three percentage points.)

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Improving health, saving money



- Considered 9 prevention strategies for reducing ECC among Medicaid-enrolled children
- Projected **both** the decay reduction and cost (or cost savings)

(Source: Burton Edelstein et al., Journal of the American Dental Association, April 2015.)

Improving health, saving money



“Among fluoride-based interventions, the lowest unit cost and most passive intervention, CWF, holds the greatest promise for both disease reduction and cost savings while equitably reaching all young children receiving Medicaid regardless of their caries risk.”



TWEETS 1,987 FOLLOWING 76 FOLLOWERS 91

Christine Fallabel
@Fallabel

Public health researcher and diabetes advocate. Coffee addict. A 'sometimes' vegan.

Denver, Colorado

Follow



Christine Fallabel
@Fallabel

90% of public health is communication.

Denver, CO

Follow

Waiting for “the right time”





<http://bit.ly/1FOjwnw>





“In America, most people — including employers — make instant judgments based on appearance, including someone’s smile and teeth.”

(Source: “Bad Teeth, Broken Dreams,” CNBC story published online, June 13, 2013.)

How good is
your aim?





The positive impact of story-telling

JAMA The Journal of the
American Medical Association

“...the stories of individuals (patients, physicians, and scientists) whose experiences relate to the science should be shared when the expert community anticipates confusion or negative reactions to their evidence-based conclusions.

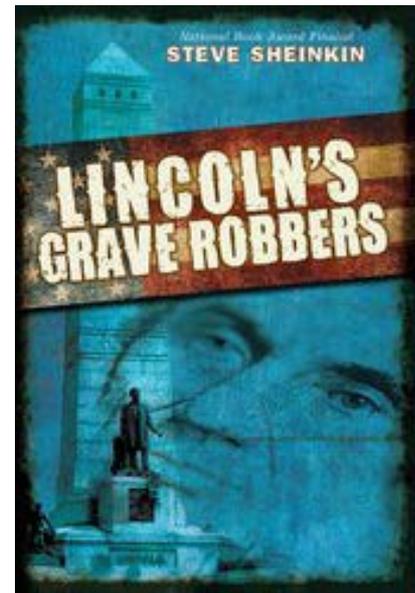
“Stories help the public make sense of population-based evidence.”

The power of story-telling

Award-winning author Steve Sheinkin:

“A well-told story is an extremely compelling way to convey your message, which will linger longer in the mind of the listener than a fact.

“Why? Because the listener has engaged with your message by creating mental pictures that complete your story.”

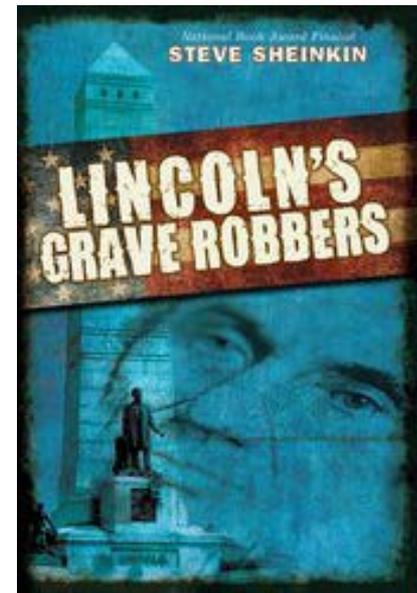


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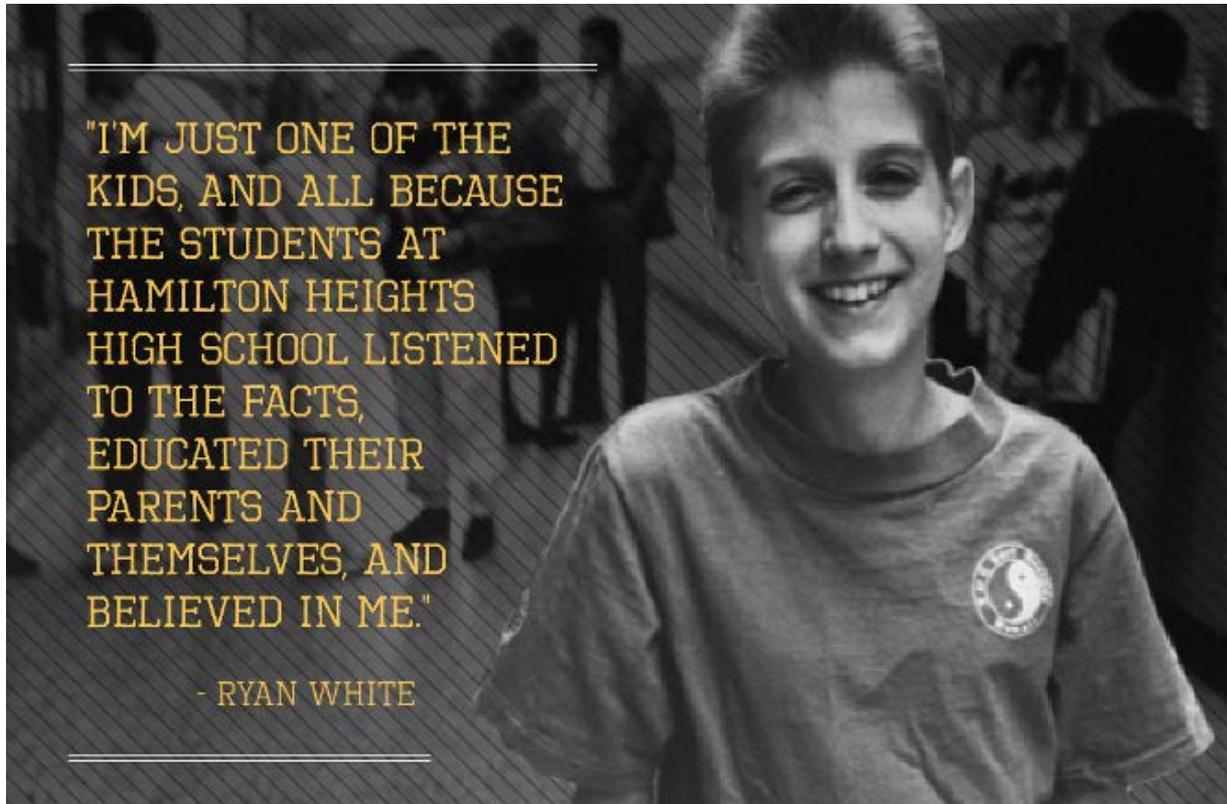
Lily Ledbetter, Alabama plant supervisor (2007)



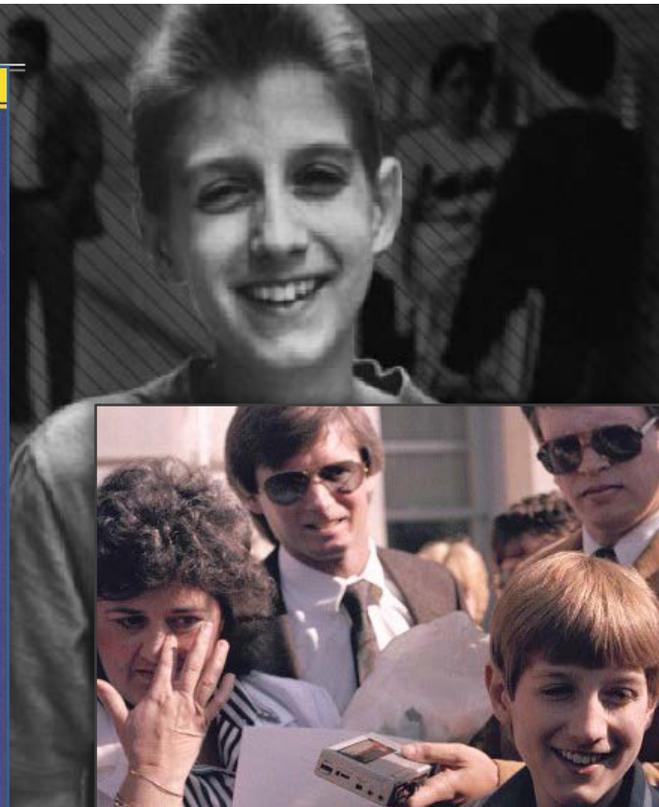
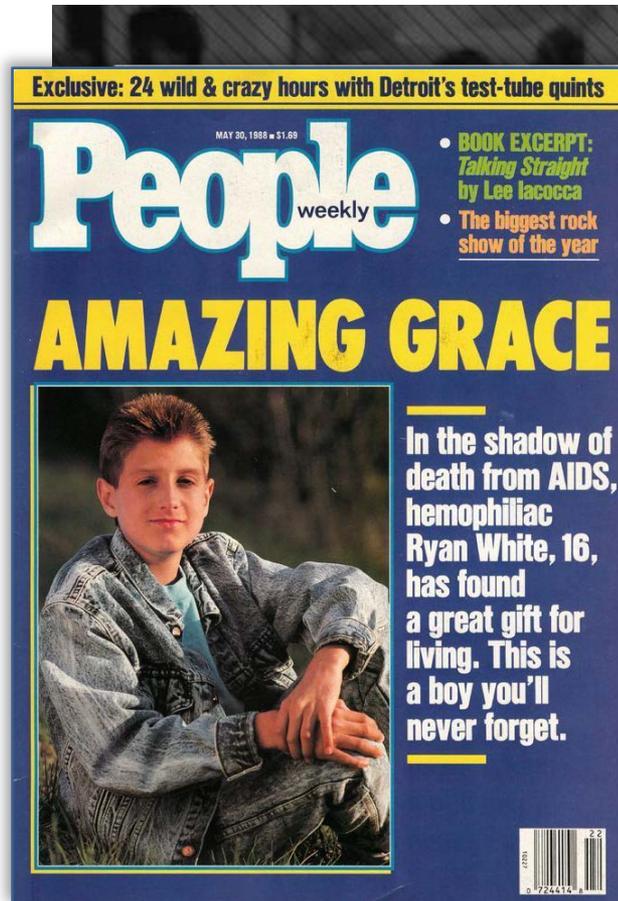
Lily Ledbetter, Alabama plant supervisor (2007)



Ryan White, Indiana teenager (1985)



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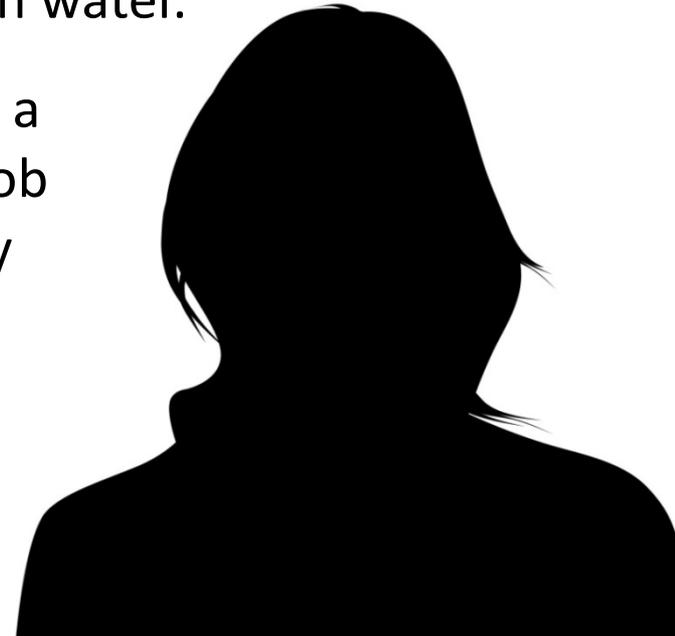


Confessions of a state health official:

Our son is 23 years old, and several months ago it dawned on me that I had never discussed water fluoridation with him, so I said: “Dylan, what do you know about water fluoridation”? He said: “Well, since you are asking me about it, I would have to say that it probably has something to do with teeth and something to do with water.”

I thought to myself: “Wow.” Here I am — a Department of Health employee whose job it is to talk to the public about community water fluoridation, and my own kid can't even describe water fluoridation.

(Source: Email sent to CDHP by a state oral health official. The staff person's name and state are being withheld to preserve their confidentiality.)



Questions or Comments?

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