



Agenda

- Setting the Stage: Oral Health = Overall Health
- Introduction to Bright Smiles, Bright Futures (BSBF)
- Social Determinants of Health + Health Equity
- Sustainable Development Goals
- Pilot Project
 - Introduction + Background
 - Key Learnings
- Future Opportunities
- Questions and Discussion

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POP QUIZ!

What is the most common chronic disease worldwide?

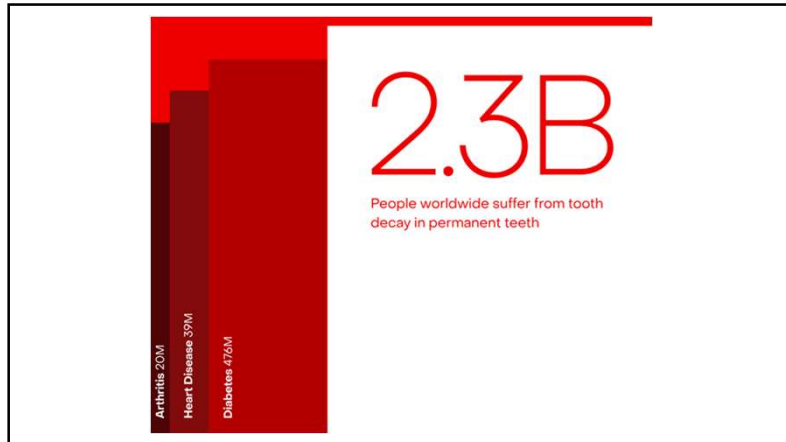
- 1 Heart Disease
- 2 Arthritis
- 3 Caries
- 4 Diabetes



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The most common disease in the world is right under our nose — **cavities.**



Oral Health is Overall Health

Oral disease can increase the risk of other health conditions

Oral diseases like periodontal diseases are linked to...

- Rheumatoid arthritis
- Adverse pregnancy outcomes
- Diabetes
- Dementia
- Respiratory diseases
- Strokes
- Heart attacks
- Alzheimer's

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Oral Health has been overlooked for too long in the global health agenda. Fourteen years after the last consideration of oral health by EB60 (2007), today's resolution provides a welcome opportunity to address the public health challenges posed by the burden of oral diseases to reposition oral health as part of the global health agenda in the context of UHC.

Dr. Tedros Adhanom Ghebreyesus | WHO Director-General
Closing remarks Committee A | World Health Assembly
27 May 2021 | Geneva

DIRECTOR GENERAL

Oral Health in America
Advances and Challenges
2021

Dr. David Satcher
16th Surgeon General
of the United States

Oral Health in America:
A Report of the
Surgeon General
U.S. PUBLIC HEALTH SERVICE
1798
Department of Health and Human Services
2000

“Oral Health is Essential for Overall Health”



Global Oral Health Status Report


World Health Organization

“The status of global oral health is **alarming** and requires **urgent action** by all stakeholders.”


WHO Global Oral Health Status Report

Launched on November 18, 2022 in Geneva

2021 WHO Resolution for Oral Health



World Health Organization

Priorities:



Linking Oral and Systemic Health

- Implement a Health in All Policies approach for oral health promotion and disease prevention.
- Implement within the context of the social determinants of health and equity.

From Chair-side to community-wide


- Shift from the traditional curative approach of dentistry towards a preventive approach
- Oral health promotion and disease prevention in schools, workplaces and communities.
- Inclusive care within the primary health-care system
- Engage communities in the planning, implementation and monitoring of oral health programs and oral health care services.

GLOBAL MOMENTUM

CURATIVE/CHAIRSIDE

TRANSITION



PUBLIC HEALTH

COMMUNITY
(schools, workplaces, etc.)

TOP 5



things you need to know about
Bright Smiles, Bright Futures

- Owned & operated by **Colgate**
- +30 Years** running
- Operated in over **100 Countries**
- 1.6BN** children & families reached
- +2000 Partnerships Connecting** locally with communities & consumers

Colgate Bright Smiles, Bright Futures®



Introduced in 1991, Colgate Bright Smiles, Bright Futures® is a far-reaching, impactful oral health education initiative with the goal of improving oral health of children around the world.

- CP's flagship corporate responsibility initiative
- In over 100 countries
- Translated in 35+ languages
- Reached over 1.6 billion children & families worldwide (since 1991)
- Partnerships with government, health professions, NGOs and the community



Colgate Bright Smiles, Bright Futures®



- Provide education, free oral health screenings, and treatment referrals for children up to 12 years old
- 'Talking Walls' and Teacher Education are a core component to integrate oral health education in the classroom
- In South Africa, Phelephepa Trains ("Trains of Hope") visit rural areas with underserved populations, staffed by all health professionals on the train

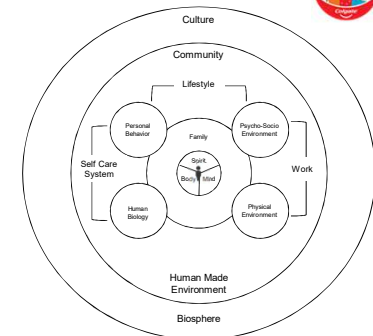


MISSION:
Above all, empower kids to be the champions of optimism, spark the courage to smile and take positive action.

What is Health?



Definition of Health:
Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.





What determines how healthy we can be and how long we may live?

“Why do we keep treating people for illnesses only to send them back to the conditions that created illness in the first place?”

Sir Michael Marmot, WHO Commission on the Social Determinants of Health, 2006, www.who.int

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Why BSBF is Important

Underserved children and their families bear the burden of oral health diseases and poor oral health outcomes.

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Social Impact- Policy-Centered and Upstream



Equality



Equity



Empowerment



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The Power of BSBF!

Public Policy Alignment



BSBF + The UN Sustainable Development Goals

The United Nations 2030 Agenda for Sustainable Development, includes 17 Sustainable Development Goals (SDGs).

Ending poverty and other deprivations must go hand-in-hand with strategies that improve **health and education**, **reduce inequality**, and spur economic growth.

The SDGs are **grounded in health equity**.



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SUSTAINABLE DEVELOPMENT GOALS (SDGs)



Most relevant goals for oral health

eoc



Who We Are

- Federally Qualified Health Center (FQHC)
- Currently located in the Flathead City-County Health Department Building
- The Health Clinic was established by the Health Department and volunteers in 2003 and became a FQHC in 2007
- Health Center separated from the Health Department on June 1, 2021
- Is now an independent, 501 (c 3) non-profit entity under the name Greater Valley Health Center
- Partnering with community agencies to provide needed services focusing on the underserved



What is a Health Center?

- Deliver high quality, culturally competent, comprehensive primary care. Including:
 - Medical
 - Dental
 - Behavioral health
- Provide services regardless of patients' ability to pay and charge for services on a sliding fee scale.
- Develop systems of patient-centered and integrated care that respond to the unique needs of diverse medically underserved areas and populations.
- Meet government requirements regarding administrative, clinical, and financial operations.



School-Based Services

Seven locations in Kalispell and Evergreen school districts

Medical

- Wellness, prevention, immunizations, sports physicals
- COVID, flu, strep, mono, STI testing
- First aid
- Prescriptions
- Health education
- Oral health
- Care management services to connect families with community services
- Referrals to services not provided at the school clinic



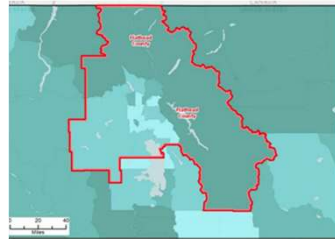
Behavioral Health

- Screening, assessment and counseling/treatment
- Individual and group outpatient therapies
- PTSD/trauma, depression, anxiety, addiction, relationships, etc.



Serving the Underserved

Population in Poverty (Populations Living Below the Poverty Level, 2014-2018) Healthy People 2020 = 8.0% or Lower



2021 Flathead County Community Health Needs Assessment

Sources:

• US Census Bureau, American Community Survey 5-year estimates

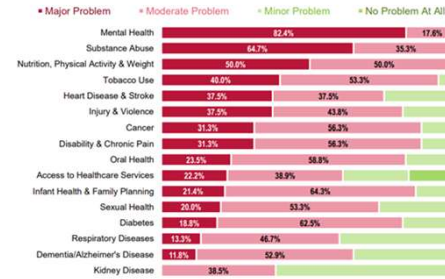
• Center for Applied Research and Engagement Systems (CARES), University of Montana Extension, Released February 2021 via SparkMap (sparkmap.org)

• US Department of Health and Human Services, Healthy People 2020, August 2020: <http://www.healthypeople.gov>

Note: Poverty is considered a key driver of health status. This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other resources that contribute to good health status.

Top Community Needs

Key Informants: Relative Position of Health Topics as Problems in the Community



2021 Flathead County Community Health Needs Assessment



Why did we choose oral health as a focus?

"The student and family did not have secure housing, transportation was problematic, food insecurity was an issue, and the student had limited school experiences. After several weeks of severe emotional dysregulation, a school staff person noticed that the student had several mouth sores. Consent was obtained for an initial visit to the Evergreen Cares Clinic, and the student was examined. This appointment led to eventual oral surgery to address the student's need for care due to severe oral health issues and chronic pain.

Many changes have happened in this student's life to support the child becoming a successful student. The primary issue of addressing health was unlikely to have been addressed if the Evergreen Cares Clinic was not in place. A partnership developed with the family that included support with follow-up and facilitating essential care."

Mary Meehan
Evergreen School District Special Services Director



Pilot Project with BSBF

- Launched with 6 first grade classes at 2 schools in Kalispell, Montana
- Adventures in the Molar System - 6 week curriculum
- Taught by RN and Dental Hygienist
- Pre and Post Tests **demonstrated a significant increase in knowledge**
- Student favorites were the hard boiled egg experiment and learning to floss
- Many students did not have access to oral health care supplies
- Toothbrushes, Toothpaste and Floss were provided to all students
- Dental Exams were provided by our dental director and a dental assistant
- Program was rolled out to 3 additional schools
- 300 students participated in the first year



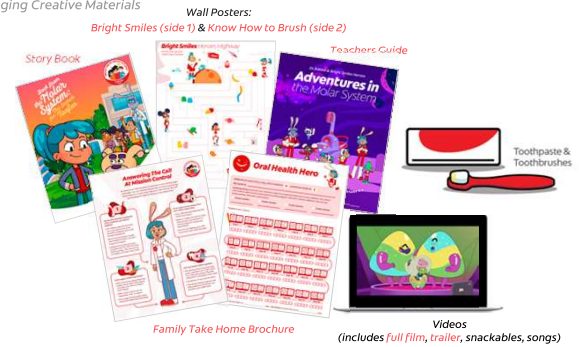
Program Overview

- Based on Common Core Standards
- Key Messages: Brushing, Flossing, Limiting sugary snacks and drinks, Visiting a dentist
- Video, Storybook and Hands on Activities
- Lessons clearly described in teacher's guide
- We made adaptations and recommendations based on experiences with students during the pilot
- Addition of Dental Exams with "Opt Out" from Guardians
- Built relationships with students, families, teachers, and school administrators
- Our School-Based Clinics are not located in the schools where we implemented the oral health program - an opportunity for partners to learn about our integrated services



Program Materials

In-School | Highly Engaging Creative Materials



Results and Key Learnings

Sustainability

- Identified program champions at each school - school nurse or teacher
- Adding Evergreen School District and passing the baton to our school champions to continue the program with support on several lessons

Inclusivity

- Adapted curriculum to include Special Education programs
- Presenting curriculum to Middle School differently abled students in the fall

Dental Care + Continuity of Care

- Insured follow up on significant dental findings with school nurses



Opportunities

Request a Classroom Kit



Continuing Professional Development for Nurses



Available starting January 2024



Opportunities

Download + learn more at
ColgateBSBF.com



Also available online:
Van Visit Requests
Free Downloads (incl. Teacher's Guide)
Head Start and Early Head Start materials

Watch "Adventures
in the Molar System"

