

Missouri Coalition for Oral Health Strategic Plan 2022-2026

The Strategic Plan is primarily focused on operations. Goals and objectives developed and updated through MCOH committees are nested below this overall plan.

Mission Statement:

To improve oral health for all Missourians through sound public policy and public awareness.

Vision:

Oral Health is a high priority for all Missourians.

Principles:

- **Oral health is integral to overall health.**
- **All Missourians should have access to comprehensive, high quality health care.**
- **Our policy agenda is based on consensus.**
- **We are committed to sustaining a diverse, highly engaged membership.**
- **We advocate for positive change and improvement of oral health services and the health care system.**

Goals:

- 1. The Coalition will prove the value of Coalition membership, and the community will join and actively engage in the work of the Coalition.**
- 2. The Coalition will be recognized as the premier authoritative resource for oral health policy in Missouri.**
- 3. The Coalition will conduct all business with operational excellence.**
- 4. The Coalition will advance equity, diversity and inclusion of all Missourians and partners as priorities in policy, program and systems change work.**

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Goal 1. The Coalition will prove the value of Coalition membership, and the community will join and actively engage in the work of the Coalition.

<u>Objective</u>	<u>Strategy</u>	<u>Action Plans</u>	<u>Needed Resources</u>	<u>Lead Person/ Committee</u>	<u>Target Date</u>	<u>Notes</u>
A. Increase membership.	1. Create and distribute membership recruitment materials.	<ol style="list-style-type: none"> 1. Use current media to increase membership recruitment. 2. Engage board members in personal membership recruitment and recruitment through their organizations. 3. Engage general membership in personal membership recruitment and recruitment through their organizations. 4. Ask for agenda time at targeted organizational board or member meetings. 5. Promote membership through MCOH oral health policy conference. 6. Promote Coalition through conferences and meetings. 	MCOH recruitment tools	Membership Committee/ Conference Committee/ Board General Membership ED/Staff	2022 - 2024	
B. Create a sense of community within MCOH.	1. Promote all MCOH successes.	<ol style="list-style-type: none"> 1. Keep members updated on the status of all Coalition issues. 2. Publicize MCOH advocacy successes through the website, e-mail blasts/newsletters, Facebook, Twitter and other social media as necessary to promote successes. 		Board/ED	2022 - 2024	

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Goal 1: The Coalition will prove the value of Coalition membership, and the community will join and actively engage in the work of the Coalition. (Continued)

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B. Create a sense of community within MCOH. (continued)	2. Engage members in coalition activities and priorities.	<ol style="list-style-type: none"> 1. Determine appropriate committees and work groups (such as Membership, Conference Committee, Development, etc.). 2. Recruit committee members. 3. Plan an annual meeting with speakers and activities. 4. Seek additional organizations to be represented on the coalition board. 5. Seek input of members in strategic planning and policy agenda implementation. 6. Create an active advocacy network through technology and social media. 7. Conduct an oral health legislative awareness event. 8. Develop mechanisms for training members in advocacy beyond oral health legislative awareness event. 	Training budget	ED/Board Conf. Planning Committee/ ED/Board Policy Comm./ Board ED/Membership Committee/ Policy Committee Conference Committee	2022 - 2024	
C. Develop MCOH awards and recognition programs.	1. Clarify criteria for each award.	<ol style="list-style-type: none"> 1. Recognize outstanding Coalition members. 2. Recognize key legislators who support MCOH goals. 3. Recognize other community members who support MCOH Goals. 4. Consider creation of additional awards. 	Budget for awards		2022 - 2024	

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Goal 2: The Coalition will be recognized as the premier authoritative resource for oral health policy in Missouri.

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A. MCOH will implement the policy agenda.	<ol style="list-style-type: none"> 1. Prepare members for advocacy of priority policy agenda items. 2. Educate the public in prioritized policy agenda items. 	<ol style="list-style-type: none"> 1. Educate membership on policy agenda issues (goals and priorities) with policy statements/fact sheets and other needed information. 2. Create advocacy material and update as needed. 3. Develop mechanisms for training members in advocacy. 4. Publicize MCOH advocacy goals and successes through the website, e-mail blasts/newsletters, Facebook, Twitter and other social media. 1. Target media outlets to promote oral health policy issue goals and raise public awareness. 		Policy Committee/ ED/Staff	2022-2024	

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B. Establish and maintain relationships with policymakers.	1. MCOH members will meet with and contact key policymakers to promote the policy agenda	<ol style="list-style-type: none"> 1. Hold an oral health legislative awareness event. 2. Hold joint meetings with legislators on the Oral Health Caucus. 3. Communicate with state depts. 4. Continue working relationship with Governor’s Office/administration. 5. Engage members to meet legislators in their districts as well as local government officials, and through additional means, such as letters, phone calls, etc. 6. Introduce MCOH to the MO Dental Board. 	Conference and event budget	Policy Committee/ ED/Conference Committee	2022-2024	
C. Continue collaborative relationships with organizational partners.	1. Make contact with these organization’s officers/staff.	<ol style="list-style-type: none"> 1. Personally invite them to help with advocacy on issues. 		Membership Committee/ Policy Committee/ED	2022-2024	
D. Identify potential alliances with other organizations.	1. Make contact with organization’s officers/staff.	<ol style="list-style-type: none"> 1. Determine how each organization can work on common oral health goals (school nurses, dental hygiene programs, social service organizations, Hispanic Dental Assn., National Dental Assn., MO Nurses’ Assn., Missouri Community Partnerships, Kansas City Free Health Clinic, pediatricians, home-schooled, cancer coalitions, consumer groups, VA hospitals, Elk’s Mobile Dental Program, faith-based groups, business groups, etc.). 		ED/Board/ Membership Committee	2022-2024	

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Goal 3: The Coalition will conduct all business with operational excellence.

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A. Govern effectively through an appropriate board/ staff relationship.	<p>1. Determine best practices and procedures for MCOH operations.</p> <p>2. The Board (with committees) will set priorities to ensure efficient use of resources (time, staff, volunteers and finances).</p>	<p>1. Educate members for better understanding of the basic workings of a non-profit organization.</p> <p>2. Provide MCOH Board with Board orientation and relevant organizational documents.</p> <p>3. Ensure Board members engage in organizational learning through use of theory of change, strategic plan and relevant indicators.</p> <p>4. Provide orientation for committee chairpersons and members.</p> <p>1. Provide ED with opportunities for continuing education on organizational management.</p>	<p>Board training information</p> <p>Board website or notebook</p> <p>Facilitation document for chairpersons</p> <p>Membership in relevant and beneficial organizations, including the American Network of Oral Health Coalitions.</p>	<p>ED/Executive Committee</p> <p>ED/Board</p>	<p>2022-2024</p> <p>yearly</p>	

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B. MCOH will be data-driven organization.	1. Data needs will be identified, collected and assessed to support all Board and policy decisions.	<ol style="list-style-type: none"> 1. Create a set of basic organizational measures to monitor and support operations of the Coalition. 2. Data will be utilized to supplement the Policy Agenda. 3. Advocate for robust state oral health data infrastructure 	Resources from MO HealthNet Division/DSS, DHSS, DMH, insurance companies, Missouri Dental Board, MDA, MDHA, MPCA, other groups and sources as identified and needed.	Staff/Board	2022-2024	
C. Operate the organization with financial stability.	1. Utilize nationally accepted, sound fiscal policies.	<ol style="list-style-type: none"> 1. Operate a Development Committee. 2. Implement fundraising strategies. 3. Engage auditor annually to support accepted fiscal management practices are utilized. 		ED/Executive Committee/ Development Committee	2022 - 2024	

Goal 4. The Coalition will advance equity, diversity and inclusion of all Missourians and partners as priorities in policy, program and systems change work.

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A. Promote and support initiatives that reduce oral health inequities and disparities.	1. Identify and address barriers to oral health equity.	1. Identify and discuss access to care barriers in Missouri communities that perpetuate inequities and oral health disparities. 2. Explore funding and resources that support improving oral health inequities and disparities through programs and systems change. 3. Promote initiatives and programs throughout the state that reduce oral health inequities and disparities through website, e-mail blasts/newsletters, Facebook, Twitter and other social media.	Data sources that include equity information.	ED/Staff/Board/ General Membership	2022 - 2024	
B. Engage partners and community members in prioritizing, developing and implementing advocacy work that addresses inequities.	1. Ensure equitable community involvement and participation in Coalition work.	1. Nurture partnerships with community organizations and historically marginalized community members to mobilize and amplify funding and resources that promote racial equity. 2. Develop meaningful and bi-directional relationships with members, partners, and underserved communities to ensure their active involvement in advocacy and systems change work that increases health equity. 3. Ensure policy positions and strategies articulate the values of equity, diversity and inclusion.	MCOH records.	ED/Staff/Board/ General Membership	2022- 2024	

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C. Provide a welcoming, inclusive and nurturing environment conducive to attracting and retaining a diverse group of members and partners.	1. Ensure accessibility of communication materials.	1. Ensure the accessibility of all communication materials, including but not limited to print, social media and the website. 2. Provide materials in the languages most accessible to those in the underserved communities in which we work. 3. Review the literacy level of all written materials to ensure accessibility.	Professional translation services.	ED/Staff/Board/ General Membership	2022 - 2024	
	2. Foster an environment where everyone feels responsible for advancing diversity and inclusion.	1. Coalition communication promotes a culture of inclusion and belonging. 2. All individuals involved in Coalition work are welcome and treated with dignity and respect. 3. Adopt and promote a formal Diversity, Equity, and Inclusion Statement.	Membership survey reports, conference survey reports, special reports as need identified.	ED/Staff/Board/ General Membership	2022- 2024	