Advocating for Oral Health Policy: An Introduction

Presented by:

Missouri Coalition for Oral Health
The Missouri Coalition for Oral Health is a non-profit, advocacy agency

Mission - To improve the oral health of all Missourians through sound public policy and public awareness

Vision - Oral health is a high priority for all Missourians
MCOH Policy Goals

- MO HealthNet dental benefits for adults
- Expansion of public water system fluoridation
- Best practices and system improvements
- Dental sealants
- Comprehensive dental benefit in Medicare

- Statewide public awareness campaign
- Strengthen provider networks for high risk populations
- Robust oral health benefits with ACA
- Oral health in the patient-centered medical home
Beverly Triana-Tremain, PhD
Public Health Consulting, LLC
Where are you from?
Advocacy

Advocacy is the act of “taking a position on an issue, and initiating actions in a deliberate attempt to influence private and public policy choices.”

http://www.greenpeace.org/international/en/campaigns/climate-change/cool-it/Advocacy/
Advocacy is defined as the support or defense of a cause and the act of pleading on behalf of another person.

Every day, people have experiences that are of concern, frustrating, unbelievable. “How can this be? There ought to be a law!”
Health Advocacy - Setting the Stage

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

Wellness

...a conscious, self-directed and evolving process of achieving full potential

Wellness is multidimensional and holistic, encompassing lifestyle, mental and spiritual well-being, and the environment

Wellness is positive and affirming

Wellness is an active process through which people become aware of, and make choices toward, a more successful existence.
Health advocacy

Health advocacy is integral to achieving better health outcomes for individuals and communities and to improving health services and systems.

It ‘...challenges services, systems and the broader community to respond genuinely in meeting the expressed requirements of consumers...’
• The National Welfare Rights Organization (NWRO) fought for welfare rights of people

• Goals of adequate income, dignity, justice, and democratic participation

• First organizing model consciously designed to be replicated

• First Patient’s Bill of Rights developed

• The Joint Commission’s Accreditation Standards for Hospitals

• Patent's Bill of Rights for the American Hospital Association

History of Health Advocacy
• Tokenistic perception

• Adds value to health outcomes for individuals, the health system and broader communities

• Legitimate mechanism to improve individual and systemic health outcomes
Approaches to Health Advocacy

Socio-Ecological Model

Washington Coalition of Sexual Assault Programs. Available path: http://www.wcsap.org/social-ecological-model
Examples of Advocacy

- Coca-Cola, Atlanta, and Martin Luther King
- The Triangle Fire
- Change.org
Tuskegee Syphilis Study
Channel the Passion!

Passion is not a strategy!
Formal health advocacy

- What is our capacity to advocate?
- What about our current context may make our work possible, difficult, impossible?
- What/who do we want to change?
- How do we want to change it?
- How will we know if we are successful?
- How are we going to measure our changes?
- What changes are expected immediately, in 1 year, 5 years, 20 years?
# Advocacy and Policy Change Composite Logic Model

## Inputs
- **Capacity Building**
  - Fund Raising
  - Skills Development
  - Staffing and Leadership Development
  - Infrastructure Development

- **Preparation/Planning**
  - Data Collection
  - Problem Assessment
  - Policy Assessment
  - Landscape Mapping
  - Goal Setting

## Activities/Tactics
- **Policy and Politics**
  - Issue/Policy Analysis and Research
  - Policy Proposal Development
  - Policymaker and Candidate Education
  - Litigation or Legal Advocacy
  - Lobbying

- **Communications and Outreach**
  - Polling
  - Coalition and Network Building
  - Electronic Outreach
  - Grassroots Organizing and Mobilization
  - Earned Media
  - Paid Media
  - Public Service Announcements
  - Rallies and Marches
  - Briefings/Presentations
  - Media Partnerships
  - Demonstration Projects or Pilots
  - Voter Education

## Interim Outcomes
- **Advocacy Capacity**
  - Organizational Capacity
  - New Advocates (including unlikable or nontraditional)
  - New Champions (including policymakers)
  - More or Diversified Funding
  - Organizational Visibility or Recognition

- **Policy**
  - Media Coverage
  - Issue Reframing
  - Collaboration and Alignment (including messaging)
  - Attitudes or Beliefs
  - New Donors
  - Public Will
  - Political Will
  - Constituency or Support Base Growth

## Policy Goals
- **Policy Development**
- **Placement on the Policy Agenda**
- **Policy Adoption**
- **Policy Implementation**
- **Policy Monitoring and Evaluation**
- **Policy Maintenance**
- **Policy Blocking**

## Impacts
- **Improved Services And Systems**
- **Positive Social And Physical Conditions**

## Contextual Factors
- **Political Climate**
- **Economic Climate**
- **Social Climate**

## Audiences
- **Elected Officials**
- **Candidates**
- **Public Administrators**
- **Voters**
- **Political Donors**
- **Specific Constituencies**
- **Business**
- **Community Leaders**
- **Courts**
- **Popular Culture Artists/Gatekeepers**
- **Other Audiences**
<table>
<thead>
<tr>
<th><strong>Impacts</strong></th>
<th></th>
</tr>
</thead>
</table>
| **Improved Services and Systems** | [Measures depend on the specific policy goal. Examples follow.]
  - More programs offered
  - Easier access to programs or services
  - Higher quality services
  - More affordable services |
| **Positive Social and Physical Conditions** | [Measures depend on the specific policy goal. Examples follow.]
  - Reduced greenhouse gas emissions
  - Improved kindergarten readiness
  - Reduced teen driving accidents
  - Reduced dropout rates
  - Increased percentage of minority students attending college |
<table>
<thead>
<tr>
<th>Policy Goals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy Development</strong></td>
<td>• New proposals or guiding principles developed</td>
</tr>
<tr>
<td><strong>Placement on the Policy Agenda</strong></td>
<td>• Policies formally introduced (bills, bonds, ballot measures,</td>
</tr>
<tr>
<td></td>
<td>regulations, administrative policies)</td>
</tr>
<tr>
<td><strong>Policy Adoption</strong></td>
<td>• Policies formally established (bills, bonds, ballot measures,</td>
</tr>
<tr>
<td></td>
<td>regulations, administrative policies)</td>
</tr>
<tr>
<td><strong>Policy Blocking</strong></td>
<td>• Policies formally blocked (bills, bonds, ballot measures,</td>
</tr>
<tr>
<td></td>
<td>regulations, administrative policies)</td>
</tr>
<tr>
<td><strong>Policy Implementation</strong></td>
<td>• Policies implemented or administered in accordance with</td>
</tr>
<tr>
<td></td>
<td>requirements</td>
</tr>
<tr>
<td><strong>Policy Monitoring and Evaluation</strong></td>
<td>• Funding established to formally monitor or evaluate policies</td>
</tr>
<tr>
<td><strong>Policy Maintenance</strong></td>
<td>• Funding levels sustained for policies or programs</td>
</tr>
<tr>
<td></td>
<td>• Eligibility levels maintained for policies or program</td>
</tr>
</tbody>
</table>
**ACTIVITIES/TACTICS**

**Communications and Outreach**
- Electronic Outreach/Social Media
- Coalition and Network Building
- Briefings/Presentations
- Earned Media
- Grassroots Organizing and Mobilization
- Public Service Announcements
- Paid Media
- Rallies and Marches
- Polling
- Media Partnerships
- Voter Education
- Demonstration Projects or Pilots

**Politics and Policy**
- Issue/Policy Analysis and Research
- Policymaker and Candidate Education
- Litigation or Legal Advocacy
- Policy Proposal Development
- Relationship Building with Decision Makers
- Lobbying

**Advocacy Activities/Tactics (Outputs)**

**Electronic Outreach**
- A new website or Web pages developed
- Number and frequency of e-alert messages sent

**Earned Media**
- Number of editorial board meetings held
- Number of outreach attempts to reporters
- Number of press releases developed and distributed

**Paid Media**
- Number of print, radio, or online advertisements developed
- Dollars spent on advertisement placements
- Number and types of distribution outlets for advertisements

**Media Partnerships**
- Number and types of media partnerships developed
- Number and types of distribution outlets accessed through media partnerships

**Coalition and Network Building**
- Number of coalition members
- Types of constituency types represented in the coalition (e.g., business, nonprofit)
- Number of coalition meetings held and attendance

**Grassroots Organizing and Mobilization**
- Number and geographic location of communities where organizing efforts take place
- Number of community events or trainings held and attendance
INTERIM OUTCOMES

Advocacy Capacity

Organizational Capacity
New Advocates (including unlikely or nontraditional)
Partnerships or Alliances
New Champions (including policymakers)
Collaboration and Alignment (including messaging)
Organizational Visibility or Recognition
More or Diversified Funding

Policy

Awareness
Public Will
Media Coverage
Salience
Political Will
Issue Reframing
Attitudes or Beliefs
Constituency or Support Base Growth

Interim Outcomes
Organizational Capacity
The ability of an organization or coalition to lead, adapt, manage, and strategically implement an advocacy strategy.
Partnerships or Alliances
Mutually beneficial relationships with other organizations or individuals who support or participate in an advocacy strategy.
Collaboration and Alignment (including messaging)
Individuals or groups coordinating their work and acting together.
New Advocates (including unlikely or nontraditional)
Previously unengaged individuals who take action in support of an issue or position.
New Champions (including policymakers)
High-profile individuals who accept an issue and publicly advocate for it.
New Donors
New public or private funders or individuals who contribute funds or other resources for a cause.
The Advocacy Progress Planner
An online tool for advocacy planning and evaluation

You know that changing the world doesn’t just happen. It takes planning – and learning.

- **Meaningful and measurable advocacy:** This tool is designed to give you and your team an at-a-glance look at the ingredients of advocacy efforts. It can guide you to clarify the goal, audience and tactics of your own campaign. Careful planning and strategic learning are two sides of the same coin.

- **Tough questions:** As you move through the tool, we’ll ask some tough questions to help you check your assumptions about how change will happen. You’ll see your campaign strategy come into focus. And we’ll help you set some benchmarks to gauge your progress.

- **Share, collaborate and improve your plan:** You can share your plan securely with colleagues, funders, and coalition partners. Working together you can improve your logic model – and your advocacy.

- **Check back and learn along the way:** Advocacy rarely goes the way we think it will. You can use your completed Planner over the life of your campaign to guide periodic reviews. Use what you learn to adjust course towards your goals.

Questions about the APP? Learn about How it Works
Questions for us? Contact our team

This tool is developed from Julia Coffman’s Composite Logic Model and is a project of the Aspen Planning and Evaluation Program (APEP) at the Aspen Institute. It was made possible with support from The California Endowment and The William and Flora Hewlett Foundation.
Local Government
How did we get here?

- There was initially little control from Europe
- “Pure democracy"
- People needed each other
- Not mentioned in Constitution
- Pass no law that contradicts state law
The Four Powers

- Structural
- Functional
- Fiscal
- Personnel
Forms of Local Government

- County Governments
- Town or Township Governments
- Municipal Governments
- Special-Purpose Local Governments

- A municipal charter is the legal document that defines the organization, powers, functions, and essential procedures of the city government.
What do they do?

- Levy local taxes
- Sanitation
- Libraries, schools, boards
- Traffic
- Maintenance
- Zone
Forms of Local Government

**Council Manager (55%)**
- Oversees the general administration, policy, sets budget
- Appoints a professional city manager
- Choose mayor from among the council on a rotating basis

**Mayor-Council (34%)**
- Mayor elected separately from the council, full-time and paid, with significant authority
- Council is elected and maintains legislative powers
- Some cities appoint a professional manager who maintains limited administrative authority

**City Council**
- Elected body of legislators who govern the municipality.
- Other elected positions, including those such as the city clerk or chief of police.

Local Politics

San Francisco Happy Meal Toy Ban Takes Effect, Sidestepped By McDonald’s
Virtual grassroots

Phone2Action. Available path: http://phone2action.com/
What’s the matter with Portland?

“I’ve heard it said that the support for fluoridation is a mile wide and the passion runs an inch deep, while the opponents of fluoridation ... the support isn’t nearly as wide but the passions runs to the center of the Earth,”

“The opponents are very good at raising fear, using words like chemical and industry, and there is this basic fear of change. There is a terrible fear that somehow fluoride is going to muck up our Bull Run water system.

Kurt Ferre, President of the board of Directors for the Creston Dental Clinic for Multnomah County

http://public.health.oregon.gov/PreventionWellness/oralhealth/Pages/fluoride.aspx
Successful Advocacy

- Direct lobbying
- Grassroots lobbying
- Public Awareness
- Research and Education
Direct Lobbying

- Attempting to influence decisions made by officials in a government, most often legislators or members of regulatory agencies.

- Done by many types of people, associations and organized groups, including individuals in the private sector, corporations, fellow legislators or government officials, or advocacy groups (interest groups).
Is this lobbying?

[Do the] educational and detailing practices of pharmaceutical and biotechnology employees directed toward physicians and other healthcare professionals practicing or affiliated with public hospitals, which are conducted for the purposes of educating practitioners about available pharmaceutical products and the risks and benefits associated with drugs to better enable practitioners to make appropriate patient treatment choices, fall within the definition of “lobbying” under the Executive Branch Lobbying Act.

Grassroots Lobbying is...

- The intention of reaching the legislature and making a difference in the decision-making process.

- Stimulating the politics of specific communities by requesting those closest to the issue deliver the message.

Public Awareness

![Sign with the message: Caution, this sign has sharp edges. Do not touch the edges of this sign. Also, the bridge is out ahead.](boredpanda.com)
Improving Oral Health: Preventing Dental Caries (Cavities)

Tooth decay (dental caries, or cavities) remains a common chronic condition that becomes more prevalent with age. These interventions aim to prevent dental caries through the use of dental sealants and community-wide fluoridation.

Task Force Recommendations and Findings

This table lists interventions reviewed by the Community Guide, with a summary of the Task Force finding (definitions of findings). Click on an underlined intervention title for a summary of the review.

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Task Force Finding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Water Fluoridation</td>
<td>Recommended April 2013</td>
</tr>
<tr>
<td>Community-Based Initiatives to Promote the Use of Dental Sealants</td>
<td>Insufficient Evidence April 2013</td>
</tr>
<tr>
<td>School-Based Dental Sealant Delivery Programs</td>
<td>Recommended April 2013</td>
</tr>
</tbody>
</table>

http://www.thecommunityguide.org/oral/fluoridation.html
Fluoride in city water wins a nod
Council to receive report that suggests no action.

By ANDREW DENNEY
Friday, October 11, 2013 at 2:00 pm Comments (4)

The Columbia City Council is set to receive a recommendation from the Columbia Board of Health that the city should continue to fluoridate its public drinking water to 0.7 milligram per liter using hydrofluorosilicic acid as an agent.

The recommendation, which will be delivered to the council at its Oct. 21 meeting, comes more than six months after the board voted 7-2 to approve it. Since the vote, board members have reviewed the substantial amount of information residents submitted about fluoridation, including hundreds of articles and five hours' worth of in-person and recorded testimony.

Guidance for Local Advocacy

- Understand the formal and informal structures in your local governance.
- Prepare for an immediate public hearing for comment.
- Identify with the “helping professions” in the community.
- Make contact early with those who make the decisions.
Guidance for Local Advocacy, continued

- Show up.
- Locals are key.
- City Council members need and generally want discussion on topics.
- Engage unique community members in your work.
- Expertise lies within the local community!
Return on Investment (ROI) Benefits across the Lifespan for Small (<5,000) and Large Communities (>20,000)

Excluding productivity
  • from $5.03 to $31.88

Including productivity
  • From $6.71 to $42.57

Analysis of 172 Public Water Systems

• Serving populations of 1,000 individuals or more

• 1 year of exposure yielded $60 per person

• Children living in fluoridated communities have lower caries than children living in non-fluoridated communities

• Differences in annual per child treatment costs ranged from $28 to $67.21

Advocacy with Elected Officials

1. Preparation
2. First meeting
3. The Conversation
4. Closing
5. After the Meeting
Interacting with a Legislator

- Know Legislative interests
- Avoid partisan politics or debate
- Have a conversation
- Pull people off the floor
- Show interest in oral health
- Respect the Legislative Assistant
- Use formal titles, “Senator ______”
- Use specific examples from their work
Interacting with a Legislator

- Expect chaotic surroundings with interferences.
- Dress for the part
- Introduce yourself...Hello, I am [your name] with the [your organization]
- Welcome conversation about unrelated topics
  Small talk is important. Make a personal connection. Don’t force it
Interacting with a Legislator

- Follow-up on questions you don’t know
- Finish the conversation and thank them for their time
- Leave a business card
- Write a handwritten thank you note to whomever you talked (no emails)
Legislative Priorities 2016

1. Pass House Bill 1717

2. Fund Medicaid Adult Dental

3. Pass Telehealth legislation
How a bill becomes a law in Missouri
The players

- Health and Mental Health Policy
- Oral Health Caucus
- House Appropriations
- Senate Appropriations
- House Budget Committee
How a Bill becomes a Law

- Introduction Of A Bill
- First And Second Readings
- Public Hearing
- Committee Executive Session
- Perfection Of A Bill
- Third Reading And Final Passage
- Signing By The Governor
- Effective Date Of Laws
- Publication Of Laws
How does disparity relate to advocacy?

dis·par·i·ty
[dih-spar-i-tee]

NOUN [PLURAL DIS·PAR·I·TIES.]
1. lack of similarity or equality; inequality; difference: a disparity in age; disparity in rank.
What does a disparity look like?

- Internet
- Good schools
- Food deserts
- Health care
- Public health
- Clean water
- Safe housing
- Parks
- Diseases
- Noise
- Pollution
- Environmental toxins
- Incarceration
What is a health disparity?
A disproportionate number of health conditions and deaths compared with the general population

African Americans make up 13 percent of the U.S. population …

… but represent almost half of all new HIV cases.
INFANT MORTALITY
Deaths per 1,000 births in Colorado

- BLACK: 15.9 (1999) to 14.5 (2011)
- LATINO: 7.2 (1999) to 8.0 (2011)
- WHITE: 6.0 (1999) to 4.9 (2011)

* Each year is an average of the preceding five years.

Sources: Colorado Department of Public Health and Environment, and I-News research
The idea that some lives matter less is the root of all that is wrong with the world.

Dr. Paul Farmer
Thanks for joining us!
Thank you!

If you have any questions about today’s material, please contact

606 East Capitol Avenue
Jefferson City, MO 65101
www.oralhealthmissouri.org
573-635-5570

You will receive an email shortly with an evaluation and materials from today’s webinar.