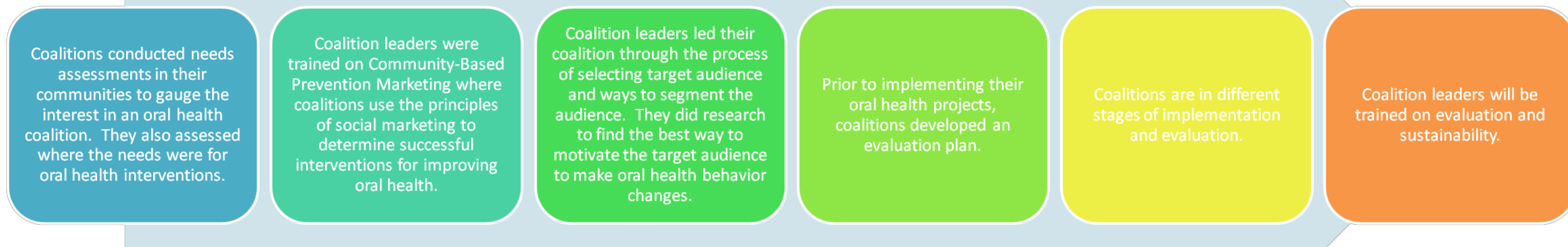


# Partnership Powers Prevention


## Community-Based Prevention Marketing Model



## TOHSS-Funded Oral Health Coalitions


**Anderson County**

- Project- Assessing the oral health status of the community through educational programs to improve oral hygiene. Educational programs were conducted at both public and private schools.
- Target Audience- Students in Anderson County public and private schools. A separate project targeted elderly at the Senior Citizens Center and the nursing home.
- Evaluation- Oral health surveys were conducted with all students.
- Promotion- Articles were published in the local newspaper and PSAs were aired on the local cable channel.
- Sustainability- University of Kentucky dental outreach van visited all elementary schools.




**Boyd County**

- Project- Increasing oral hygiene in Head Start and Preschools through education and events. Have awarded 3 mini grants of \$1,000 each to Boyd County Early Childhood Learning Center, Ashland Head Start and Fairview Pre-School to support individual program activities.
- Target audience- Head Start and Preschool children and parents; Pre-school and Head Start directors.
- Evaluation- Conduct pre-test and post-test with the oral health education component. Also conducting quality-of-life and readiness-to-change surveys.
- Promotion- Newsletters, media releases, etc. Dental Health Awareness Event on April 22.
- Sustainability- Community partners/ volunteers including Dental Hygienist- Stacey Cooper. Utilization of the Be Smiles dental van and purchased program supplies from mini grant.




**Franklin County**

- Project- Increasing oral health access for elementary age students by working through the Family Resource Center staff on assessments and referrals. Working with local dentists, University of Kentucky (UK) mobile dental van and free clinic to improve access points for these students.
- Target audience- Elementary students and their parents; Family Resources Center staff and local dentists.
- Evaluation- The number of kids seen through the dental sealant program and the UK mobile dental van.
- Promotion- Developing a brochure with dental information along with local dental providers. Demonstrations in local schools and dental information packets available in physician offices, schools, nursing homes to be included. OB offices, pediatric offices, schools as part of dental sealant program.
- Sustainability- Outfitting the local schools with the proper outdoor electricity so the mobile van can begin coming to the schools.




**Jefferson County**

- Project- Increasing oral health access for indigent population in the largest city in Kentucky by using Louisville dentists survey data and consumer data to assist in developing a social marketing plan.
- Target audience- Indigent population in Louisville Metro (all ages).
- Evaluation- Working with evaluation team. Received preliminary results from the data gathered from the Louisville Metro dentist survey.
- Promotion- After final results are presented from the dental survey we will develop a promotion plan that will be presented by the end of June.
- Sustainability- The LHMW Dental Program will continue to support and work with the Dental Safety Net partners in Louisville as a dental coalition. Will continue to look for grant opportunities to assist the dental coalition in addressing policy change that will improve and increase access to dental care for the citizens of the Louisville Metro.



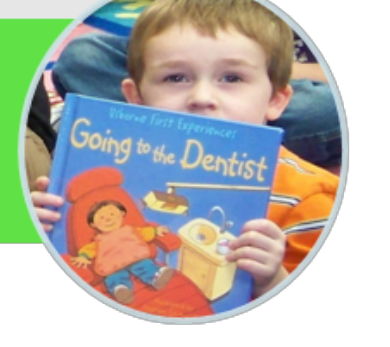
**Jessamine County**

- Project- Increasing oral health access through the Refuge Ministries Clinic.
- Target audience- Uninsured Residents of Jessamine County (must also meet the dental poverty guidelines).
- Evaluation- The number of patients receiving care.
- Promotion- The program is promoted widely throughout the community (newspaper, quarterly Jessamine Matters Publication, website, community referrals, other practitioners, schools, churches, volunteers, LHM, etc. Awareness events like the recent Fall 100 Block Party where they offered games, food, family activities and education to clients (past, present and future).
- Sustainability- Recruits additional oral health professionals to provide services at the clinic. Received donated dental equipment and purchased used x-ray equipment for the clinic.
- http://www.refugeministries.org/index.php/folder/clinics/




**Logan County**

- Project- Focusing on preschool children and their parents to improve oral health care. Conducted parent night meetings where they taught dental health in an interactive way.
- Target audience- Preschool children and parents.
- Evaluation- Using parent groups to evaluate the parents' perception of baby teeth and will use this information to develop social marketing campaign.
- Promotion- Formally presents books at a town hall meeting.
- Sustainability- Purchased dental books for schools, libraries and dental offices.



**Madison County**

- Project- Working with preschoolers to increase usage of fluoride varnish and oral health education for parents. Provide oral hygiene instruction for parents through educational pamphlets.
- Target audience- Preschool children and parents.
- Evaluation- Will use quantitative data for evaluation.
- Promotion- Through FRVSC and School Personnel and School Nurses. Using oral hygiene tools, puppets and books to promote program.
- Sustainability- Strong support of the local dental community for sealant program. Health Department has dental staff.




**Madisonville Area**

- Project- Reducing Sweetened Beverage Consumption for Preschool children by working with local daycares and preschool centers on education and policy.
- Event- Sponsor the 2nd Annual West Kentucky Oral Health Summit: June 17, 2011.
- Joining of regional partners to describe the coalition's project choice.
- Breakout session to educate partners during event.
- Target audience- Preschool directors, preschool children and parents.
- Evaluation- Pre-test and Post-Test conducted with education.
- Promotion- The New Drink Pyramid Campaign.
- Sustainability- Collaboration with the Delta Regional Authority Oral Health Project Expansion Grant which is developing a curriculum for the preschool classroom.




**Pike County**

- Project- Addressing pregnant women through WIC program and also childbirth classes at local hospital. Also working on baby bottle tooth decay through local pediatricians with a series of educational flyers for identified ages/stages of oral health needs.
- Target audience- Pregnant women in WIC and childbirth classes; pediatricians.
- Evaluation- Survey pediatricians for current procedures for oral exam. Survey dentists for accepted patients and medicaid insurance. Number of patients referred for oral assessment/treatment.
- Promotion
- Sustainability- Working with health department in getting dental exam clinic set up and on dental sealant program with second graders.



**West Kentucky**

- Project- Focusing on changing behavior towards dental hygiene with teens and educational component to parents.
- Target audience- Teens and parents.
- Evaluation- Will conduct pre-test and post-test.
- Promotion- Utilize electronic media Family Resource Center Newsletters, developed website, community video program, schools.
- Sustainability- local funding, dentists, local businesses, local university.
- http://www.ukchc.com/



**Woodford County**

- Project- Improving oral health access for low-income children by working through the Family Resource Center staff, the University of Kentucky (UK) Dental clinic, local dentists, local physician, local government, area churches and Kiwanis's club.
- Target audience- Low-income children with and without medical card.
- Evaluation- UK dental staff and local dentist provide oral health assessments. Follow-up with students to make sure that their dental needs were met.
- Promotion- Promotion during February as Children's Dental Health Month with media coverage and banner.
- Sustainability- Local dentists have agreed to provide free treatment to two students per year who don't have medical card. Assist with transportation for students to UK clinic through the Kiwanis club.

