



2014 - 2015
Annual Report



Creating Connections
BUILDING BRIDGES
...Together

Advocacy ■ Collaborative Spirit ■ Education ■ Grant Partnerships



Michigan Oral Health Coalition 2014-2015 Annual Report

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Community Development Specialist

Dear Coalition Members and Friends,

Today, Michigan has a historic opportunity to continue the momentum around oral health. The state has seen significant legislative and fiscal support in programs to increase insurance coverage and access to care. With the Healthy Michigan Plan launch and Healthy Kids Dental expansion, approximately 700,000 children and adults were better able to seek out dental care.

Thank you for your continued support of the Michigan Oral Health Coalition. The Coalition continues to be where you'll find people who are interested in the same goal you are—to improve the oral health of all Michiganders. Through our local coalition, state and national partners we look to create meaningful connections to impact policy change, the impact of the social determinants of health and promising practices related to access to care.

At Michigan Oral Health Coalition, we are committed to being the collective voice of oral health in Michigan. On the following pages, we list our accomplishments for the 2014-2015 program year made possible by the exceptional support that we receive from our members, funders and most importantly, our volunteers. As a 501(c)3 organization, we could not move ahead without you. We are constantly amazed by the dedication and work performed by our members across the state. Thank you again for your support.

Sincerely,
Karlene Ketola, MHSA, CAE
Executive Director



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ADVOCACY

A coalition is a group of interdependent people focused on advancing or opposing a particular issue. Michigan Oral Health Coalition's power lies in its ability to present a collective front. The Coalition's advocacy efforts have made a difference as the Healthy Michigan Plan includes an adult dental benefit and Healthy Kids Dental is to be partially expanded into the final three counties. Below are some advocacy highlights of the year.

- Legislative priorities for 2015 included statewide expansion of Healthy Kids Dental and improvements to the Medicaid Adult Dental program. An issue brief was also developed related to Community Water Fluoridation and Dental Sealants. With one signature, Governor Rick Snyder approved Michigan's FY 2016 state budget which increased oral health funding by \$37 million to offer the Healthy Kids Dental program to children under age 13 in Kent, Oakland and Wayne counties.
- In February, the Coalition released its Grassroots Advocacy Toolkit for the 2015-16 Legislative Session your primer on how to effectively communicate and engage in the political process.
- The Coalition added its name along with national partners related to the Children's Health Insurance Program, Medicare, Affordable Care Act and Community Water Fluoridation.
- Coalition member Ed Cox, Kent County Oral Health Coalition and Karlene Ketola, Michigan Oral Health Coalition provided testimony to the Senate and House committees on the Michigan Department of Community Health budget.
- The Coalition and its members have engaged traditional and non-traditional stakeholders to maintain community water fluoridation in Traverse City, Cassopolis, Bronson and Tawas City. Coalition staff presented to the state's health department officers on the subject of fluoridation and surveyed the group to determine their needs related to community water fluoridation resources and outreach.
- July 30, 2015 was a special day for the millions of Michiganders who have received help and led healthier lives since the Medicaid and Medicare programs were signed into law 50 years ago by President Lyndon B. Johnson on July 30, 1965. An anniversary celebration was held in Lansing hosted by the Medical Care Advisory Council in partnership with the Michigan Department of Health and Human Services. Board Chair Carol Lutey and Executive Director Karlene Ketola represented the Coalition at the event.

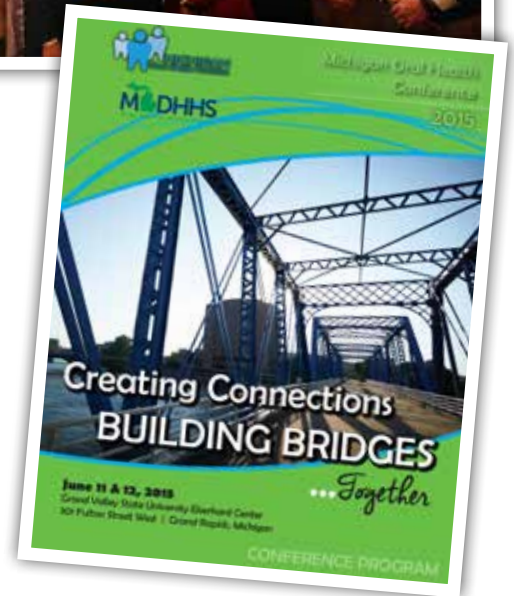




EDUCATION

One of the greatest opportunities the Coalition offers is the chance to learn from one another. Members earn valuable continuing education certificates, have the opportunity to present in their area of expertise, learn from cutting edge experts and network with their peers. Below are some education highlights of the year.

- The Coalition's Continuing Education Workgroup created a full two-day Michigan Oral Health Conference. Keynote speakers included Andria Winther, Interaction Institute for Social Change and Rep. Rob VerHuelen. The conference theme was "Creating Connections and Building Bridges...Together." The conference also included a celebration around the 70th anniversary of community water fluoridation.
- The Coalition continues to be approved by the Michigan Board of Dentistry and Academy of General Dentistry as a Dental Continuing Education Sponsor.
- The Coalition partnered with the Michigan Primary Care Association to host a webinar on signs of dental neglect. The audience included more than 60 child protective services workers.
- Coalition members presented at the Michigan Oral Health Conference and Michigan Public Health Conference. Nationally, Coalition staff presented on its Oral Health 2020 initiative, coalition building and policy priorities at the National Oral Health Conference and for the Centers for Health Care Strategies and DentaQuest Foundation.



Michigan Oral Health Coalition Policy Priorities

1. Complete the statewide expansion of the Healthy Kids Dental program.
2. Increase payment on preventive oral health care especially for high-risk populations.
3. Advocate for an oral health mandate prior to school entry, providing a referral to a dental home.
4. Increase access with currently licensed workforce and explore new workforce models to address unmet needs.
5. Increase General Fund appropriations for the State Oral Health Program.
6. Preserve existing community water fluoridation in Michigan.





GRANT PARTNERSHIPS

The Coalition actively looks for ways to make the most out of grant dollars available. In 2014-15, Michigan Oral Health Coalition implemented a number of initiatives related to grants from the Michigan Department of Health and Human Services, DentaQuest Foundation and Centers for Disease Control & Prevention. Below are the key outcomes from these programs.

- In November, the DentaQuest Foundation named the Coalition as one of its Oral Health 2020 partners. The Coalition was awarded a \$550,000 grant to expand its local coalition building initiative in Michigan to Kansas and Wisconsin. The initiative works to inspire Michigan, Kansas and Wisconsin communities to create networks of innovation, advocacy, and leadership to improve the oral health of their children and adults. A Midwest Manager for Community Development and Community Development Specialist were hired to support the initiative in Michigan.
- Through its Oral Health 2020 initiative, the Coalition announced its 2015 Community Mini-Grant Program. The Coalition used its network of members to promote the opportunity to non-profit agencies. In January 2015, four new communities were selected to implement oral health strategic plans: Holland Free Health Clinic; Kent County Oral Health Coalition; Saginaw Health Plan and JVS-Tri County Dental.
- The Coalition is a Centers for Disease Control & Prevention grantee through the Michigan Department of Health and Human Services. This funding is designed to improve state oral health services, including monitoring oral diseases and implementing and evaluating disease prevention programs such as community water fluoridation and school-based sealant programs.
- The Michigan Department of Health and Human Services awarded \$48,000 in grants to seven Michigan cities to assist with the purchase of community water fluoridation equipment. The 2015 grantees include: City of Albion, City of Bangor, City of Dowagiac, City of East Jordan, City of Gladstone, City of Otsego and Village of Quincy. This is the sixth year grants have been awarded through a generous donation by the Delta Dental Foundation. The Coalition played a key role in publicizing the grant program.
- Executive Director Karlene Ketola is a member of the DentaQuest Foundation's Midwest Regional Oral Health Connection Team. The ROHC team is working with the DentaQuest Foundation to make progress on the Oral Health 2020 goals by building a strong oral health network in the 12-state Midwest region.
- In February, Coalition staff facilitated a one-day planning session with stakeholders from Indiana, Michigan, Ohio and Wisconsin in relation to Oral Health 2020 goals.





COLLABORATIVE SPIRIT

Collaboration is often defined as people or organizations working together for a common purpose and to achieve a common goal. This year, Michigan Oral Health Coalition purposefully partnered with professional associations, the Michigan Department of Community Health and several advocacy groups to support its mission. Below are some collaborative spirit highlights of the year.

- Michigan Oral Health Coalition is a founding member of the American Network of Oral Health Coalitions. This network, representing 41 member states exists to offer governance, advocacy and operations support for similar organizations. Executive Director Karlene Ketola serves as board secretary and chairs the Membership Development Committee.
- In 2014, Michigan was selected to participate in the Centers for Medicare & Medicaid Services (CMS) Oral Health Initiative. The State Medicaid Office and several Coalition members worked to develop a Michigan oral health “action plan” as a vehicle for working toward CMS’ stated goals for oral health improvement.
- Launched in 2015, the Oral Health 2020 is a multi-year effort to strengthen and unify the network, build upon current initiative strategies, and expand impact. The DentaQuest Foundation is engaging grantees and partners around a set of bold, shared goals with specific targets to be achieved by 2020.
- The Campaign for Dental Health is a network of local children’s and oral health advocates, health professionals, and scientists who are working together to preserve our nation’s gains in oral health. The Campaign’s allies, which includes the Michigan Oral Health Coalition come together to ensure that children get the basic dental care they need to grow, learn and lead healthy lives—through water fluoridation and education.
- Last fall, the University of Michigan Child Health Evaluation and Research Unit released its evaluation of the Healthy Kids Dental program. The study, commissioned by the Michigan Department of Health and Human Services sought to understand the impact of Healthy Kids Dental on children’s access to dental care, including rates of preventive dental care; and to determine whether children with Healthy Kids Dental coverage are establishing dental homes.
- Coalition members and staff served on the Michigan Department of Health and Human Services’ Perinatal Oral Health Workgroup. Led by state and national experts, the Department has developed Michigan-specific perinatal oral health guidelines for medical and dental professionals and looks to create a statewide action plan for implementing the guidelines.
- To foster interprofessional relationships, the Coalition has made connections with Tobacco Free Michigan, Michigan Head Start Association, Michigan Consumers for Healthcare, Michigan Community Health Worker Alliance and the Michigan Developmental Disabilities Council.
- Executive Director Karlene Ketola along with stakeholders from the Michigan Primary Care Association, Michigan Community Dental Clinics, Delta Dental, Michigan Dental Association, University of Michigan and University of Detroit Mercy participated in a Michigan Department of Community Health Oral Health Workgroup. The process moved through community, financing, care and policy with the group making its recommendations to the state.
- In January, the Coalition office moved to downtown Lansing and is now co-located with the American Academy of Pediatrics-Michigan Chapter.

Michigan Oral Health Coalition is comprised of primary care clinicians, oral health clinicians, dental benefit providers, advocacy and provider organizations, state and local government officials, and consumers working together to improve oral health in Michigan.

Diamond Members

Altarum Institute
Delta Dental of Michigan
Michigan Dental Association
Michigan Department of Health and Human Services
Michigan Primary Care Association

Platinum Member

Mott Children's Health Center

Gold Members

Michigan Academy of Pediatric Dentistry
Michigan Community Dental Clinics
University of Detroit Mercy School of Dentistry
University of Michigan School of Dentistry

Silver Members

Cherry Street Health Services
Family Health Care

Bronze Members

Covenant Community Care
Holland Free Health Clinic
JVS-TriCounty Dental
Kent County Oral Health Coalition
Michigan Association of Community Health Boards
Michigan Council for Maternal and Child Health
Michigan Dental Assistants Association
Michigan Dental Hygienists' Association
Saginaw Health Plan
Washtenaw County Public Health



Individual Members

Catherine Archer
Annette Jackson
Jackie Balcom Lindrup
Debra Bassett
Wenke Borgnakke
Marcy Borofsky
Sharon Breuker
Marge Buehner
Sandra Burns
Jeffrey Bush
Bethe Carrier
Lorelei Claiborne
Tracy Coleman
Kim Crabtree
Paul Crowley
Marisa DeGroff
Robert Dennison
Amy DeYoung
Bruce Donigan
Ivan Egan
Ona Erdt
Nicholas Felder

Jamie Frietag
Pamela Gibes
Andrea Goodwin
Anne Gwozdek
Jane Halaris
Sharon Hall
Janice Harbin Joseph
Lois Havermans
James Hayward
Eric Heisser
Marita Inglehart
Joshua Joshua
Peggy Kahn
Pattie Katcher
Michael Manz
Brenda Martinez
Roger May
Mary Middleton
Kyle Norman
Sheretta Oates
Norman Palm
Michelle Pattan
Stephen Pittel

Joe Rafferty
Darshika Shah
Lisa Snider
Lisandra Soto
Betsy Southern
Teresa Spitzer
Kevin Steely
James Stenger
Jane Stieber
Michele Strasz
Kristi Sutton-Thomas
Cynthia Swise
Suzanne Tanis
Pam Travis
Shelly Traynor
John Vander Kolk
Zenaida Vasquez-Johnson
Connie Verhagen
Kimberly Whitlock
Julie Williams
Margo Woll
Tonya Zalenski
Carolynn Zeitz



FINANCIAL STATEMENT

REVENUES

Grant Income	\$229,172
Continuing Education	\$42,284
Membership Dues	\$39,087
Other	\$6,251
Total Revenues	\$316,794

EXPENSES

Salaries and Benefits	\$166,007
Business Supplies, Travel and Education	\$69,041
Consultants	\$38,828
Administrative and Facilities	\$42,918
Total Expenses	\$316,794

MICHIGAN ORAL HEALTH COALITION

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