

2012-2013

Annual Report



Advocacy ■ Education ■
Collaborative Spirit ■ Grant Partnerships





2012-2013 BOARD MEMBERS

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Executive Director

Patti Ulrich, RDH

Community Development Specialist

The Michigan Oral Health Coalition's mission is to improve oral health in Michigan by focusing on prevention, health promotion, oral health data, access and the link between oral health and overall health.



Dear Coalition Members and Friends,

According to American Activist Bob Black, "The reinvention of daily life means marching off the edge of our maps."

Through its Oral Health 2014 initiative and State Oral Health Plan implementation efforts, the Michigan Oral Health Coalition works to reinvent oral health. Thank you for your continued support of the Michigan Oral Health Coalition. The Coalition is where you'll find people who are interested in the same goal you are—to improve the oral health of all Michiganders. You'll find people representing education, providers, government, community, third party payers, policy, higher/professional education and general public who are eager to link together by sharing their ideas and expertise.

This spring, the Coalition awarded Governor Rick Snyder with its prestigious Oral Health Champion Award. Even with Michigan's political and economic landscape, our top two legislative priorities have been supported and funded in the FY 2014 state budget by our Governor and Legislature.

Thank you to our members, who have joined in Lansing, made a phone call or invited a legislator to visit. Your efforts in building relationships with elected officials have been critical to our success in expanding Healthy Kids Dental to three new counties and passing Healthy Michigan legislation to expand Medicaid under the Affordable Care Act.

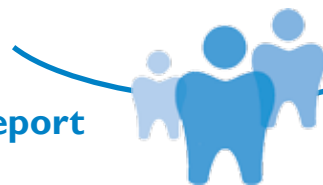
As we move forward, focus remains to EDUCATE on the relationship between oral and overall health; to ADVOCATE for improved public policy which will allow an increase access to care for more than 10 million Michiganders, and to BUILD the necessary infrastructure to support the State Oral Health Plan.

On the following pages, we list our accomplishments for the 2012-2013 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

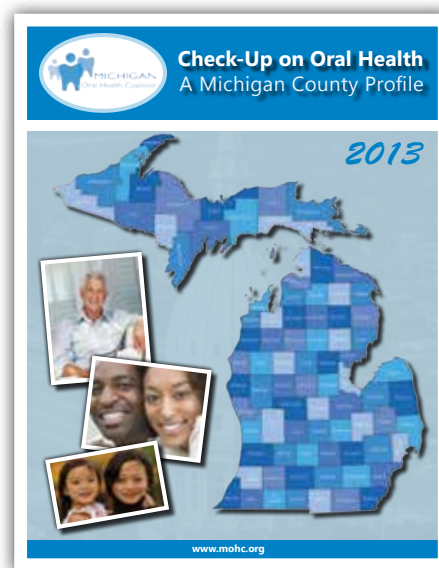
Michigan Oral Health Coalition 2012-2013 Annual Report



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 even in challenging political and economic times with Medicaid expansion under the Affordable Care Act and Healthy Kids Dental to be expanded to three new counties. Below are some advocacy highlights of the year.

- Legislative priorities for 2013 included the statewide expansion of Healthy Kids Dental and Medicaid expansion under the Affordable Care Act. Issue briefs were also developed related to Community Water Fluoridation, Dental Sealants and Oral Health's Relationship in Pregnancy. With one signature, Governor Rick Snyder approved Michigan's FY 2014 state budget which increased oral health funding by \$11 million.
- The Coalition awarded Republican Governor Rick Snyder with its prestigious 2013 Oral Health Champion award. Snyder was selected for his work in improving oral health through statewide expansion of Healthy Kids Dental and Medicaid expansion.
- In February, Michigan Oral Health Coalition joined the Expand Medicaid coalition as its first dental member. The group, which included healthcare systems, mental health care providers, physicians, community health centers and small businesses, urged the state Legislature to join Gov. Rick Snyder to expand Medicaid as states are authorized to do under the federal Affordable Care Act.
- The Coalition issued its "Michigan Check-Up on Oral Health: A Michigan County Profile" outlining key economic and oral health indicators as well as access points and workforce. The Resource has been incorporated into visits with legislators, the Administration and by members in their local communities.
- On March 11, 2013, members came to Lansing for Legislative Action Day. Featured speakers included Peter Rudell, Wiener & Associates, Andrea Goodwin, chair of the Legislative Workgroup and Karlene Ketola, executive director. The Coalition visited with more than 60 legislators at the legislative luncheon and at scheduled visits. Following the Legislative Action Day, Coalition leadership met with Governor Rick Snyder's health policy staff to discuss our legislative priorities.
- The School-Community Health Alliance of Michigan presented the Coalition with its 2013 Apple Award. The group selected the Coalition for its advocacy for the Healthy Kids Dental program and to increase access to oral health services for children and youth across Michigan.





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.

- During Children's Dental Health Month, the Coalition released its Clare County Oral Health Assessment. Data were collected from prospective Kindergartners via oral health screening and parents through a knowledge and behaviors survey. Results were shared with community grantees at site visits and planning meetings, Coalition members, the State Administration and Legislature, and Oral Health 2014 partners.
- Coalition staff presented sessions at the Michigan Oral Health Conference, School-Community Health Alliance of Michigan Conference, Michigan Primary Care Association Conference, and Michigan Public Health Conference. Nationally, the Coalition presented on the topic of data in an Oral Health 2014 webinar relating to financing and is invited to present at the 2013 Texas Oral Health Coalition Summit.
- The Coalition presented a webinar series which addressed access to care relating to expanding school-based sealant programs; community health center's contracting with private dentists, and how to establish a collaborative practice oral health program. The Smiles for Life curriculum was also incorporated into these opportunities.
- In December, the Coalition hosted the webinar "Healthy Kids Dental Expansion: What the Dental Team Needs to Know." Coalition members Rick Lantz, Delta Dental and Nancy Gurzick, Michigan Department of Community Health led the discussion about the program; the necessary steps to implementation and an opportunity to ask questions.
- The Coalition's Continuing Education Workgroup created a full two-day Michigan Oral Health Conference. Featured speakers included Governor Rick Snyder, Michigan Department of Community Health Director James K. Haveman along with a number of innovative concepts. The Conference theme was "Ignite the Power through Creativity, Collaboration and Change." The Conference also included recognition of the state's Community Water Fluoridation Equipment and SEAL! Michigan grantees.
- On December 3, the Coalition hosted an informational webinar on the state's Community Water Fluoridation Equipment grant program. The program featured representatives from the Michigan Department of Community Health and Department of Environmental Quality.
- Oral Health Program Director Christine M. Farrell, RDH, BSDH, MPA, Coalition Executive Director Karlene Ketola, MHSA, CAE and Community Development Specialist Patti Ulrich, RDH actively participated in the US Oral Health Alliance Colloquia related to financing, public health infrastructure and metrics.





GRANT PARTNERSHIPS

The Coalition actively looks for ways to make the most out of grant dollars available. In 2012-13, Michigan Oral Health Coalition implemented a number of initiatives related to grants from the Michigan Department of Community Health, DentaQuest Foundation, Centers for Disease Control & Prevention and Michigan Primary Care Association. Below are the key outcomes from these programs.

- In October, the DentaQuest Foundation named the Coalition as one of its Oral Health 2014 partners. The Coalition was awarded a \$150,000 grant to support its “Reinventing Oral Health in Michigan” initiative. The initiative will inspire Michigan communities to create networks of innovation, advocacy, and leadership to improve the oral health of their children and adults. These community networks will align data and resources in order to create effective approaches to prevent and manage oral disease that can be replicated in other communities.
- Through its Oral Health 2014 initiative, the Coalition announced its 2013 Community Mini-Grant Program. The Coalition used its network of members to promote the opportunity to non-profit agencies and received eleven (11) complete proposals for consideration. In January 2013, five communities were selected to create county level coalitions to implement oral health strategic plans.
- In January, the Coalition hired a Community Development Specialist with a thorough understanding of public health infrastructure and the care delivery system. This individual has served as the hub for each of the five community grantees.
- The Coalition is a Centers for Disease Control & Prevention grantee through the Michigan Department of Community Health. 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.
- As part of its Centers for Disease Control & Prevention work, the Coalition hosted the Department’s SEAL! Michigan grantee workshop and presented a legislative update.
- The Michigan Department of Community Health awarded \$100,000 in grants to 11 Michigan cities to assist with the purchase of community water fluoridation equipment. The 2013 grantees include: City Battle Creek, City of Benton Harbor, City of Fenton, Frenchtown Charter Township, City of St. Ignace, City of Kalamazoo, City of Marquette, Plainfield Charter Township and City of Traverse City. This is the fourth 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.
- The Coalition partnered with the Michigan Primary Care Association to provide continuing education on access to care strategies. The Coalition presented a webinar series which addressed access to care relating to expanding school-based sealant programs; community health center’s contracting with private dentists, and how to establish a collaborative practice oral health program. The Smiles for Life curriculum was also incorporated into these opportunities.





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.

- In May, the Michigan Dental Association and the Michigan Dental Association Foundation implemented an unprecedented statewide dental access program—the Michigan Mission of Mercy event in Saginaw. About 1,200 low-income individuals were treated over the course of the event which many Coalition members volunteered.
- Michigan Oral Health Coalition is a founding member of the American Network of Oral Health Coalitions. This network, representing 32 member states exists to offer governance, advocacy and operations support for similar organizations. Executive Director was elected board secretary at the Network's business meeting in April.
- The Coalition is a member of the U.S. National Oral Health Alliance, which provides a platform for a diverse network of stakeholders which work to create viable solutions for improved oral health through prevention and treatment for vulnerable populations across our country.
- Launched in 2011, the DentaQuest Foundation's multi-year Oral Health 2014 Initiative is building a national groundswell of activity on behalf of oral health for all. Oral Health 2014 grantees are state-based organizations working to eliminate systemic barriers that keep many from attaining good oral health through strong community partnerships. The DentaQuest Foundation is supporting Oral Health 2014 organizations, which includes the Michigan Oral Health Coalition with financial support and technical assistance. The Coalition has gained national recognition for its model of engaging communities.
- In November, the University of Michigan released its findings on the importance of dental health in young children. The study, commissioned by the Early Childhood Investment Corporation at the urging of the Head Start State Collaboration Office, warns the awareness issue coupled with reluctance among dentists to treat infants and toddlers—particularly young children in low-income households—bodes serious consequences for child health. Coalition staff and several members provided content in the overall report.
- In August, the Coalition cosponsored the Michigan Department of Community Health's Perinatal Oral Health Conference. Led by state and national experts, the Department is charged with developing Michigan-specific perinatal oral health guidelines for medical and dental professionals and create a statewide action plan for implementing the guidelines.
- To foster interprofessional relationships, the Coalition has made connections with the Michigan Health Council, the Michigan Area Health Education Center, and the Michigan Community Health Worker Alliance. Coalition board member Bill Piskorowski, DDS also presented at the West Michigan Interprofessional Education Initiative conference—its first session related to oral health.





FINANCIAL STATEMENT

REVENUES

| | |
|----------------------|-----------|
| Grant Income | \$134,452 |
| Continuing Education | \$14,942 |
| Membership Dues | \$32,800 |
| Other | \$10,065 |
| Total Revenues | \$192,259 |

EXPENSES

| | |
|---|-----------|
| Salaries and Benefits | \$83,835 |
| Business Supplies, Travel and Education | \$50,080 |
| Consultants | \$34,932 |
| Administrative and Facilities | \$23,412 |
| Total Expenses | \$192,259 |