Washington State Oral Health Coalition  
Strategic Planning Session  
March 14, 2008


Linda Strever, Facilitator

**Ground Rules**
- Everyone participates
- All ideas respected
- Known goal
- Stay on time and topic
- No side conversations
- Cell phones on vibrate
- One person talks at a time
- Check out assumptions

**Mission of WSOHC**
To promote and advocate for optimal oral health for all Washington State residents

**Guiding Principles**
- Universal access to health care
- Community-based, preventive and culturally appropriate
- Partnerships
- Open communication with stakeholders
- Rights and Responsibilities of individuals to participate in decisions affecting their oral health
- Creative approaches
- Interventions based upon sound science
- Value and strength of current system
- Teamwork and continuous improvement

**Problem:** WSOHC budget is nearly empty. Teleconferencing alone costs approximately 400/month. In order to request donations or submit grants, a clear and concise action plan for the WSOHC is necessary.

**Goal of today’s strategic planning:**
After a review of past activities, WSOHC will develop one or two specific activities/outcomes for the upcoming two years using a logic model framework.

**Reviewed the mission, guiding principles and the attached documents:**
- Activities since 2002 Washington State Oral Health Summit
- Summary fall 2007 WSOHC Online Survey of roles and priorities of WSOHC
- Summary of March 2008 Request for WSOHC activities
- Draft Logic Model
**Brainstorm Coalition activities**

(++) means that this point was raised by more than one person)

**Functionality of the Coalition**

Enlist those that can’t attend by creating a BLOG on the WSOHC website (++)

Sustainability Plan
  - Dues (not possible for some)
  - Other audiences
  - Grants
  - How to explain what we do
    - Identify what has improved and express new goals
    - New Surgeon General’s Report (highlighting a widening of the disparities)
    - DSHS data
    - (++) Clear common goal and specific activity
      - Are goals/activities community or coalition driven?

(++) More inclusive of adults
  - Working poor, seniors, Moms/ABCD

Earlier focus – children

Are gains for children at expense of adults?

Vulnerable populations, low income, others

Increase orthodontic care for children and adults

Ideas from around the table plus pulse of community

(++) Universal healthcare
  - Oral Health for all

Support local efforts

FQHC’s at facility capacity
**Priorities from around the table** (Color coding was done by the facilitator to help organize the list – Number coded on right of this table for those that don’t have a color printer)

<table>
<thead>
<tr>
<th>Affordable oral health care for adults, and seniors 19+/diabetics</th>
<th>Affordable oral health care for adults, and seniors 19+/diabetics</th>
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<tbody>
<tr>
<td>Access for seniors</td>
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<td>Education regarding health terminology</td>
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<td>Medical AND Dental</td>
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<td>Models of funding that support prevention</td>
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<td>Position paper for upcoming legislature</td>
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<td>defining oral health care</td>
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<td>Systems level focus</td>
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<td>Oral Health infrastructure to impact prevention</td>
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<td>Funding models</td>
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<td>Sustain access for children</td>
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<td>Oral health infrastructure</td>
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<td>Urban – children sustained + need adult care</td>
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<td>Rural – Access for all</td>
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<td>Expand workforce</td>
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<td>Adult services gap</td>
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<td>Access for children</td>
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<td>Oral Healthcare for all</td>
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<td>Health literacy</td>
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<td>Attract practitioners and keep practitioners</td>
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</tbody>
</table>
Summary of activities raised
Universal healthcare that includes oral health (5)
   Access for adults (8)
   Access for children (5)
Systems
   Funding models – prevention
   Infrastructure-access
      Workforce – attracting and keeping practitioners
   Educational system
   Linking State Efforts
      Guidelines
   Education
      Terminology
   Position Paper (s)
Education
   Health literacy
   Prevention and education

Action Steps- priority areas
Terminology-Develop a Position Paper
   Universal healthcare includes oral health
   Includes dissemination (members can use)
   Evidence based
   Broad-based signatures with clout
   Broad-based participation
      (Sustainability of coalition)
   Small group can draft
   Use website BLOG for input from broader constituency
Measurable outcomes
   # Signatures and endorsements
   Amount of generated interest /responses
   # Website hits
   Survey for change in knowledge
   # on list serve
NEW Committee to DRAFT: Melody, Amy, Shelley, Peg, Karri

Sustainability of the coalition
Funding
   Letter writing to orgs requesting support
   Grants
Resources
   501C3
   Membership
   Website
   Computer/laptop
Increase and diversify membership
Location of meetings  
Easy to attend  
Phone conferencing  

Evidence of Accomplishments  
NEW Committee: Forrest, LeeAnn, Amy  
Long term – host forum/statewide mtgs to share accomplishments/next steps  

Local Level oral health coalitions – list WSOHC on local coalition agendas/email/websites  

Redefine existing committees  
Finish Medical-Dental home document  
Quick turnaround positions and responses- create a method  
Identify issue  
How do members feel?  
Create a response  
Use the list serve  

Funding ideas  
ADA- Samuel Harris Grant-small short term  
WDSF – October  
Executive committee will solicit ideas from list serve and apply for initial funding  
Member orgs – one time donation?  
Phone companies/Comcast for teleconferencing  
Federal/State Combined Fund Drive/United Way listings for designated contributions  

Committees  
School-based dental sealant programs  
Redefine as children’s oral health? Range of services?  
Check website for current definitions and goals  
Subcommittee activities as resources for local coalitions-webpage linkage  
Create listing of statewide activities  

SUMMARY  

WSOHC will:  
Create a position paper on universal healthcare  
Develop a history document that highlights the accomplishments of the WSOHC  
Will host a future summit to share accomplishments and to engage a larger community in developing the next steps.  
Will finish a Medical Dental Home document from the perspective of WSOHC  
Will create a method for quick turnaround for positions and responses
Will find funding for teleconferencing and sustain coalition activities

Next Steps
LeeAnn will type today’s notes – Linda will check over – so that notes are ready for the next meeting.

Executive committee will draft a logic model with today’s activities for the next meeting.

LeeAnn will solicit funding ideas via list serve next week along with a change in the meeting date from May 11th to either May 2nd or May 23rd.

Everyone will give funding input.

Christy will draft a logic model with today’s activities to share with executive committee prior to our next meeting.

LeeAnn, Wendy and Forrest will touch base to start history document.