



---

---

# Oral Health Task Forces SDDTAC Update

Wednesday November 15, 2023

---

---

**CavityFree** 



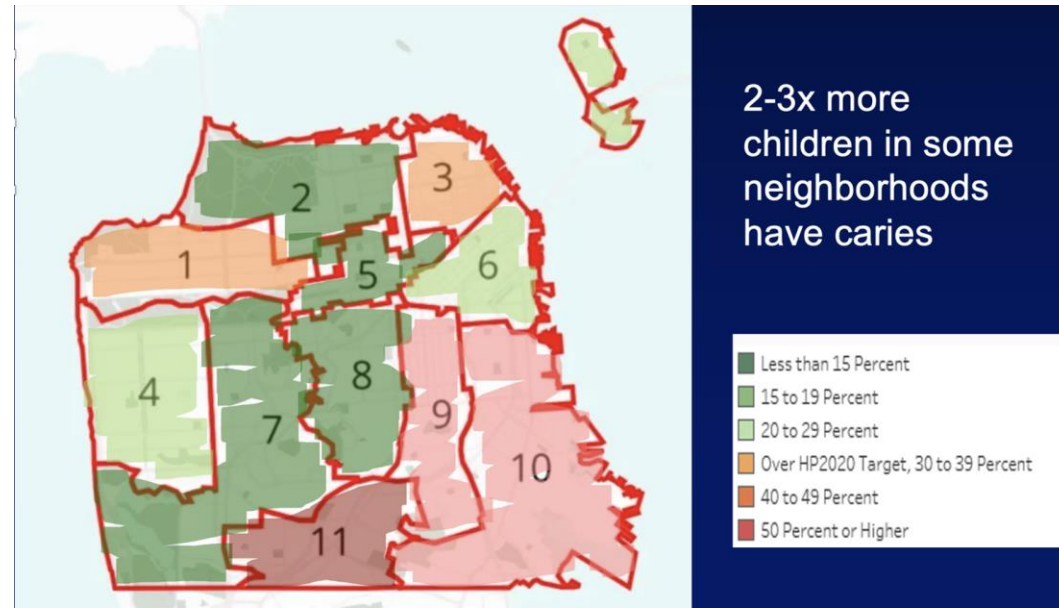
# Historical Context of the Task Forces

## Year 2015:

- Motivation: Data reveals alarming levels of untreated dental cavities among Kindergarteners in Chinatown.
- Response: NICOS initiates the unfunded Chinatown Oral Health Task Force.

## Year 2017:

- Community Advocacy: Following strong community advocacy efforts.
- City Support: San Francisco City provides 1-year start-up funding.
- Impacted Neighborhoods:
  - Mission
  - Chinatown
  - Bayview/HP



2020-21 Kinder Caries % by Supervisor District

# SDDT-Funded Initiative

*Since 2018:*

- Funding Allocation: Each of the three community-based Oral Health (OH) Task Forces receives \$150k annually.
- Total Annual Allocation: \$450k dedicated to oral health initiatives.

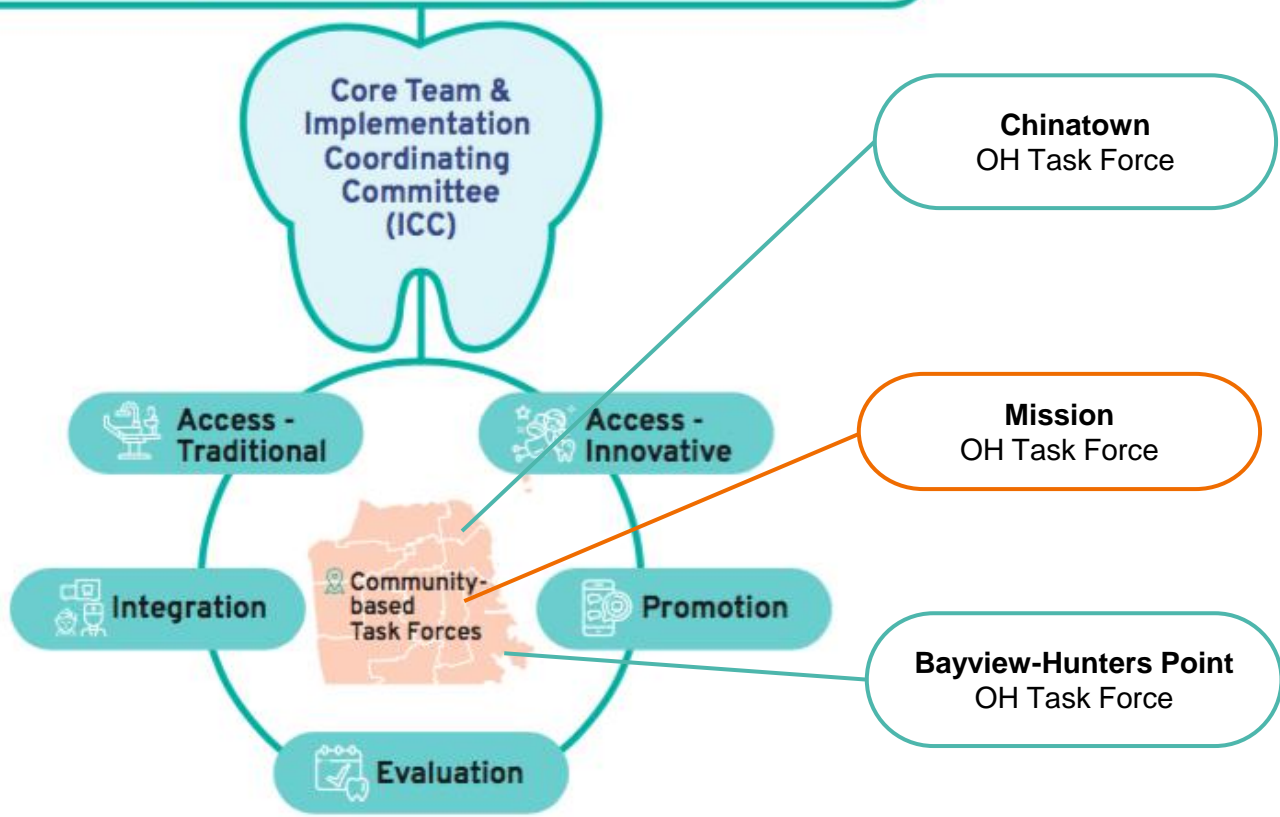
Context:

- Part of Cavity Free SF: OH Task Forces are integral components of Cavity Free SF.
- Collective Impact: Cavity Free SF is a citywide collective impact partnership.
- Objective: Dedicated to achieving optimal oral health for all San Francisco children.
- Target: Eliminate racial and income disparities in children's oral health.

Cavity Free SF's Role:

- Provides recommendations to the SDDTAC on allocation of SDDT oral health funds.

# CavityFree<sup>SF</sup> SF Children's Oral Health Strategic Plan



*Dental Robin Hood*

# Oral Health TF Alignment with SDDTAC Priorities

## **Target Populations and Neighborhoods:**

- Identify and prioritize populations and neighborhoods most affected by SSB consumption and associated chronic diseases/tooth decay.

## **Culturally & Linguistically Responsive Education:**

- Provide tailored oral health education that is culturally and linguistically responsive.
- Distribute oral health kits, including basic supplies, acknowledging cultural sensitivities.

## **Pandemic Response - COVID-19:**

- Implement strategies to address oral health needs during the Covid pandemic.
- Distribute essential supplies, including food and oral health kits, to vulnerable populations.

## **Promote Healthy Diet and Hydration:**

- Advocate for a healthy diet, emphasizing the reduction of SSB consumption.
- Encourage increased tap water consumption for improved oral health.

## **Community Voice for Oral Health:**

- Act as a community voice to advocate for enhanced oral health policies, particularly for children.
- Promote awareness of the impact of oral health on overall well-being.

## **Partnerships and Collaborations:**

- Build partnerships and collaborations across the city.
- Collaborate with other SDDT grantees to enhance coordination and access to dental services.

## **Community Engagement and Employment:**

- Support and employ community members through models such as promotora, peer educators, and trainees.
- Foster community engagement to ensure sustained impact.

# SDDT Funding Impact

1. SDDT funding allows existing, community-based organizations to add new services and programming in the area of children's oral health.
2. Created and maintain Oral Health Task Forces
3. Community outreach, engagement, and educational activities on oral health
4. SDDT funding also allowed CBOs to expand existing work by adding an oral health component to other health programming.
5. Add oral health topics to promotora/community health worker training

Oral Health Task Forces support the following SDDT strategies:

- Build community capacity and develop leadership
- Provide health promoting education, programs, and services
- Increase healthy messaging related to nutrition
- Expand access to healthy food, water, and oral health



# Chinatown Task Force on Children's Oral Health SDDTAC Update

**CavityFree** 



## District 3- Chinatown Task Force on Children's Oral Health

### NICOS Chinese Health Coalition

The mission of NICOS is to enhance the health and well-being of the San Francisco Chinese community.

The coalition fulfills its mission through advocacy, research, training, coalition-building and program implementation.





# What We've Been Up To...

- Continue to convene monthly meetings of the **Chinatown Task Force on Children's Oral Health (CTFCOH)**, originally established in July 2015 in immediate response to study findings
- Continue to develop and implement **culturally and linguistically appropriate outreach and education materials and tools**, including brochures, flyers and ads
  - Continue implementation of community- and media-based educational campaign, "Health Starts from the Mouth"
- Continue to co-organize **Chinatown Community Health Fairs** offering free oral health screenings and education.
  - October 14, 2023 –Provided oral health screenings to 120 community members
- Continue to integrate our work with **city-wide and statewide collaborations** such as CavityFree SF and the Oral Health Alliance



# Future Plans...



With the Soda Tax funds, CTFCOH will further efforts in:

- **Collaboration** – Continue collective impact approach through partnership with Chinatown Task Force on Children’s Oral Health, Mission + Bayview Task Forces, CavityFree SF
- **Outreach and Education** – Expand media campaign “Health Starts from the Mouth” with messaging around special populations
- **Capacity Building** – Increase capacity through strategic partnerships with UCSF and UOP, support of community partners through Oral Health Mini-Grants Program
- **Access** – Continue:
  - Advocating for policies promoting access to Medi-Cal Dental
  - Developing and/or advocating for culturally and linguistically appropriate materials locally and statewide, including through Smile, CA
  - Identifying and addressing barriers to oral health care, such as language access
  - Convening the annual Chinatown Community Health Fair

# More Photos...



Gordon J Lau Pre-K, 4th grade  
COH Workshop [April 2022]



Lunar New Year Street Fair [Feb 2023]

Chinatown Community Health Fair [Oct 2023]



CCHF Oral Health Screening [Oct 2023]



Sunset Health &  
Wellness Fair [May 2023]



Chinatown Resource  
Fair [Oct 2023]



Gordon J. Lau COH Workshop  
[2020]



COH Workshop [2022]



# Mission Oral Health Task Force SDDTAC Update



**CavityFree** 



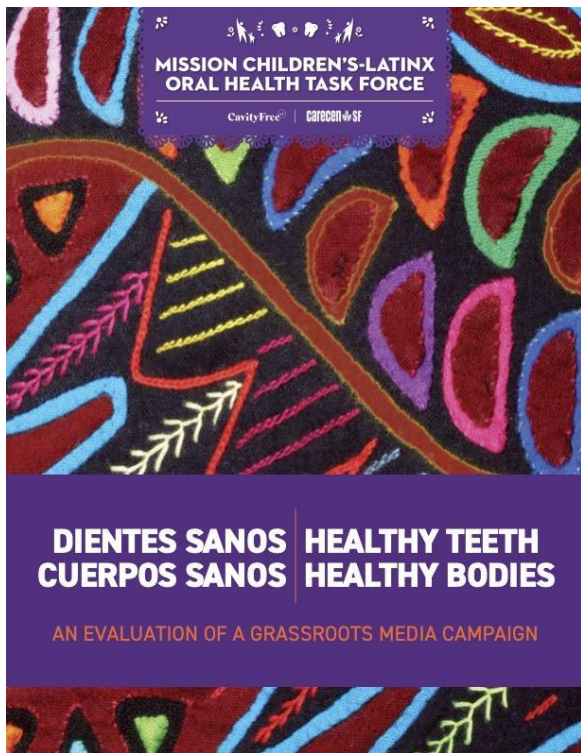
# CARECEN

## Accomplishments FY 22-23

- 11 task force meetings to plan & implement task force activities
- 14 oral health workshops/350+ parents at Mission District schools, community clinics & other community based spaces
- Children's Oral Health Fair (collaboration w/ University of the Pacific, MNHC, SFPL, Medi-Cal & Magic Tooth Bus - 40+ dental screenings & varnish)
- 2 focus groups (Challenges getting dental care, SFUSD sealant program & Medi-Cal expansion)
- Distribution of 2000+ toothbrushes and oral health kits
- Evaluation report of grassroots oral health media campaign







## INTRODUCTION

The Mission Children's Oral Health Task Force (MCOHTF) was founded in 2018 and is led by the Central American Resource Center of San Francisco (CARECEN SF). MCOHTF is made up of community members, local health and dental clinics, community-based organizations, and representatives from San Francisco's Department of Public Health and Unified School District who work to increase awareness of children's oral health, identify gaps and opportunities to better coordinate services and increase access to dental care for Latinx children and their families. In 2021 the MCOHTF launched the oral health media campaign, *Dientes Sanos Cuerpos Sanos | Healthy Teeth Healthy Bodies*. The purpose of the digital media campaign was to highlight best practices that help keep teeth healthy, cavity free and contribute to overall health and wellness. We are grateful to San Francisco's Department of Public Health and our local soda tax that helped fund this campaign and the work of the MCOHTF.

The campaign was initially designed as a series of poster images in 2019 with input from task force members, CARECEN SF's Health Promotion Program staff, and promotoras (community health workers). The poster images relayed key oral health care messaging using local Latinx families and medical professionals serving the Latinx population in San Francisco. However, due to the COVID-19 pandemic, the media campaign was adapted and expanded in 2020 to include more digitally engaging materials, including home-made videos by CARECEN SF's promotoras team.

We launched the oral health campaign in April of 2021 with a series of five poster images, ten videos, and the

distribution of over a thousand postcards, magnets, and oral health kits that included toothbrushes, toothpaste and floss. The campaign directly engaged community members through CARECEN SF's Health Promotion Program and our online social media pages, including Facebook, Instagram, and Twitter. We also used other applications and platforms like Zoom, WhatsApp, and Google Voice. By the end of the campaign in October of the same year, we were able to actively engage and encourage Latinx families to practice good oral health hygiene and care and distribute over 1,500 oral health kits. The distribution of oral health kits was particularly important because it allowed families to continue practicing basic oral care during the pandemic when many were experiencing deep economic crisis.



Examples of campaign magnets

DIENTES SANOS CUERPOS SANOS | HEALTHY TEETH HEALTHY BODIES CAMPAIGN | 1

## CONCLUSION

The findings in this report indicate that the oral health campaign—*Dientes Sanos Cuerpos Sanos*—was a resounding success. The community members who participated in our survey connected well with the oral health campaign images and messaging. Most participants of our evaluation could identify the oral health campaign image selected for the evaluation as one presented during a zoom workshop or activity organized by CARECEN SF. The image was well-liked by community members who expressed that they felt it reflected their values as a parent and member of the Latinx community. Additionally, the survey participants noted that CARECEN SF was a trusted source of information about oral health care, and that CARECEN SF and its promotoras team are regarded as health experts. Finally, the participants' answers to questions about oral health care demonstrated that they had significant knowledge of key oral health recommendations. Overall, the findings show that participants positively engaged with the oral health campaign and learned from the oral health messages that we shared throughout the campaign.



## Future Plans FY 23-24

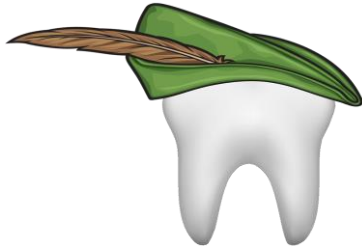
- Hire oral health coordinator
- Continued oral health education with focus on SFUSD & new pregnant mothers with promotora support
- Coordinate with SFUSD to support completion of sealant consent forms with identified schools
- Distribution of oral health kits to community members, SFUSD, Childcare providers & CBOs
- Oral health awareness via social media campaign
- Focus group to inform media strategy
- Community briefing to highlight accomplishments, challenges & opportunities for advocacy







# Bayview/HP Oral Health Task Force SDDTAC Update



**CavityFree** 





## 1. Who is Dental Robin Hood?

- Bayview Hunter's Point History
  - Pillars
- Cut N Care Initiative
- Anomaly Program
- Our Baby Teeth



## 1. Accomplishments

- Bayview Health and Wellness
- Community connection



Dental Robin Hood began contract  
August 1, 2023



## 1. What have done so far?

- SFUSD Screenings
- Outreach

## 1. Future plans:

- Monthly Task Force meetings begin January 2024
- Focus Group March 2024
- Community Briefing in May 2024
- Outreach
- Signature Events



Leola M. Havard Early Education School  
Screenings and Varnish  
October 12, 2023



Cornerstone Missionary Baptist  
Health Outreach  
October 14, 2023

**END**



**THANK YOU!**



# Questions