Early childhood dental caries is the most common chronic disease of childhood, yet access to oral health care continues to be a problem for many children and families. There are many ways for pediatricians and dental professionals to improve oral health access by advocating for kids’ oral health in their practice, community, and at the state and federal levels.

Included in this toolkit you will find ideas and tools to engage as an oral health advocate or to simply help you weave oral health into your existing advocacy efforts.

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- Areas of Focus
- Upcoming Advocacy Opportunities
- Contact Your Members of Congress
- Advocating Through Traditional Media (Op-Ed, Blogs, Newspaper, TV, Radio)
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AREAS OF FOCUS

Children’s Oral Health
Prevention of dental disease is the key to improving children’s oral health. There are many ways in which prevention can be attained including educating children and families about good nutrition and how to keep their mouths healthy, educating pediatricians and other health professionals to pay attention to oral health, school programs that provide dental sealants and educate students, fluoride use and more.

ACT! - Use the AAP program Brush, Book, Bed to help families with young children understand the importance of a nighttime routine that includes toothbrushing. Get out in the media, in schools, scouting groups, prenatal/parenting classes, etc and educate others as much as you can about how to prevent dental disease before it starts!

Oral Health and Overall Health
Having good oral health doesn’t only mean having healthy teeth. Many diseases, including diabetes, some autoimmune system disorders, cancer, and others present themselves in the mouth, before symptoms are noticed elsewhere. In addition, some conditions may impact the oral health of a person who is battling the disease and their medical and dental providers need to work together to address their oral health needs. This may include asthma or allergies, therapies to treat cancer, and even pregnancy.

Because oral health overlaps with so many other health issues, the AAP SOOH and the Campaign for Dental Health (CDH) have been working to make sure that oral health is part of the conversation in their work. This includes collaboration with groups that focus on environmental health, tobacco cessation, obesity and nutrition, breastfeeding, access to healthcare,
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diabetes prevention and care, school health, poverty and social determinants of health, prenatal care, and more.

ACT! - Think about how you, as a pediatrician or dental professional, can find connections between your oral health agenda and the agenda of others who are advocating for issues that affect total health, and plug in!

Access to Oral Health Care
Many children who are covered by Medicaid may have difficulty finding a dental professional who can see them. There are lots of ways in which dental organizations and other oral health advocates are choosing to address this problem including school-based programs, new dental providers, and educating existing dental professionals about seeing patients in need. The AAP has focused on training primary care providers to help ensure that all children who see a pediatrician are able to get preventive oral health care, including counseling, anticipatory guidance, and fluoride varnish application.

ACT! - Consider your community and what approach to access to dental care issues could be used to help children and advocate.

Oral Health Education in Health Professional Training
All health professionals need to learn about oral health and be trained on how to screen, assess caries risk, provide fluoride as needed, and refer to a dental professional. This education should be a part of health professions school’s curriculum and competencies as well as residency training. Pediatricians who work in educational settings can advocate for stronger oral health curriculums and the need for more interprofessional training to assure that medical and dental professions are trained side by side and are comfortable working together when they graduate.

ACT! - Contact your local health professions training programs and ask what kind of oral health training their students/residents receive. Consider offering to use Academy resources or other trainings to present at a grand rounds, during a class, or help organize interprofessional experiences for these students to make sure medical and dental professionals learn and work together.

Community Water Fluoridation
Community water fluoridation (CWF), the practice of adjusting the level of fluoride in a water system, is one of the most evidence-based and effective ways to prevent dental disease in children and their families. It is crucial that children have access to water with fluoride and that their families understand the importance of drinking it. Pediatricians and dental professionals can advocate for water fluoridation when it is challenged and work to put new systems in place where they do not currently exist.

ACT! - If your community does not have a water fluoridation program consider advocating for the addition of one. If a community water fluoridation roll-back attempt happens in your community, you can help by connecting with experts and working with local advocates. Access trusted resources and counsel on this topic from the Campaign for Dental Health website or email fluoride@aap.org.
State and Federal Advocacy
Medicaid and the Children's Health Insurance Program (CHIP) provide dental benefits to 43 million children from economically vulnerable families. These kids are most likely to have tooth decay, yet only 55% of them have annual dental visit. CHIP was recently extended for six years, which is good news for children’s oral health, but threats to Medicaid continue. All pediatricians and dental professionals should continue to monitor the latest updates on Capitol Hill and advocate for both programs to continue providing the oral health care children need.

ACT! - Stay connected to AAP Federal Advocacy efforts by becoming a Key Contact so you are alerted when there is a need for advocacy on programs relevant to children’s oral health care, and visit www.aap.org/stateadvocacy for the latest information on state policy updates related to children’s oral health care. The Children’s Dental Health Project and the Dentaquest Foundation Oral Health 2020 also keep a pulse on advocacy needs at the federal, state, and local levels. Consider connecting with these two organizations to stay abreast of oral health specific advocacy issues.

UPCOMING ADVOCACY OPPORTUNITIES

Campaign for Dental Health Twitter Storm
Date: February 13, 2018 | Time: All Day!
Hashtags: #StandforSmiles and #ILikeMyTeeth
Host Organization: American Academy of Pediatrics Campaign for Dental Health

#StandforSmiles – we need everyone to care about oral health and advocate at every opportunity. During this Twitter storm we will ask our friends to tweet about how they advocate for children’s oral health to families, communities, schools, legislators, and others, using the hashtag #StandforSmiles. Participate or follow along with the American Academy of Pediatrics (@AmerAcadPeds) and the Campaign for Dental Health (@ILikeMyTeeth).

Sample Tweets
We #StandforSmiles by making sure pediatricians can help families prevent tooth decay http://ow.ly/tvdR30hT45A #preventdecay
Do you know how to #StandforSmiles at your medical practice? Learn about oral health - http://ow.ly/bxI230hT47H
Help more pediatric dentists #StandforSmiles and see children on Medicaid. http://ow.ly/ENGJ30hT4a6
#StandforSmiles and ask: Are your kids covered? Learn more about Medicaid Coverage for Essential Oral Health Benefits: http://ow.ly/MybN30hT4bE
Disadvantaged kids need you to #StandforSmiles. Only ~40% of children on Medicaid get a dental visit. Help them get to a dentist by visiting insurekidsnow.gov.
Pediatricians get help to #StandforSmiles by joining @AmerAcadPeds’ Section on Oral Health
http://ow.ly/mFFA30hT4cW

Let’s do our part for a healthy start for all children by supporting community water #fluoridation.
http://ow.ly/lwmV3056TN8 #StandforSmiles #HealthyCommunities

Water fluoridation is critically important. Tooth decay affects > 90% of Americans by adulthood.
#StandforSmiles #ilikemyteeth www.likemyteeth.org

No dentist? Ask your child’s school if they have a school-based dental sealant program.
#StandforSmiles #Vitalsigns http://ow.ly/Xybs305jt7z

#OralHealth affects overall health. Make sure children brush #2min2x, floss, & drink water with
fluoride! #StandforSmiles www.likemyteeth.org

Good oral health habits start at home. Teach kids to brush, floss & drink plenty of water w/ #fluoride!
#StandforSmiles www.likemyteeth.org

Everyone deserves good #dentalhealth! Healthy mouths begin with community water fluoridation.
www.likemyteeth.org #likemyteeth #StandforSmiles

Early literacy and good oral health belong in every child’s life. http://ow.ly/4mUvkU #StandforSmiles
#BrushBookBed

The @AmerAcadPeds boasts “Adding #fluoride to water benefits everyone” (not just kids)
http://ow.ly/wfMg30hT4Nc #likemyteeth #StandforSmiles

Dentist: “No child should have to endure decay where a fluoridated water supply could have
strengthened her teeth” http://ow.ly/Htxs30hT4n9 #StandforSmiles #likemyteeth

Dr Alejandra Valencia is one of many health professionals who supports community water
fluoridation http://ow.ly/cUJS30hT4Pc #LatinoHealth #StandforSmiles #likemyteeth

Oral health equity begins with fluoridation: Great posters to download and use in your health setting:
http://ow.ly/GaAo30hT4SK #likemyteeth

Dr Francisco Ramos-Gómez of UCLA: Children should regularly drink #fluoridated water
http://ow.ly/P56G30hT4Uo #LatinoHealth #StandforSmiles

3 FREE shareable posters and images encourage families to instill good oral health habits:
http://ow.ly/Yqjh30hT4Wf #likemyteeth #StandforSmiles

Use the Campaign for Dental Health “I Like My Teeth” website en español to educate Spanish-
speaking families! Check it out: http://ow.ly/Rgle30hT5OO #LatinoHealth #StandforSmiles

Show how fluoridation helps your community and learn how to “Fight a Rollback:” #likemyteeth
#StandforSmiles http://ow.ly/9K7K30hT527

**Adding Oral Health to Your Advocacy Agenda Webinar**

**Dates:** February 20, 2018  |  **Time:** 3:00pm-4:00pm Central Time (4:00pm Eastern, 1:00pm Pacific)

**Registration Information**

Advocating for oral health for children doesn’t have to be hard, especially if you are already advocating
for other health issues. If you haven’t had too many discussions lately without your teeth, you
understand why oral health is everywhere and why it is often forgotten or put to the side. AAP members
and others will learn how to put oral health issues back on the table and the mouth back into the body
by using simple advocacy strategies to affect change. This webinar is hosted by the AAP Section on Oral
Health (aap.org/oralhealth) and the AAP Campaign for Dental Health (www.likemyteeth.org).
2018 AAP Legislative Conference – Sign Up Now!

Dates: April 8-10, 2018 | Location: Washington, DC

**Registration Information**
During the conference, participants will learn how to become effective child health advocates through interactive workshops and in-depth training sessions, while networking with pediatricians, residents and medical students from across the country.

The conference will also include a Pediatric Subspecialty Advocacy Track offering specific legislative and skills building workshops uniquely focused on the interests and needs of pediatric medical subspecialists and surgical specialists. All attendees who participate in the track will attend the events and workshops on the full conference agenda, with modifications/additions.

### #WellnessWed and #NCDHM Twitter Chat

**Date:** Wednesday, February 14, 2018 | **Time:** 2pm-3pm ET

**Hashtags:** #WellnessWed and #NCDHM (for National Children's Dental Health Month)

**Host Organizations:** Children's Dental Health Project, MomsRising, Oral Health America, American Academy of Pediatrics Campaign for Dental Health

This chat will focus questions and answers on the power of prevention to support children's dental health.

### SALUD America Twitter Chat

**Date:** Tuesday, February 20, 2018 | **Time:** 1pm-2pm ET

**Hashtags:** #SaludTues and #NCDHM (for National Children's Dental Health Month)

**Host Organizations:** Salud America, American Academy of Pediatrics Campaign for Dental Health, Children's Dental Health Project, and Jefferson Dental

Join Salud America, the American Academy of Pediatrics Campaign for Dental Health, the Children's Dental Health Project, and Jefferson Dental for Oral Health: It Takes a Community, a Twitter Chat on the impact of oral health on children's lives; prevention education; and ways that health providers, families, and other key community members can play a role in supporting children's oral health.

### CONTACT YOUR MEMBERS OF CONGRESS

Please consider reaching out directly to your federal legislators to build a relationship with the office and explain the importance of oral health with children’s health care. Your legislators may not know about this issue and how it relates in his or her district or state unless they hear from you. Calling your legislator’s office is the most immediate way to contact your legislator—compared to social media, contact form on their website, or snail mail.
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To find your senators, go to www.Senate.gov and “Find Your Senators” in the upper left-hand corner. To find your representative, go to https://www.house.gov/representatives/find-your-representative and enter your zip code in the field. Their official .gov websites will have their DC Office contact information. A staff assistant or intern will answer the phone. Every day they summarize the calls in a report to the legislators, so make sure to clear and direct about what issue you’re calling about so your call will be included. Also, be clear that you are a constituent by naming the city you live in or zip code. If you are calling about a specific piece of legislation, be clear on why you support or oppose certain legislation.

Many times, offices note if a caller is of a certain profession that relates to the issue, so be sure to mention that you are a pediatrician or dental professional who lives in the legislator’s district. As an issue expert and constituent, it is important to introduce yourself as a resource for your legislators.

Constituency matters!
Only call senators and representatives from the state and district where you live and vote.

ADVOCATING THROUGH TRADITIONAL MEDIA

Consider writing an op-ed for a newspaper or a blog post for a site and don’t overlook local outlets. Also think about if you would be interested in being on TV or the Radio to talk about oral health. You could plan to address any of the Areas of Focus explained above or something else that you have identified as a need in your community.

Campaign for Dental Health Blog Posts
The AAP Campaign for Dental Health writes blog posts on a variety of oral health topics related to community water fluoridation, oral health news, social determinants of health and health equity, and more. If you are interested in writing a blog post for the Campaign, please email fluoride@aap.org.

Council on Communications and Media
The AAP Council on Communications and Media aims to be a resource for pediatricians who work in the media, as print, on-line, or broadcast journalists, and/or care about the effects of media on child and adolescent health and development. The Council has many resources that can help you as you begin to work with the media. If you are interested this kind of work use the AAP Media Training 101 YouTube Videos and consider joining the Council.

Links to Articles, Media, Spots, Etc Done by AAP Section on Oral Health Members
My Health Matters Article
- Why we should care about kids’ teeth - David Hilden, MD, MPH
AAP Videos


Healthychildren.org Ask the Pediatrician Article

- How do I get my preschooler to let me brush her teeth? - J. Shahangian, DDS, MS

AAP Voices Blog Posts on Oral Health

- Why Oral Health Should Be a Primary Concern for Pediatricians - Brittany Bruggeman, MD
- Pediatricians are the First Line of Defense for Children's Oral Health - Qadira Huff, MD, MPH

OTHER HELPFUL RESOURCES

American Academy of Pediatrics

- AAP Oral Health Initiatives Website
- AAP Section on Oral Health Website
- AAP Policy Statements/Clinical Reports
- Campaign for Dental Health
- HealthyChildren.org Oral Health Articles
- AAP Advocacy and Policy Website
- AAP Section on Pediatric Trainees Advocacy Webpage

American Academy of Pediatric Dentistry

- AAPD Home Page
- AAPD Oral Health Policies, Recommendations and Guidelines
- Pediatric Oral Health Research and Policy Center
- AAPD Family Site: My Children’s Teeth

American Dental Association

- National Children’s Dental Health Month Resources
- ADA Home Page
- Mouthhealthy.org

American Dental Hygienists’ Association

- ADHA Home Page

Children’s Dental Health Project

- Children’s Dental Health Project Website

Oral Health for All 2020

- OH 2020 Network Website