

WV Health Innovation Collaborative
Better Health Work Group
August 22, 2014
Meeting Notes

People Participating: Sarah Woodrum, Anne Williams, Jeremiah Samples, Dan Mace, Jean Krantz, Ted Cheatham, Dana Singer, Jason Roush, Shaylee Mehta, Debbie Waller

Participating by Phone & Webinar: Leslie Cottrell, Arnie Hassen, Mike Adelman, Cindy Hanna, Cindy Kittle, Judy Crabtree, Jim Nemitz, Harry Twill, Louise Reese

Anne Williams opened the meeting and welcomed everyone in attendance. Introductions were made. For people who participating by conference call, please send a email to Debbie Waller to let he know you were on the call.

Sarah Woodrum, co-chair for the group, reported that the Better Health Work Group is going to continue to make presentation on different initiatives across the State. We will hear two presentations today; one on Childhood Obesity Prevention Program from Michael Adelman, and Jason Roush and Shaylee Mehta, WV Oral Health Program. Both of these presentations were distributed to the group prior to the start of the meeting. Ms. Woodrum turned the meeting over to Dr. Adelman.

Childhood Obesity Prevention Program

- WVSOM's Healthy Children's Initiative – launched in 2011. The initiative focuses on children ages 4-10 (K through 4th grade).
- Four pillars:
 - ☞ Abracadabra PBS television series
 - ☞ Live programs at elementary schools throughout the state
 - ☞ Online website and social media content
 - ☞ Publications/supplementary learning material
- The Initiative has four sponsors.
- Abracadabra is the only television show that combines magic, ventriloquism and original music with health, nutrition, exercise, science and safety.
- Season 3 will premier on WV PBS in September and the 4th season is recorded. It has more than 50,000 viewers daily and utilizes the WV school system's standard curriculum.
- The storyline covers various topics; bullying, healthy eating, dental care, etc.
- Cast performs a live version of Abracadabra in elementary schools throughout the state.
- Classroom outreach programs are currently in the pilot stage.
- Website: www.Abracadabra.org Facebook page: www.Facebok.com/abracadabrapbs
- Outcomes:
 - ☞ Increasing viewership with each new season
 - ☞ 2013 Governor's Award for Excellence in Rural Health
 - ☞ Endorsements from the WV Department of Education and the Secretary of arts and Education
 - ☞ Parent letters with positive comments
 - ☞ Children are eating their vegetables and exercising

- What's Next:
 - ☞ Season Five
 - ☞ Continued expansion of Abracadabra in the classroom
 - ☞ Development and implementation of a more formal assessment program for both the series and the classroom outreach
 - ☞ Ongoing search for additional sponsors and educational grants

A question and answer period followed. Ms. Woodrum thanked Mr. Adelman for presenting to the group. She introduced Jason Roush and Shaylee Mehta for the next presentation.

The West Virginia Oral Health Program, “Improving Health, One Smile at a Time”

Workforce

- Shared a chart with the group of WV University Dental Student Retention – 2011- 2014 with total number of graduated and number of graduates practicing in WV.
- HRSA Dental Workforce Grant - \$25,000 a year for 2 years
 - ☞ Dental loan reimbursement
 - ☞ Teledentistry
 - ☞ Sustainability – Higher Education Policy Commission
 - ☞ Expansion of services by non-dental providers – fluoride varnish
 - ☞ Expanded scope of practice for dental hygienists

Children

- Shared a chart on the prevalence of decay experience and untreated decay among children in WV from 2010 – 2014 and a chart on the prevalence of dental sealants on at least one molar among 3rd grade children in WV from 2010 – 2014
- The Centers for Disease Control and Prevention, the Association of State & Territorial Dental Directors (ASTDD) and the American Dental Association, based on strong evidence of effectiveness for preventing or reducing tooth decay, recommended the following community-wide programs:
 - ☞ Water Fluoridation
 - Community water fluoridation, fluoride rinse programs, fluoride varnish programs
 - People with well water can get their water tested for free to see if there is enough fluoride in their water
 - ☞ School-based or school-linked dental sealant delivery projects
 - CDC Grant – Oral Disease Prevention Project
 - POLICY 2423 – Health Promotion and Disease Prevention

Perinatal

- Shared chart on the percentage of women who had their teeth cleaned by a dentist or hygienist during their most recent pregnancy in WV from 2004 – 2011. Low percentages – 25.6% in 2004; 31.5% in 2011.
- WV was one in three states to be awarded a HRSA Perinatal & Infant Oral Health Pilot Project. The goals of this pilot is to make oral health part of routine prenatal care, Age 1 dental visits, and establish a dental home.
- Pregnant women with a gum disease have only a 1 in 7 chance of giving birth to a healthy child of normal size.

Adults and Seniors

- Shared a chart on oral health trends among adults in WV from 2002 – 2012.
- 80% of adult Americans have some form of gum disease

- Adults with serious gum disease are 40% more likely to have a chronic disease
- Two adult projects unique to WV are the Pre-employment Project and the Donated Denture Program
- Currently, WV Medicaid only reimburses for emergency dental services.

There is a huge price tag on dental; huge equipment and material costs.
Dental care is the most common unmet health need in America.
Can healthcare costs be reduced by focusing on the mouth?

A question and answer period followed. Ms. Woodrum thanked Mr. Roush and Ms. Mehta for their presentation.

Other Business

- Look at projects with a deliverable. Recommended Public Health Accreditation requirements
- Public Health Improvement Plan
- Cross talk with all three work groups on outcomes and quality measures

Next Meeting Date

- It was suggested to have the Better Health Workgroup and the Better Care Workgroup meet on the same day, one meeting from 10:00 – 12:00 and the other from 1:00 – 3:00 for individuals that serve on more than one workgroup. Anne Williams will share this information with Nancy Sullivan, Better Care Workgroup, and get something out to members. Also was recommended to preset the meetings at least through the end of the year.