

The background of the entire page is a light gray color. Overlaid on this is a white grid pattern that represents a map. The grid lines are white and vary in thickness, creating a network of streets. In the center-left portion of the grid, there is a target icon consisting of a small white circle surrounded by three concentric black circles. A large, thin white circle is also centered on the grid, overlapping the target icon and extending across a significant portion of the page.

Endless Possibilities: The Expanding Oral Health Neighborhood

Minnesota Oral Health
Coalition 2018 Conference

November 2, 2018 • Bunker Hills Activities Center

#MOHC2018

Schedule

#MOHC2018

Time	Oak and Maple Rooms	
7:30-9:00 am	Breakfast & Networking	
9:00-9:15 am	Welcome, Introductions, & Housekeeping	
9:15 - 10:00 am	Keynote: Dr. Brittany Seymour The Dentist with Yellow Hair: A personal journey, a professional transformation	
10:00 - 11:00 am	Panel: Oral Health Promotion, Beyond the Clinic <i>Julie Philbrook, RN, DRN, Lia Burg & Brittany Seymour, PhD, DDS</i>	
11:00 - 11:15 am	Break	
	Oak Room	Maple Room
11:15 am - 12:00 pm	Minnesota ACT on Alzheimer's and the Dementia Friendly Dental Practice <i>Emma Shepard</i>	The Science, Myths and Prevention of HPV Cancer <i>Eileen Crespo, MD</i> <i>Jennifer Oliphant, EdD, MS</i>
12:00 - 12:45 pm	Lunch & Networking	
12:45 - 1:30 pm	Oral Health Literacy <i>Genelle Lamont, PhD</i> <i>Scott Smith, MA</i>	Intro to Media: Media Training 101 <i>Nancy Franke Wilson, MS</i> <i>Leah Kinney, RDH, MS</i>
1:30-2:15 pm	The Art of the Possible: Using Your Voice to Make Political Change <i>Ellie Beaver</i>	Intro to Media: Media Training 101 <i>Nancy Franke Wilson, MS</i> <i>Leah Kinney, RDH, MS</i>
2:15-2:45 pm	Giving Your Voice to the State of Oral Health Plan Revision	



Keynote



Dr. Brittany Seymour

The Dentist with Yellow Hair: A personal journey, a professional transformation

9:15-10:00 am

Growing up in a small town in the Rocky Mountains, Dr. Brittany Seymour never imagined that by age 39, she would be a professor at Harvard, a research collaborator at MIT, and would have worked in 20 countries around the world. In this session, Dr. Seymour takes us on a journey that all started with a little boy name Lucas in Salvador, Brazil. Her encounter with Lucas, who nicknamed her the “Dentist with Yellow Hair,” set the stage for a personal and professional transformation, changing her life in every way. Dr. Seymour will take us with her around the world and back, integrating the current global health and development agenda with personal stories from her private dental practice in Denver, to Boston where she teaches global health at the Harvard School of Dental Medicine, to Rwanda, Vietnam, Costa Rica, and beyond. Through her own personal recounts of loss, self-discovery, and reawakening, she explores her vision of the evolving role of dentists and dental public health in the world today and considers how we unlock our potential as global change agents.

Dr. Brittany Seymour is an Assistant Professor at Harvard School of Dental Medicine. She holds a full-time appointment in the Department of Oral Health Policy and Epidemiology and the Office of Global and Community Health. She earned her Doctor of Dental Surgery degree from the University of Colorado School of Dental Medicine and completed her Master’s in Public Health from Harvard School of Public Health with a concentration in Global Health and Population.

Dr. Seymour is a member of the American Public Health Association and the American Association of Public Health Dentistry where she holds a position with the Council on Practice. She is the Director of the Consortium of Universities for Global Health’s Global Oral Health Interest Group and was a contributing author to the FDI World Dental Federation’s Oral Health Atlas 2nd Edition. Dr. Seymour has won numerous honors and awards, including the Award for Community Dentistry and Dental Public Health, the Herschel St. Horowitz scholarship by the American Association of Public Health Dentistry, and an Outstanding Achievement in Teaching Award from HSDM.

Sessions

Panel: Oral Health Promotion, Beyond the Clinic

10:00-11:00 am

Moderator:

Clare Larkin, RDH, MSED, Minnesota Department of Health, Oral Health Program

Building off Dr. Seymour's keynote, this panel will discuss ways in which non-dental organizations are collaborating with their communities to build prevention programs. The panelists will talk about strategies that have worked to engage the target communities and offer ideas that may be relatable to development and/or expansion of school-based dental sealant programs.

**Julie Philbrook, RN, DRN,
Hennepin Healthcare- HCMC**

**Don't Stop Believing: Applying the Health
Belief Model to Oral Health**

The Health Belief Model (HBM) is a psychological model that attempts to explain and predict health behaviors. This is done by focusing on the attitudes and beliefs of individuals. The HBM concepts are based on a person's "readiness to act" and has been adapted to explore a variety of long and short-term health behaviors. Learn about the key concepts of the HBM and how it can be applied to oral health interventions.

**Lia Burg, MS, CHES,
Washington County Public Health & Environment**

Statewide Health Improvement Partnership (SHIP)

The Statewide Health Improvement Partnership (SHIP) is working to create healthier communities across Minnesota by expanding opportunities for active living, healthy eating, and tobacco-free living. Good health is created where we live, work, learn, and play. Schools, businesses, apartment owners/managers, farmers, community groups, senior organizations, hospitals, clinics, dental providers, and many more partners are creating better health together through SHIP across Minnesota. With dental caries being the most common chronic childhood disease, Lia will share the success that SHIP has made to reduce the effects of chronic disease for Minnesotans. School-based dental sealant programs meet children where they are at, further reducing chronic dental disease.

**Dr. Brittany Seymour, DDS, MPH,
Harvard School of Dental Medicine**

**How Social Networks are Reshaping Public Health
Communication: The New Neighborhoods**

Public health has encountered a new threat in recent years, digital pandemics: the far-reaching rapid spread of scientifically inaccurate unrestricted health information across the internet. Today, one Facebook post can reach more people across more countries faster than nearly any other form of communication. Since three quarters of internet users seek health information online, public health experts are striving to better understand how today's internet culture may be influencing health behaviors in unhealthy ways.

How is modern information spread affecting people's choices? Why does social sentiment seem to obscure the science? These questions set the foundation for our research.

This presentation will assess the role that the online media ecosystem plays in creating, spreading, and reinforcing health information and misinformation. It will analyze how social communication theory and network science can support innovation and new online communication strategies for public health in a digital era, where online networks are the new neighborhoods.

Minnesota ACT on Alzheimer's and the Dementia Friendly Dental Practice

11:15 am-12:00 pm • Oak Room

Emma Shepard, Central Minnesota Council on Aging

This interactive session will provide an overview on Minnesota's ACT on Alzheimer's initiative. ACT on Alzheimer's is a statewide, multi-dimensional collaboration seeking large-scale social change and building community capacity to help drive Minnesota's response to Alzheimer's disease. Alzheimer's impacts and realities are moving communities to act to support people living with the disease and everyone touched by it. With the increase in our aging population, dementia will greatly affect all healthcare and community sectors. This session will close with a focus group discussion brainstorming best practices for oral health and dementia.

The Science, Myths, and Prevention of HPV Cancer

11:15 am-12:00 pm • Maple Room

Jennifer Oliphant, EdD, MPH, University of Minnesota, Pediatrics and Adolescent Health

You Are the Key to HPV Cancer Prevention

This presentation will include background information on HPV and HPV-related cancers, with an emphasis on oropharyngeal cancer.

Eileen Crespo, MD, Delta Dental of Minnesota

HPV Vaccine Efficacy and Safety

Dr. Crespo will review the scientific basis of HPV vaccination and how it affects antibody levels. She will also spend time reviewing actual, observed side effects as well as dispelling myths regarding safety concerns that are propagated on the internet. Dr. Crespo will conclude with the scientific basis to a strong provider recommendation.



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Oral Health Literacy and Oral Health



12:45-1:30 pm • Oak Room

Genelle R. S. Lamont, PhD, MPH, Minnesota Department of Health
Scott Smith, MA, Minnesota Department of Health

Patient health literacy and the way in which dental providers communicate with their patients has a significant impact on costs, safety, and quality of care. Roughly 9 in 10 adults in the United States lacks enough health literacy skills to seek, understand, and evaluate oral health information and navigate dental and health care systems. Learn how oral health professionals can improve patient dental care and understanding through proven communication strategies.

The Art of the Possible: Using Your Voice to Make Political Change

1:30-2:15 pm • Oak Room

Ellie Beaver, American Cancer Society Cancer Action Network

Is your knowledge of the political process limited to one Schoolhouse Rocks song? Do you want to do more than go to the polls to make a difference in the political process? Learn about how the legislative process works and how sharing your story can influence your lawmakers. Participants will learn: the basic structure of government, how to identify the right decision maker, and what to say to get your message across effectively.

Intro to Media Training: Media Training 101

12:45-1:30 pm & 1:30-2:15 pm • Maple Room

Nancy Franke Wilson, MS, Minnesota Oral Health Coalition

The mainstream media is a fantastic channel for telling our oral health stories. Unfortunately, not enough of us have engaged the press with our messages. This session will focus on the basics of media relations and how it relates to your work in oral health. Topics include the press release, press conference, defining your message, preparing responses, and how to conduct yourself in an interview. If you're lucky your interview will be captured on video and critiqued in the session. Don't worry – volunteers only!

Leah Kinney, RDH, MS, ADT Dental

View oral health media clips done for Delta Dental of Minnesota and share tips on how to engage with local TV/radio media. Experience on-camera experiences featuring oral health topics. Learn to organize content for televised segments, develop key messages, being on-camera, and tips for conducting successful on-air segments.

Giving Your Voice to the State Oral Health Plan Revision



2:15-2:45 pm

The [Minnesota Oral Health Plan 2013-2018](#) provides a blueprint for accomplishing goals and objectives developed in collaboration with partners and stakeholders, including members of Minnesota's public health and dental communities. The plan is a call to action for individuals, communities, and organizations to collaborate and implement strategies that will improve the oral health of all Minnesotans.

The Minnesota Oral Health Plan expires this year. As a result, the Minnesota Department of Health and the Minnesota Department of Human Services have reached out to groups and individuals for feedback. This is your opportunity to have your voice heard and have input into the state plan.

Sponsors

Thank You to our Sponsors!

The Minnesota Oral Health Coalition and its many partners want to express their gratitude for your generous support of this event.



Delta Dental of Minnesota





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