

## 2024-2028 Minnesota Oral Health Coalition Strategic Plan

**Mission:** To strengthen Minnesota's oral health community through partnerships, resources, and outreach.

**Vision:** Optimal oral health for all Minnesotans.

### **Values Statement:**

The Minnesota Oral Health Coalition holds certain ideals and principles that guide the decision-making, actions, and behaviors of the coalition, including to:

- Understand, acknowledge, and respect the mission and values of our partners
- Actively participate in efforts to promote public health
- Uphold a culture of collaboration and organizational excellence
- Maintain open communication that preserves and protects trust among stakeholders
- Celebrate and extol the relationships between the MOHC and its partners

Items highlighted signal where the coalition's strategic plan aligns with, and supports, the State of Minnesota's oral health strategic plan.

## 2024-2028 MOHC Strategic Plan

<p><b>GOAL 1</b> A stronger, statewide foundation for oral health that advances health equity in Minnesota.</p>	<p><b>GOAL 2</b> An informed, empowered, and collaborative oral health community.</p>	<p><b>GOAL 3</b> A diverse, engaged and growing MOHC membership.</p>	<p><b>GOAL 4</b> A whole-person integrated care infrastructure.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>• Create broader awareness of MOHC</li> <li>• Be a one-stop-shop for oral health information</li> <li>• Leverage new and existing partnerships</li> <li>• Establish stronger connections with diverse communities through meaningful, solution-oriented interactions and inclusive discussions</li> <li>• Reduce barriers for participation that could negatively impact stakeholders</li> <li>• Amplify voices of rural Minnesota’s oral health stakeholders</li> <li>• Bolster oral health public policy efforts</li> </ul> <p><b>Objective 1:</b> Become one of Minnesota’s leading resources for oral health information, education, and connections.</p> <p><b>Tactics:</b></p>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>• Understand the needs of oral health stakeholders through ongoing engagement</li> <li>• Collect and provide oral-health related resources and educational opportunities</li> <li>• Support the development of programs, products, and systems that support advancements in oral health</li> <li>• Continue role as “connector,” bringing people and organizations together to more effectively collaborate</li> <li>• Develop statewide leaders in oral health</li> <li>• Raise awareness of the importance of good oral health</li> </ul> <p><b>Objective 1:</b> Formulate and implement a statewide public oral health information campaign.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Create committee to strategize campaign development</li> </ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>• Elicit greater participation and support from current MOHC members</li> <li>• Promote advantages of MOHC membership among oral health providers</li> <li>• Consider creating membership levels (e.g. corporate, etc.)</li> <li>• Create a stronger and more diverse membership base, including among those outside of oral health</li> <li>• Provide incentives to become a member, including opportunities to participate</li> <li>• Promote volunteerism</li> </ul> <p><b>Objective 1:</b> Modify MOHC’s organizational structure and work processes to support broader participation.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Encourage members to volunteer to provide specific, limited-time program support</li> <li>• Develop member networking opportunities</li> </ul>	<p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>• Broadly promote the benefits of whole-person Integrated care</li> <li>• Expand and promote collaborative efforts</li> <li>• Build relationships with more non-dental partners</li> <li>• Promote oral health as means of preventing chronic health issues</li> </ul> <p><b>Objective 1:</b> Increase awareness of oral health as critical component of public health.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Partner with diverse communities and collaborate with non-dental partners on projects to promote oral health as necessary component of optimal overall health</li> <li>• Promote Smile for Life modules and develop supporting hands-on components</li> <li>• Highlight integration within other areas of MOHC’s work such as public information campaign, partner and networking activities, and member correspondence</li> </ul>

<ul style="list-style-type: none"> <li>Actively participate in meetings, projects, and programs with public health stakeholders</li> <li>Ensure local health agencies have patient education resources on oral health</li> <li>Engage organizations and stakeholders in MOHC's work</li> <li>Find alignment and support for implementation of the State's Oral Health Plan</li> <li>Partner with and recognize MDH Oral Health Program as a key program for oral health promotion</li> <li>Bring national perspectives to Minnesota by maintaining a close relationship with the Association of National Oral Health Coalitions and participating in national health initiatives</li> </ul> <p><b>Objective 2:</b> Increase the impact of oral health public policy through training and education</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Inform policymakers at all levels of the need to sustain oral health infrastructure</li> <li>Host Public Policy 101 sessions for MOHC members, partners, and other stakeholders</li> <li>Use "train the trainer" model to increase capacity to provide</li> </ul>	<ul style="list-style-type: none"> <li>Utilize and/or repurpose existing resources, such as Meet Your Mouth campaign</li> <li>Secure endorsements from individuals and organizations</li> <li>Make it easy to spread the word by providing campaign materials online</li> <li>Seek media sponsors for in-kind advertising support</li> <li>Utilize social media</li> </ul> <p><b>Objective 2:</b> Incentivize and bolster education opportunities.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Create, disseminate, and promote oral health training and education materials</li> <li>Support efforts that promote prevention to both parents and dental providers</li> <li>Develop and distribute culturally-relevant oral health educational materials in partnership with diverse communities</li> <li>Support oral health programs in schools and communities</li> </ul> <p><b>Objective 3:</b> Redesign MOHC's website to be more robust and user-friendly.</p> <p><b>Tactics:</b></p>	<ul style="list-style-type: none"> <li>Encourage individual members to recommend membership support from their employers</li> </ul> <p><b>Objective 2:</b> Increase the number of MOHC members and partners from outside oral health.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Reimagine membership committee to increase value and expectations around MOHC membership</li> <li>Promote MOHC and MOHC membership more broadly</li> <li>Reach out and extend invitations to participate</li> </ul> <p><b>Objective 3:</b> Launch a campaign to gain more oral health provider members and/or donors.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Promote importance of MOHC membership</li> <li>Help dental providers understand the state of oral health in underserved and rural communities</li> <li>Solicit provider input and ideas on improving oral health across Minnesota</li> <li>Encourage dental providers to help improve the oral health of underserved Minnesotans</li> </ul>	<p><b>Objective 2:</b> Make opportunities available for medical and dental providers to participate in discussion around the integration of oral health and overall health.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Develop opportunities for Interprofessional Integrated Care Education (IPE)</li> <li>Promote research that examines the impact of preventative oral health care in the primary care setting</li> <li>Promote the use of risk assessment (e.g. periodontal disease, diabetes, tobacco use, etc.) among medical and dental providers</li> <li>Develop and support opportunities for greater collaboration</li> </ul> <p><b>Objective 3:</b> Strengthen policy efforts to integrate oral health into primary care.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>Collaborate with partners to support and make recommendations on policies that promote oral health and Integrated Care to the Legislature</li> <li>Engage the Minnesota Departments of Human Services and Health on actions that can be</li> </ul>
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<p>public policy training and information</p> <ul style="list-style-type: none"> <li>• Provide oral health information to policymakers to improve oral health awareness</li> <li>• Demonstrate need for leadership to improve the oral health of residents of supportive care facilities</li> </ul> <p><b>Objective 3:</b> <b>Develop new relationships and partnerships with individuals and organizations outside oral health.</b></p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Invite more health equity stakeholders to the table and create opportunities for engagement</li> <li>• Proactively develop partnerships that align with MOHC’s mission</li> <li>• Connect stakeholders with one another</li> <li>• Provide technical assistance to stakeholders as they develop and implement oral health programs in their communities</li> </ul> <p><b>Objective 4:</b> <b>Convert oral health data into materials that spur action among stakeholders.</b></p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Proactively use Minnesota Oral Health Statistics System</li> </ul>	<ul style="list-style-type: none"> <li>• Improve website configuration to make information more easily accessible</li> <li>• Structure resources as a “tool box”</li> <li>• Include imagery more reflective of diverse populations</li> <li>• Provide accessible materials suitable for social media posts</li> <li>• Use redesign as an opportunity to promote the MOHC, its priorities, programs, members, partners, board of directors, etc.</li> <li>• Consider consumer oral health information section</li> </ul> <p><b>Objective 4:</b> <b>Create an oral health leadership program.</b></p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Compile list of preferred skills and knowledge essential for oral health leadership over the next decade</li> <li>• Conduct informal listening sessions with various types of dental practices, BIPOC communities, dental schools, state and local governments, and oral health associations about necessity for future leaders</li> <li>• Partner with professional and membership associations to create continuing education courses for oral health</li> </ul>	<p><b>Objective 4:</b> Increase attendance and participation at annual conference and regional meetings.</p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Work with conference planning volunteers</li> <li>• Seek input from stakeholders on conference/meeting topics</li> <li>• Select speakers and sponsors from inside and outside oral health</li> <li>• Promote conferences among members and beyond</li> <li>• Assure that continuing education credits are included in all conference offerings</li> </ul>	<p>taken, at a state agency level, to overcome challenges to integration efforts</p> <ul style="list-style-type: none"> <li>• Identify and partner with other organizations to bolster the oral health community’s voice with legislators on the changes needed for integrated practice models in Minnesota</li> </ul> <p><b>Objective 4:</b> <b>Develop a Whole-person Integrated Care Toolkit for Minnesota.</b></p> <p><b>Tactics:</b></p> <ul style="list-style-type: none"> <li>• Develop a Minnesota-centered toolkit modeled after Colorado’s Integrated Medical Dental Integration Toolkit</li> <li>• Research model projects and examples of administration of integrated practices such as records, billing, coding, forms, payments, etc.</li> <li>• Promote lessons from behavioral health on how to integrate care, especially administrative tasks</li> <li>• Identify benefits of integrated care to insurance providers</li> <li>• Identify evidence-based changes to curriculum at medical and dental schools that promote integration</li> </ul>
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<p>(MNOHSS) to turn data into information that stakeholders can more readily and effectively utilize</p> <ul style="list-style-type: none"> <li>• Endorse and promote evidence-based oral health strategies and best practices</li> <li>• Share data with legislators that clearly demonstrate oral health needs, issues, and solutions</li> </ul>	<p>professionals focused on health literacy and cultural competency</p> <ul style="list-style-type: none"> <li>• Recruit participants</li> </ul>		
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