

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.

GOAL 1

GOAL 2

GOAL 3

GOAL 4

A stronger, statewide foundation for oral health that advances health equity in Minnesota

- Create broader awareness of MOHC
- Be a one-stop-shop for oral health information
- Leverage new and existing partnerships
- Establish stronger connections with diverse communities through meaningful, solution-oriented interactions and inclusive discussions
- Reduce barriers for participation that could negatively impact stakeholders
- Amplify voices of rural Minnesota’s oral health stakeholders
- Bolster oral health public policy efforts

An informed, empowered, and collaborative oral health community

- Understand the needs of oral health stakeholders through ongoing engagement
- Collect and provide oral-health related resources and educational opportunities
- Support the development of programs, products, and systems that support advancements in oral health
- Continue role as “connector,” bringing people and organizations together to more effectively collaborate
- Develop statewide leaders in oral health
- Raise awareness of the importance of good oral health

A diverse, engaged and growing MOHC membership

- Elicit greater participation and support from current MOHC members
- Promote advantages of MOHC membership among oral health providers
- Consider creating membership levels (e.g. corporate, etc.)
- Create a stronger and more diverse membership base, including among those outside of oral health
- Provide incentives to become a member, including opportunities to participate
- Promote volunteerism

A whole-person integrated care infrastructure

- Broadly promote the benefits of whole-person Integrated care
- Expand and promote collaborative efforts
- Build relationships with more non-dental partners
- Promote oral health as means of preventing chronic health issues

Objectives

- Become one of Minnesota’s leading resources for oral health information, education, and connections.
- Increase the impact of oral health public policy through training and education
- Develop new relationships and partnerships with individuals and organizations outside oral health.
- Convert oral health data into materials that spur action among stakeholders.

Objectives

- Formulate and implement a statewide public oral health information campaign.
- Incentivize and bolster education opportunities.
- Redesign MOHC’s website to be more robust and user-friendly.
- Create an oral health leadership program.

Objectives

- Modify MOHC’s organizational structure and work processes to support broader participation.
- Increase the number of MOHC members and partners from outside oral health.
- Launch a campaign to gain more oral health provider members and/or donors.
- Increase attendance and participation at annual conferences and regional meetings

Objectives

- Increase awareness of oral health as a critical component of public health.
- Make opportunities available for medical and dental providers to participate in discussion around the integration of oral health and overall health.
- Strengthen policy efforts to integrate oral health into primary care.
- Develop a Whole-person Integrated Care Toolkit for Minnesota.