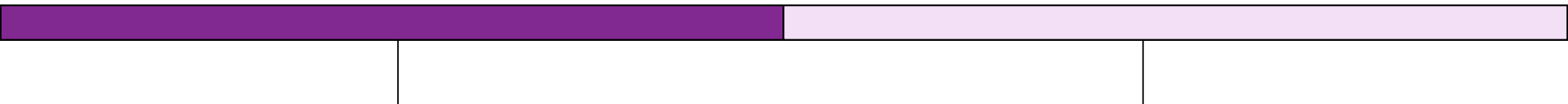


**2024 – 2028**

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**STRATEGIC  
PLAN**

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## 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

# GOAL 1



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

Strategies	Objectives			
Create broader awareness of MOHC	<b>Become one of Minnesota’s leading resources for oral health information, education, and connections</b>	<b>Increase the impact of oral health public policy through training and education</b>	<b>Develop new relationships and partnerships with individuals and organizations outside oral health.</b>	<b>Convert oral health data into materials that spur action among stakeholders</b>
Be a one-stop-shop for oral health information	Actively participate in meetings, projects, and programs with public health stakeholders	Inform policymakers at all levels of the need to sustain oral health infrastructure	Invite more health equity stakeholders to the table and create opportunities for engagement	Proactively use Minnesota Oral Health Statistics System (MNOHSS) to turn data into information that stakeholders can more readily and effectively utilize
Leverage new and existing partnerships	Ensure local health agencies have patient education resources on oral health	Host Public Policy 101 sessions for MOHC members, partners, and other stakeholders	Proactively develop partnerships that align with MOHC’s mission	<b>Endorse and promote evidence-based oral health strategies and best practices</b>
Establish stronger connections with diverse communities through meaningful, solution-oriented interactions and inclusive discussions	Engage organizations and stakeholders in MOHC’s work	Use “train the trainer” model to increase capacity to provide public policy training and information	Connect stakeholders with one another	Share data with legislators that clearly demonstrate oral health needs, issues, and solutions
Reduce barriers for participation that could negatively impact stakeholder	Find alignment and support for implementation of the State’s Oral Health Plan	Provide oral health information to policymakers to improve oral health awareness	Provide technical assistance to stakeholders as they develop and implement oral health programs in their communities	
Amplify voices of rural Minnesota’s oral health stakeholders	Partner with and recognize MDH Oral Health Program as a key program for oral health promotion	Demonstrate need for leadership to improve the oral health of residents of supportive care facilities		
Bolster oral health public policy efforts	Bring national perspectives to Minnesota by maintaining a close relationship with the Association of National Oral Health Coalitions and participating in national health initiatives			

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

## GOAL 2

An informed, empowered, and collaborative oral health community.



Strategies	Objectives			
Understand the needs of oral health stakeholders through ongoing engagement	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
Collect and provide oral-health related resources and educational opportunities	Create committee to strategize campaign development	Create, disseminate, and promote oral health training and education materials	Improve website configuration to make information more easily accessible	Compile list of preferred skills and knowledge essential for oral health leadership over the next decade
Support the development of programs, products, and systems that support advancements in oral health	Utilize and/or repurpose existing resources, such as Meet Your Mouth campaign	Support efforts that promote prevention to both parents and dental providers	Structure resources as a “tool box”	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
Continue role as “connector,” bringing people and organizations together to more effectively collaborate	Secure endorsements from individuals and organizations	<b>Develop and distribute culturally-relevant oral health educational materials in partnership with diverse communities</b>	Include imagery more reflective of diverse populations	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
Develop statewide leaders in oral health	Make it easy to spread the word by providing campaign materials online	Support oral health programs in schools and communities	Provide accessible materials suitable for social media posts	<b>Partner with professional and membership associations to create continuing education courses for oral health professionals focused on health literacy and cultural competency</b>
Raise awareness of the importance of good oral health	Seek media sponsors for in-kind advertising support	Utilize social media	Use redesign as an opportunity to promote the MOHC, its priorities, programs, members, partners, board of directors, etc.	Recruit participants
			Consider consumer oral health information section	

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

### GOAL 3

A diverse, engaged and growing MOHC membership.



Strategies	Objectives			
Elicit greater participation and support from current MOHC members	<b>Modify MOHC’s organizational structure and work processes to support broader participation</b>	<b>Increase the number of MOHC members and partners from outside oral health</b>	<b>Launch a campaign to gain more oral health provider members and/or donors</b>	<b>Increase attendance and participation at annual conferences and regional meetings</b>
Promote advantages of MOHC membership among oral health providers	Encourage members to volunteer to provide specific, limited-time program support	Reimagine membership committee to increase value and expectations around MOHC membership	Promote importance of MOHC membership	Work with conference planning volunteers
Consider creating membership levels (e.g. corporate, etc.)	Develop member networking opportunities	Promote MOHC and MOHC membership more broadly	Help dental providers understand the state of oral health in underserved and rural communities	Seek input from stakeholders on conference/meeting topics
<b>Create a stronger and more diverse membership base, including among those outside of oral health</b>	Encourage individual members to recommend membership support from their employers	Reach out and extend invitations to participate	Solicit provider input and ideas on improving oral health across Minnesota	Select speakers and sponsors from inside and outside oral health
Provide incentives to become a member, including opportunities to participate	Seek media sponsors for in-kind advertising support		<b>Encourage dental providers to help improve the oral health of underserved Minnesotans</b>	Promote conferences among members and beyond
Promote volunteerism				Assure that continuing education credits are included in all conference offerings

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

# GOAL 4



A whole-person integrated care infrastructure.

Strategies	Objectives			
<p><b>Broadly promote the benefits of whole-person Integrated care</b></p>	<p><b>Increase awareness of oral health as a critical component of public health</b></p>	<p><b>Make opportunities available for medical and dental providers to participate in discussion around the integration of oral health and overall health</b></p>	<p><b>Strengthen policy efforts to integrate oral health into primary care</b></p>	<p><b>Develop a Whole-person Integrated Care Toolkit for Minnesota</b></p>
<p><b>Expand and promote collaborative efforts</b></p>	<p>Partner with diverse communities and collaborate with non-dental partners on projects to promote oral health as necessary component of optimal overall health</p>	<p>Develop opportunities for Interprofessional Integrated Care Education (IPE)</p>	<p>Collaborate with partners to support and make recommendations on policies that promote oral health and Integrated Care to the Legislature</p>	<p>Develop a Minnesota-centered toolkit modeled after Colorado’s Integrated Medical Dental Integration Toolkit</p>
<p><b>Build relationships with more non-dental partners</b></p>	<p>Promote Smile for Life modules and develop supporting hands-on components</p>	<p>Promote research that examines the impact of preventative oral health care in the primary care setting</p>	<p>Engage the Minnesota Departments of Human Services and Health on actions that can be taken, at a state agency level, to overcome challenges to integration efforts</p>	<p>Research model projects and examples of administration of integrated practices such as records, billing, coding, forms, payments, etc.</p>
<p><b>Promote oral health as means of preventing chronic health issues</b></p>	<p>Highlight integration within other areas of MOHC’s work such as public information campaign, partner and networking activities, and member correspondence</p>	<p>Promote the use of risk assessment (e.g. periodontal disease, diabetes, tobacco use, etc.) among medical and dental providers</p>	<p>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</p>	<p>Promote lessons from behavioral health on how to integrate care, especially administrative tasks</p>
		<p>Develop and support opportunities for greater collaboration</p>		<p>Identify benefits of integrated care to insurance providers</p>
				<p>Identify evidence-based changes to curriculum at medical and dental schools that promote integration</p>

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