

# **GREATER FLINT HEALTH COALITION**

## **TERMS OF REFERENCE**

### **CHILDREN'S ORAL HEALTH EDUCATION CAMPAIGN WORKGROUP (2008)**

#### **MISSION:**

In the area of children's dental health care, to support the mission of the Greater Flint Health Coalition:

- Improve health status of residents of Genesee County
- To improve the quality and cost effectiveness of the (emphasis added) health care system in the community.

#### **VISION OF THE COALITION:**

A healthy Genesee County community practicing healthy lifestyles with access to the best and most cost effective health and medical care.

#### **CORE VALUES:**

Consensus  
Collaboration  
Fairness  
Integrity  
Continuous Improvement  
Innovation  
Public Participation

#### **VISION OF THE WORKGROUP:**

To improve the dental health of children in Genesee County through the development and implementation of an educational campaign focused on families and caregivers of children ages 0 through 5 years. A special emphasis will be placed on the population of children at high risk for developing dental caries/tooth decay including those receiving Medicaid insurance coverage. The campaign will also educate providers on children's oral health issues and utilize them as a vehicle for disseminating the campaign message.

## **OUTCOME OPTION:**

1. To provide outreach and education to families and caregivers of children ages 0 through 5 years at high risk for developing dental caries/tooth decay
2. To increase the percentage of parents and caregivers of children ages 0 through 5 years recognizing the importance of oral health
3. To reduce the severity and number of dental problems in young children
4. To increase providers' awareness of children's oral health issues and promote best practices related to prevention

## **OUTCOME OPTION IMPACT ON 2007-2012 GOAL FRAMEWORK**

Improved health status is promoted collectively through the focus areas of access, quality, cost, and health improvement. Access to children's dental services is improved through increased awareness among parents/caregivers and providers alike (options #1, 2, and 4). The quality of the care delivered is affected by promoting best practices in addition to informed communication between the parent/caregiver of the patient and the dental provider (options #1, 2, 3, and 4). The cost of children's dental care is impacted by reducing the amount of expensive procedures needed by encouraging early dental care and regular dental visits to prevent severe oral health problems (options #1, 2, 3, and 4). Since dental health directly affects an individual's overall health, increased utilization and awareness of the importance of children's oral health will ultimately result in health improvement (options #1, 2, 3, and 4).

## **MEASURABLE HEALTH OUTCOMES**

- Increase the utilization of preventative dental services for children ages 0 through 5 years

Additional Measurables:

- The amount of dentists participating in the Delta Dental - Healthy Kids Dental program.
- The availability of dental services by coverage and age group

## **WORKGROUP MEMBERSHIP:**

The workgroup will be no larger than 18 individuals. All individuals will be appointed by their organization's chief executive officer/director or the president of the Coalition.

**Commitments:** The workgroup will meet monthly for one and a half hours at the Coalition’s offices with a time to be determined by members. Additional commitments of time will occur through specific working groups.

The membership will be categorized by the coalition “sectors”:

Providers (4)	Genesee District Dental Society Hamilton Community Health Network Hurley Medical Center Mott Children’s Health Center
Government (4)	Genesee County Community Action Resource Department (GCCARD) Head Start Genesee County Department of Human Services Genesee County Health Department Genesee Intermediate School District
Consumers/Residents/ At Large (7)	Community Consultant Faith Access to Community Economic Development (F.A.C.E.D.) Health Access Priority Children Ready, Set, Grow! Passport Hispanic/Latino Community African American Community
Ex-Officio members:	President, Greater Flint Health Coalition

**REPORTING:**

The committee will report to the Greater Flint Health Coalition Cost and Resource Planning Committee.

**STAFFING:**

The staffing of the workgroup will be handled by the Greater Flint Health Coalition.

**BUDGET:**

The budget for the education campaign will be provided by Mott Children's Health Center. Additional funding will be sought.

On October 18, 1999 the board approved the REACH Task Force Terms of Reference. In doing so, the board recommended the vision and outcome option of REACH (Racial and Ethnic Approaches to Community Health) become part of the operational terms of reference of every committee/task force of the Coalition.

THE REACH TASK FORCE

Vision:

To keep before the Coalition the issue of ethnic & racial disparities in health care.

Outcome Options:

- To assist a broad base of community leaders in health care in understanding the multifaceted challenges of race relations and its impact on individual community member's health.
- To keep front and center the issue of ethnic and racial disparities in the work of the Coalition.

Approved by the Children's Oral Health Education Campaign Workgroup on July 16, 2008.

Approved by the Greater Flint Health Coalition Board of Directors on December 15, 2008.