



ABC PROGRAM



Presented by Leigh-Lynn Vitukinas, RDH, MSDH
ABC Program Coordinator

Today's Presentation will review

- WHAT IS THE ABC PROGRAM
- WHY IS IT IMPORTANT?
- TOOTH DECAY
- WHAT IS FLUORIDE VARNISH?
- CTDHP OUTREACH EFFORTS
- INFOGRAPHICS
- SOCIAL MEDIA
- UPDATES





BACKGROUND

In an effort to reduce or prevent dental caries for children who are HUSKY Health members, DSS established a program to encourage physicians, physician assistants and advanced practice registered nurses (APRNs) to become certified to perform select dental services as a non-dental provider under the ABC Program.

TRAINING

The Connecticut Dental Health Partnership (CTDHP) will train non-dental providers in office or virtually to perform oral health assessments and apply fluoride varnish to HUSKY Health children under the age of 7 years.



Appearance & Symptoms

- Brown cavitations represent areas where loss of enamel has exposed underlying dentin
- Lesions darken as they become stained with pigments from food



Treatment

- Immediate dental referral
- Lesions are small enough that simplified restorative techniques that do not use high speed drills and local anesthesia can be used



White Spots

Appearance & Symptoms

- White spots and lines are the first clinical signs of demineralized enamel
- Typically begins at the gingival margin
- If the disease process is not managed, lesions will progress to cavities that are initially yellow

Treatment

- Immediate dental referral
- Dietary and oral hygiene counseling
- Topical fluoride to reverse or arrest lesions



CTDHP Outreach Efforts

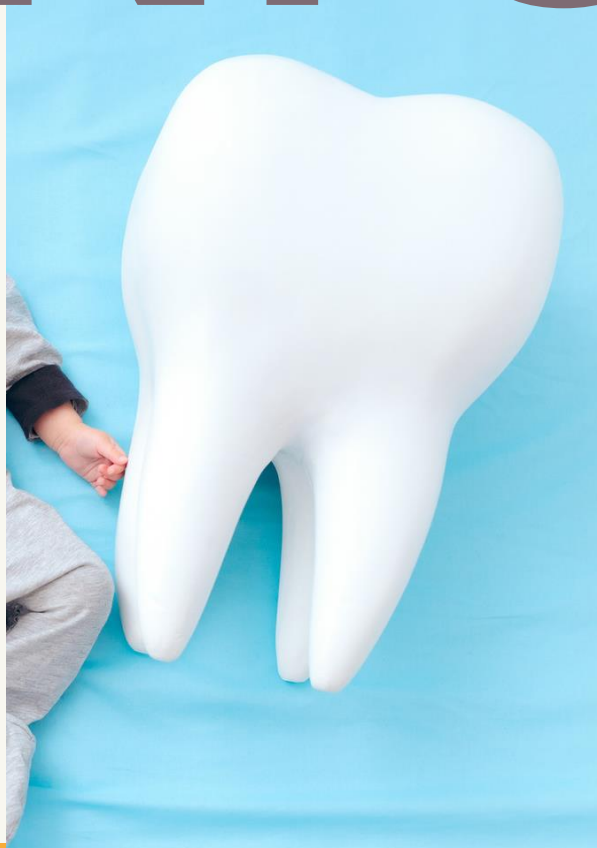
OUTREACH

- Training on ABC Program
- DHCS Conducted Individual outreach efforts to 328 Providers & Medical offices.
- Toolkit items
- Phone follow up
- Virtual trainings scheduled





INFOGRAPHICS



We created an infographic to promote the ABC Program to medical offices to encourage training.

SEEKING FLUORIDE HEROES!



BE THE HERO BEHIND THE SMILE

Add fluoride treatments to your HUSKY well child visits to help reduce cavities, prolong the life of baby primary teeth, reduce gingivitis with good oral hygiene, reduce future dental disease and dental expenses. You don't need to be a dentist to administer fluoride varnish. You just need a training certification that is free, quick and easy.

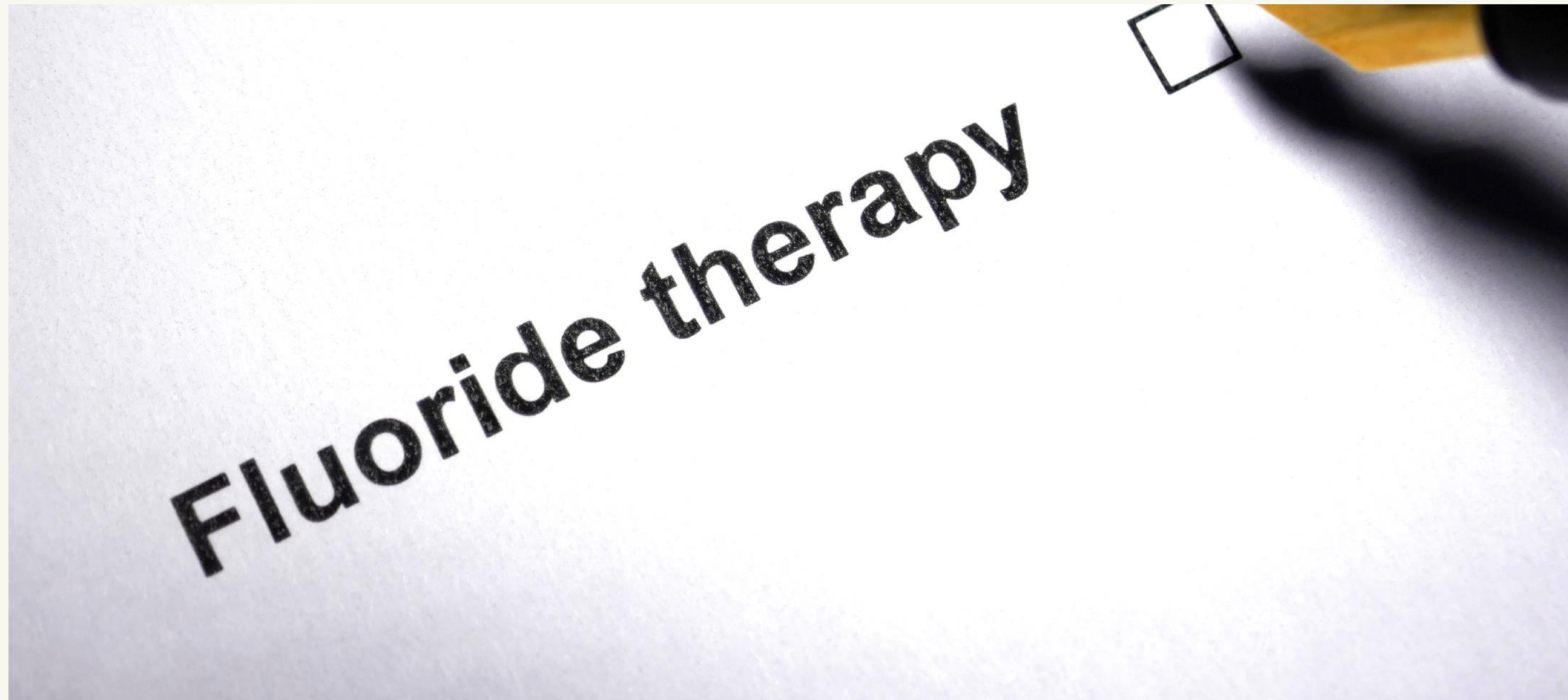
GET FLUORIDE VARNISH TRAINING

Get certified to become an Oral Health Champion today with CT Dental Health Partnership's ABC Program. Even if you are still providing televisits for your patients, the training will prepare you to provide treatments, once your office visits return. Encourage the entire office to be trained or beforehand.



HUSKY BENEFITS COVER FLUORIDE TREATMENTS FOR CHILDREN UP TO AGE 7

Dental cavities are the most common chronic childhood disease, five times more common than



Infographic was also created to encourage parents to ask their Pediatricians about fluoride varnish at well child visits.

AN ORAL HEALTHCARE GUIDE FOR PARENTS
FROM THE HUSKY HEALTH ABC PROGRAM

HELP YOUR CHILDREN "SMILE WIDE"

with fluoride varnish treatments
for children up to age 7



WHAT ARE FLUORIDE VARNISH TREATMENTS?

Fluoride varnish is a temporary protective coating that is painted on teeth to help prevent new cavities and to help stop cavities that have already started.

WHERE CAN MY CHILDREN GET THEM?

First, be sure your children are seeing a dentist at least once a year. Be sure to ask if fluoride varnish treatments are being applied at each visit. You should also ask your pediatrician and other medical practitioners who treat your child. Many are also credentialed to apply fluoride varnish treatments.



SOCIAL MEDIA



- Release Date: June 23-30, 2021
- Audience: Parents of Children 5 or under in CT (Payor Agnostic)
- Reach: 2,164
- Engagement: 63



Connecticut Dental Health Partnership

June 23 at 10:16 AM · 🌐

...

Fluoride varnish is safe and used by healthcare providers all over the world to help prevent tooth decay in children. Fluoride varnish can be used on babies from the time they have their first teeth. And your most pediatricians can apply this varnish during your well child visits. Be sure to ask them.

More information here. <https://ctdhp.org/attn-parents-fluoride-treatments/#>

Web Post

June 17, 2021

<https://ctdhp.org/>

Help Your Children “Smile Wide” With Varnish Treatments

What you will find on this page:

WHAT ARE FLOURIDE TREATMENTS?

SHOULD MY CHILD GET FLUORIDE VARNISH?

TAKE ACTION TODAY!

Key Links & Contacts

WHAT ARE FLOURIDE TREATMENTS?

Fluoride varnish is a dental treatment that can help prevent tooth decay, slow it down, or stop it from getting worse. This dental varnish is made with fluoride, a mineral that can strengthen tooth enamel, which is the outer coating of the teeth.

Web Post

SHOULD MY CHILD GET FLUORIDE VARNISH?

Yes. Fluoride varnish is used to help slow tooth decay and strengthen the enamel of your child's teeth. Your pediatrician will apply the varnish starting when the first tooth erupts at well child visits.

HOW OFTEN?

The fluoride coating will work best if it is painted on the teeth 3 – 4 times a year. So even though your child may be getting varnish treatments at the dentist, your pediatrician well-child visits are also an opportunity to protect your child's teeth.

IS IT SAFE?

Yes, fluoride varnish is safe and used by healthcare providers all over the world to help prevent tooth decay in children. Fluoride varnish can be used on babies from the time they have their first teeth.

ORAL CARE AFTER FLUORIDE TREATMENT

Your child can eat and drink right after the fluoride varnish is applied; but, try to refrain from giving your child crunchy food or hot liquids for 6 hours. Do not brush or floss teeth for 4-6 hours. If teeth appear yellow after treatment, this coating will go away after brushing before bedtime.

TAKE ACTION TODAY!

Ask your dentist to be sure your child is getting varnish fluoride treatments. Ask your pediatrician to apply the varnish treatments during every well child visit. More and more medical practitioners are trained to safely provide fluoride treatments, so be sure you are getting fluoride at each visit. Aim for 3-4 treatments per year.

Need Help Making an Appointment?

Call 855-CT-DENTAL

Need assistance in your language?

We can help.

Call 855-283-3692



Twitter Ad (Pilot Test)



- Release Date: June 30, 2021
- Audience: Connecticut
- Reach: 2,535
- Engagement: 31 (%1.22)

Web and Social Media Campaign ABC to Parents



Week of June 23, 2021

1 Web Post on ctdhp.org

3 Facebook Posts; One Facebook Boost.

3 Twitter Posts; One Twitter Ad



Fluoride varnish is ...

Jun 24, 2021, 1:14 PM

50

People Reached

2

Reactions



Ad Completed

Fluoride varnish is ...

Jun 23, 2021, 10:16 AM

2K

People Reached

20

Reactions



Do you have a child ...

Jun 22, 2021, 10:16 AM

52

People Reached

6

Reactions

Strategy



CONTINUE OUTREACH
EFFORTS



TRAIN MORE OFFICES



SOCIAL MEDIA

LEIGH-LYNN VITUKINAS, RDH, MSDH

ABC Program Coordinator

LEIGH.VITUKINAS@CTDHP.COM

860-507-2315



Care Coordination & Outreach Team

Team is purposefully local

- Our Dental Health Care Specialist's cover six regions of the state and are embedded in local communities and partnered with community organizations.
- Specialist in **Complex Health Needs** to support complex and vulnerable populations to navigate oral health and medical systems of care.

Team focuses on a **collaborative process with HUSKY Health Members** to assess, plan, remove/reduce barriers and meaningfully link members to oral health services.

Team **partners with local community providers, organizations** to help inform and awareness of the HUSKY Health Dental Benefits, encourage good oral health, and become trusted messengers to the HUSKY Health membership.

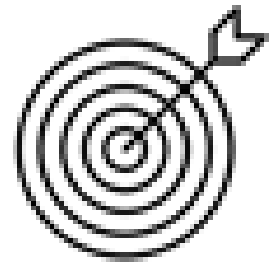
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CTDHP Care Coordination Model



Engage & Assess



Develop Mutual Goals



Meaningfully link to care-
follow up & follow through



Intervene, support until
goals met (longitudinal v.
episodic)

- Person centered, advocacy oriented.
- Referral sources: Community Partners, State Agencies, Health Systems, CHN/Beacon, ED Claims, OBGYN, School Based Health Centers.
- Aligned to prevailing Care Coordination Standards (AHRQ).

Goals

- Help members move from acute service need to routine preventative maintenance.
- Improved oral health literacy.
- Reduction in avoidable emergency department visits.

Interventions

- Scheduling Appointments & Appointment Reminding.
- Supporting comprehension of treatment plan and home care instructions.
- Assistance in arranging transportation.
- Social, Behavioral, Medical service linkage.
- Identifying and working through internal barriers - dental anxiety phobia, beliefs/attitudes about oral health .

You Don't Need to Wait Until It Hurts! COVID and Oral Health



CTDHP Efforts

- 1,200 Oral Health Kits to Foodshare
- Dedicated COVID letters to members
- 193,500 E-Newsletters to Members
- Website: [Maintaining your Oral Health During these COVID Times, & Information on Vaccines - CTDHP](#)
- Vaccine Education to Community Partners and 1,664 Direct Calls to Members
- Social Media Posts

