Agenda Item No. 11
May 7, 2014 Meeting

DATE: April 25, 2014

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director

SUBJECT: Healthy Smiles for Kids of Orange County Catalytic Agreement Update

SUMMARY:
In February 2012, the Commission approved $20 million catalytic funding to support and sustain pediatric oral health services for 10 years in partnership with Healthy Smiles for Kids of Orange County. The Commission's catalytic funding: 1) sustained critical screening, treatment and education services for young children; 2) provided increased network capacity including adding a pediatric dentist to assist pediatric dental clinics, increasing the number of clinic sites that are able to use nitrous oxide and expand training and professional support for general dentists that cover clinics; and, 3) support an outreach and education campaign targeted to parents at community based settings. This staff report provides an overview of the results of the public education campaign, efforts to support long-term sustainability for oral health services, and organizational changes at Healthy Smiles.

DISCUSSION:
Healthy Smiles was founded in 2003 as a funded program of the Commission to address the growing recognition of the epidemic in oral disease in young children. Oral health pain is one of the most frequently cited reasons for school absenteeism and parents are often not aware of the importance of prevention and screening prior to age 1.

Through it's partnership with Healthy Smiles, the Commission has been able to make a significant impact in promoting awareness, as well as screening and treatment for children for oral health. Recent data prepared by Children Now (Attachment 1) shows a county by county analysis of access to oral health care. As shown, Orange County has approximately 189,000 children enrolled in Denti-cal, a low income government insurance program, and 54 percent of these children (aged 1-20) have one or more preventive visits. Orange County's rate of Denti-cal preventative visits is significantly better than other large counties including, San Diego (42%), Riverside (43%), San Bernardino (43%) and Los Angeles (47%). Through outreach, education, and efforts to increase access, Orange County has the highest rate of Denti-cal children with preventive visits and only 887 emergency room visits for preventable oral health problems, again significantly lower than other Southern California counties.

Public Education Campaign
As part of its catalytic funding, Healthy Smiles has developed and implemented a public relations and media campaign to elevate the visibility of Healthy Smiles and promote the importance of early screening and prevention. The campaign focused on avoiding tooth decay, baby-bottle tooth decay and promoting brushing and regular oral health check-ups. The attached articles provide samples of the recent media attention that Healthy Smiles has received and the promotion of its health

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messages. The educational campaign has focused on the tagline "Brush 2x a Day to Prevent Tooth Decay".

Long Term Sustainability Strategy
While the Commission's catalytic investment will sustain critical dental services for young children for the next eight years, Healthy Smiles' long-term survival will depend on its ability to effectively recover its costs through insurance reimbursements. Given that the majority of the children served by Healthy Smiles are low-income, reimbursement under Denti-cal is the most likely potential revenue source. Denti-cal is the state oral health insurance program for Medi-cal recipients. Unfortunately, recruiting and maintaining Denti-cal providers is a challenge for most communities, particularly when dealing with the complexities of caring for young children. Denti-cal reimbursements are approximately a third of the reimbursements for comparable services by private insurers and California has one of the lowest reimbursement rates. (Data provided by Children Now)

Healthy Smiles has made significant progress in diversifying its revenue base since its formation in 2004 by the Commission and regularly bills Denti-cal for services provided to children eligible under this program. Commission revenue accounts for approximately 40 percent of its annual budget, while clinical revenue accounts for less than 20 percent. Healthy Smiles estimates that it loses about $104 per patient every day because the Denti-Cal reimbursement is as low as $3.00 and as high as $70 for an initial visit against an average per patient cost of approximately $175.

Oral health services are one of the five most significant investments of Proposition 10 funding statewide by County Commissions, and the First 5 Association has prioritized access and reimbursement for oral health services as one of its top advocacy agendas. The Governor's initial budget included $17 million to fund programs to educate parents about the importance of oral health and promoting families accessing this benefit. Some parent survey data indicates that parents still don't understand the importance of oral health and believe that their child is "too young and doesn't need a check-up" (Data from First 5 LA/LA County Department of Public Health). Healthy Smiles media campaign is directly targeting this information gap, as outlined above.

Commission staff is continuing to monitor potential state funding proposals as well as exploring local options in partnerships with CalOptima to expand access to oral health services. In addition to parent knowledge, access is often challenging due to an insufficient provider base. As previously reported to the Commission in October 2013, a survey conducted by Healthy Smiles found that of the 546 active general and pediatric dentists on the Orange County Denti-cal roster, only 328 (60%) are accepting new patients. Furthermore, extrapolating from the survey sample, Healthy Smiles estimated that only 20 Denti-cal dentists are available to treat the youngest children. While Denti-cal is a statewide, fee for service model, and therefore not administered locally by CalOptima, Denti-cal patients are Medi-cal enrollees and under the CalOptima managed care responsibility. The Commission and CalOptima are beginning to explore potential local models that could support increased access to pediatric dental services.

Organizational Changes
As previously shared, the former Executive Director of Healthy Smiles resigned the position effective early March. The Board of Directors underwent a nationwide search to find a new executive director and selected Ria Berger. Ms. Berger brings over 25 years of international and

national human resource experience and is considered a turn around and growth expert. Her most recent experience was as the Vice President, Human Resources, Vanguard Health Systems (a Fortune 500 company). Ms. Berger is planning to attend the May Commission and will be available to introduce herself to the Commission.

STRATEGIC PLAN & FISCAL SUMMARY:
This item has been reviewed in relation to the Strategic Plan and the Commission's annual budget. No fiscal actions are proposed at this time.

PRIOR COMMISSION ACTIONS:
- February 2014 – Approval of Fiscal Sponsor
- February 2012- Commission approval of Catalytic Investment

RECOMMENDED ACTION:
Receive update on Healthy Smiles for Kids of Orange County Catalytic Agreement

ATTACHMENTS:
1. "Why kids in Denti-cal are feeling the pain", Analysis presented by Children Now.
2. Sample articles from Healthy Smiles Educational Campaign

Contact: Kim Goll

Attachment 1

Why kids in Denti-Cal are feeling the pain

County	Kids enrolled in Denti-Cal	Dentists accepting Denti-Cal	Denti-Cal kids per Denti-Cal dentist	Denti-Cal dentists accepting new patients	Denti-Cal kids with ≥ 1 preventive visits	ER visits for preventable oral health problems
Alameda	95,179	149	639	52	33%	1,064
Alpine	75	0	75	0	4%	0
Amador	1,812	1	1,812	0	17%	32
Butte	20,681	22	940	6	20%	162
Calaveras	2,739	1	2,739	0	23%	36
Colusa	2,128	1	2,128	1	15%	15
Contra Costa	57,514	49	1,174	14	28%	851
Del Norte	3,229	3	1,076	0	3%	68
El Dorado	7,262	9	807	2	31%	89
Fresno	149,858	136	1,102	77	39%	2,626
Glenn	3,178	1	3,178	1	7%	14
Humboldt	10,214	11	929	1	3%	122
Imperial	23,738	13	1,826	12	33%	254
Inyo	1,334	1	1,334	0	4%	11
Kern	110,746	73	1,517	43	46%	963
Kings	17,216	6	2,869	3	28%	161
Lake	6,840	4	1,710	2	7%	106
Lassen	2,028	2	1,014	1	21%	21
Los Angeles	1,014,963	1,526	665	843	47%	3,316
Madera	21,149	13	1,627	8	32%	288
Marin	7,795	10	780	4	9%	119
Mariposa	1,185	0	1,185	0	16%	28
Mendocino	9,187	5	1,837	1	6%	156
Merced	39,980	14	2,856	8	31%	417
Modoc	777	2	389	2	6%	0
Mono	554	1	554	0	2%	5
Monterey	40,629	29	1,401	17	49%	558
Napa	6,775	4	1,694	1	22%	88

County	Kids enrolled in Denti-Cal	Dentists accepting Denti-Cal	Denti-Cal kids per Denti-Cal dentist	Denti-Cal dentists accepting new patients	Denti-Cal kids with ≥ 1 preventive visits	ER visits for preventable oral health problems
Nevada	4,367	8	546	0	10%	69
Orange	188,977	587	322	356	54%	887
Placer	12,832	20	642	6	32%	139
Plumas	1,188	3	396	1	7%	16
Riverside	190,539	243	784	168	43%	1,813
Sacramento	140,045	112	1,250	38	23%	1,097
San Benito	4,663	5	933	3	32%	75
San Bernardino	229,848	307	749	190	43%	2,251
San Diego	165,192	292	566	173	42%	602
San Francisco	35,323	107	330	29	35%	221
San Joaquin	81,909	64	1,280	24	39%	1,107
San Luis Obispo	13,265	13	1,020	4	36%	16
San Mateo	27,273	45	606	18	40%	151
Santa Barbara	35,440	32	1,108	14	36%	54
Santa Clara	99,288	259	383	100	45%	971
Santa Cruz	17,621	17	1,037	9	33%	250
Shasta	16,005	8	2,001	2	16%	346
Sierra	176	0	176	0	10%	0
Siskiyou	4,036	3	1,345	2	14%	59
Solano	28,679	31	925	14	27%	341
Sonoma	24,782	22	1,126	7	32%	325
Stanislaus	60,665	38	1,596	14	33%	2,275
Sutter	10,468	14	748	7	33%	60
Tehama	7,851	3	2,617	0	8%	174
Trinity	1,094	1	1,094	1	5%	14
Tulare	81,573	44	1,854	23	33%	1,245
Tuolumne	3,107	8	388	1	13%	56
Ventura	53,019	86	617	47	42%	227
Yolo	12,992	10	1,299	4	26%	132
Yuba	9,462	0	9,462	0	19%	71

Healthy Smiles group presents awards

HEALTHY SMILES FOR KIDS OF ORANGE COUNTY

It was all smiles Feb. 27 as Healthy Smiles for Kids of Orange County and 116 notable Orange County leaders, sponsors and organization supporters celebrated the nonprofit's 10-year anniversary during its seventh annual Leaders in Oral Health awards.

Held at the Chuck Jones Center in Costa Mesa and emceed by Orange County Community Foundation President Shelley Hoss, Healthy Smiles honored local organizations and individuals for their dedication to and support of children's oral health.

Awards went to:

Children & Families Commission of Orange County – Honored for its role as one of Healthy Smiles' initial funders and for their ongoing commitment through 2022 to fund services for children ages 5 and younger at the Smile Center in Garden Grove.

Pacific Life Foundation – Its donation enabled Healthy Smiles to debut a second, and improved, Smile Mobile 2 in November. An estimated 4,000 dental prevention screenings will be completed during the vehicle's first year.

Orange County Pediatric Oral Health Collaborative – A coordinated group of community clinics offering dental services, these eight Healthy Smiles partners provide prevention and treatment services for children, and screenings and care coordination services for families: Camino Health Center (San Juan Capistrano), Friends of Family Health Center (La Habra), La Amistad de Jose Family Health Center (Orange), Laguna Beach Community Clinic, Puente a La Salud Mobile Community Clinic (Orange), Share Our Selves Medical and Dental Clinic (Costa Mesa), St. Jude Neighborhood Clinic (Buena Park), and the Gary Center (La Habra).

Healthy Smiles board member Steven Ballback and his wife, Jane, were honored for their philanthropy.

PHOTOS COURTESY OF HEALTHY SMILES FOR KIDS OF ORANGE COUNTY

Grecia Francisco, Tennyson Oyler, Richard Mungo, Liz Bear, Oriel Dominguez and Michele Townsend attend the seventh annual Leaders in Oral Health awards reception, where the Pacific Life Foundation was honored.

Kim Goll, Dottie Andrews and Christina Altmayer celebrate at the reception to recognize local organizations and individuals for their support of children's oral health.

Visionary leaders – Healthy Smiles for Kids of Orange County co-founders Jack Shaw and Dottie Andrews were honored with Dr. Richard Mungo, Gary Van Arnam and Dr. Nam Lam as visionary leaders and founding board members committed to bringing accessible oral health care services to underserved children.

Dr. Steven and Jane Ballback – Healthy Smiles board member Dr. Ballback and his wife, Jane, were honored for their philanthropic giving and dedication to improving the oral health of children.

Healthy Smiles honored those who work tirelessly and partner with Healthy Smiles to meet the goal of eradicating tooth decay in Orange County children.

For more information on Healthy Smiles, visit **healthysmilesoc.org**.

– Submitted by Healthy Smiles for Kids of Orange County

Scouts recognize local volunteers with awards at annual dinner event

ORANGE COUNTY COUNCIL, BOY SCOUTS OF AMERICA

The Orange County Council, Boy Scouts of America honored 20 Orange County residents on March 12 with the Silver Beaver Award for their philanthropic efforts through the Council and the resulting impact on the lives of Orange County youth. The 2013 Annual Recognition Dinner took place on at the Crowne Plaza Resort in Garden Grove.

"Not only is each honoree committed to improving Orange County, but he or she has also devoted a great amount of personal time to Scouting, and to enriching the lives and futures of our youth," said Jeff Herrmann, president and scout executive of OCBSA. "These volunteers exemplify the traits of the Scout Law and embody all that Scouting teaches. We are thrilled to recognize their dedication to our noble cause."

The Silver Beaver selection process is extensive to ensure that eligible Scouting volunteers in Orange County are considered.

This year's honorees have been involved with Scouting as youth or adults; have earned other Scouting leadership awards; and volunteer with organizations and schools throughout the Orange County community.

Alan Airth of Newport Beach (Del Mar District) was honored for his service on the OCBSA Board of Directors as chair of the Investment Real Estate Good Scout Luncheon.

In this capacity in 2010, Airth was instrumental in honoring the late Don Koll with the Distinguished Eagle Scout Award and the naming of Koll Mountain at the Irvine Ranch Outdoor Education Center.

Four young people were honored at the awards dinner for their acts of heroism.

The Meritorious Award Medal of Merit, the National Certificate of Merit, the Life Saving Honor Medal and the International Certificate of Merit were awarded to scouts who performed acts of heroism to saves the lives of friends, family members or strangers.

Patrick Campuzano of Rossmoor, Hayden Veale of Cypress, Riley Day of Huntington Beach and Alina Lee of Buena Park received the awards.

– Submitted by Orange County Council, Boy Scouts of America

Published: Nov. 24, 2013

Johnson: Meet baby-bottle tooth decay

A woman's journey to help others to better dental health was born out of avoidable pain and suffering of her youth.

By: Bill Johnson - ORANGE COUNTY REGISTER

The minute you are finished talking with her you want to get on the telephone and apologize to your children.

It is not at all what I had planned to write about Geraldine Ruiz, but I cannot help it. She just knows too much about children's teeth, of things I, and probably you, too, had never once considered.

Geraldine Ruiz, Ph.D., pediatric dentist, works with Children's Hospital of Orange County and Healthy Smiles for Kids of Orange County in Garden Grove to keep children from having the same painful experiences she had as a teenager growing up without dental insurance. Ruiz, who came from El Salvador at the age of one and grew up in an underprivileged home and now helps educate children and their parents about dental health and diet as a dentist.

She is 29 years old, and a newly minted pediatric dentist. There is a whole story behind that, which I will get to in a minute. But did you know you should never, ever allow a child to fall asleep with a bottle in his mouth?

The candy and soda stuff I knew all about. But fruit juice? The good doctor, and I am paraphrasing liberally here, said I pretty much should give them heroin while I'm at it.

She is an extremely sweet woman, and goes about telling me such things in an equally sweet way, but getting grown-ups to understand what they are and aren't doing for their kids and their oral health is her passion. It is why she is what she is today.

It all goes back nearly 20 years. Ruiz was born in El Salvador, and arrived in Orange County with her father, a machine shop operator, and her mother, a homemaker, when she was a year old.

Yes, she said, they were poor, and lived with her uncle and his wife in Westminster from early childhood until she left for college.

A toothache when she was 14 changed everything for her. She remembers walking the hallways at Westminster High School for weeks, the pain in a rear molar nearly beyond comprehension.

"I told my mom," she said. "She told me, 'Oh, it will go away. It will be fine.' It never was."

In her family, she said, the idea of going to a dentist simply did not exist. Certainly her parents never had dental insurance. Government assistance for the poor?

"No. To my parents, it was you go to work, and afford what you can afford."

Three weeks passed.

"I was eating one day, and it hit sudden, like an electric shock. Food had gotten stuck in my cavity. I was in tears and crying. Finally, Mom said, 'OK.'"

Yet where to go?

Her mother had seen a sign for a nearby dentist. She took Ruiz over. They performed the necessary exams, and told Ruiz she would need a root canal. It would cost $1,500."

"My mom took me to another dentist," she said. "I think it was both that she wanted a second opinion and a cheaper cost. The second dentist told her the same thing as the first, and the cost was exactly the same. They gave Mom credit to pay it off over a year."

Once the procedure was done, it was like night and day. The pain was gone. No one, she told herself, should ever have to experience that simply because they did not know how to prevent a cavity.

Still in high school, she began volunteering at the nonprofit Healthy Smiles for Kids of Orange County, teaching mostly poor families about prevention and the right things to eat.

She would spend hours talking to parents and teachers about brushing and flossing, about avoiding sweets and sodas.

“I wanted to get them to make changes early on,” Ruiz said. “When you're older, it's so much harder to make those changes, to get adults into good habits.”

Yes, she would become a dentist.

After graduating with a biology degree from Cal State Long Beach, she enrolled at the UCLA School of Dentistry. Upon graduation, she enrolled at the USC Pediatric Dental Residency Program, which she completed in July.

A full-fledged pediatric dentist now, she returned to Healthy Smiles in Garden Grove, and also hung a shingle at a pediatric dentist's office in Anaheim Hills.

“A lot of families don't know about their children's teeth,” she said. “My family certainly didn't. We were on our own.”

She works now almost exclusively with poor children in families that have no other dental offices to go.

“That experience in high school,” Ruiz said, “made me want to become who I am today.”

A series of simple questions made Ruiz retreat to a back room of her Orange home to fetch her laptop. She flipped it open, hit a few keys and made color photographs of her patients' open mouths appear.

Oh, goodness.

They were children 4, 5 and 6 years old. Their teeth looked as though they belonged to a 100-year-old tobacco chewer. The teeth were blackened, some broken in half, deep, deep cavities eroding the rest.

OK, no candy or soda pop I get, I tell her. When I remember and tell her what I did with the grandkids the last time they were out, thinking I had done a good thing, she gives me a look.

“No fruit juice,” she said flatly. “It is loaded with sugar. When parents ask me what their kids should drink, I tell them only water and milk.”

We go around and around on this. She calls up more photographs. Kids, she says, should have their first dentist visit at age 1 or when the first tooth appears. Yes, I will apologize to my kids.

“The first adult tooth comes in at age 6,” Ruiz said, “a back molar. That's the one in which I had to get the root canal. Parents simply aren't informed.”

It was only after working at Healthy Smiles did she come to understand that her family and her situation were not unique.

“People all the time say, ‘Well, they are just baby teeth, are going to fall out anyway, so why bother?' she said before opening more photographs.

Almost every day she has to pull teeth from children as young as 4 and 5. Her personal record, Ruiz said, was removing 16 teeth from the mouth of a child who had only 20.

“It's bad tooth decay,” she said. “Sixteen is rare, but it can happen.”

Extraction of the two front teeth and the two beside them are much more common. Baby bottle tooth decay, she calls it, caused from parents allowing infants and young children to go to sleep with a bottle in their mouths. Don't do it, she cautioned.

“It's very hard to get people to change their family's habits,” Geraldine Ruiz said. “Yes, kids will cry to get the candy, juice or the soda. And parents will give in. I'm working as hard as I can to change that.”

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