

## Lessons Learned from Evidence Based Research to Strategic Communication



Process Results

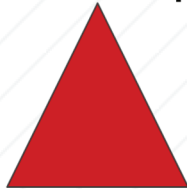
- Building trust
- Added value of combined efforts, skills, and knowledge
- Common Understanding
- Respect

- Different skills and strengths.
  - The Added Values of partnership
- Different communications modes
  - Trying on a different mode
- Keep on trying
  - Don't give up

Relationships



Relationships



Process Results

Audience

- Public
- Advocates
- Providers
- Decision-makers

Challenges:

- Improve finance
- Improve state oral health access plan
- Improve workforce
- Cultural appropriateness
- Integrate oral health into general health
- Program implementation targeted to improve the oral health of the underserved population

## What's Next Communication

Audience



Messages



Policies



Visuals



# Messaging Tool



**Public**



**Advocate**



**Provider**



**Decision-Maker**

**Improve Finance**



Are you passionate about oral health for everyone in California? Join our bold campaign and help us tackle the remaining obstacles to get #Health4All! Learn how SB 974 can make this a reality!

Have you or someone you know avoided seeing a doctor because you can't afford it? Do you want to fight to ensure everyone has access to affordable health insurance? So do we! Join us to learn more about our campaign and ensure that there is #Health4All!

Bring oral health to all of your patients. Support SB 974 to extend eligibility for full-scope Medi-Cal services to all individuals of all ages who are eligible, regardless of immigration status.

Oral health is part of general health. @LegMember ensure that Denti-Cal services are included in SB974. By supporting SB974, you can extend eligibility for full-scope Medi-Cal services to all individuals of all ages who are eligible regardless of their immigration status.

Did you know Prop 56 fully restored adult dental benefits for Medi-Cal beneficiaries. Be sure to take advantage of these oral health services!

The state must utilize Proposition 56 tobacco tax funds as intended by voters. The State must increase access to needed medical and dental care by increasing reimbursement rates for treatment and services.

It is important to increase the number of providers who participate in Denti-Cal so more patients can access oral health care in California.

The State must utilize Proposition 56 tobacco tax funds as intended by voters. Voters approved Prop 56 with the intent that funding would go toward increasing access to care. It is important that the funds you promise be used as intended to increase the access to oral health services for all Californians.

**Improve State Access Plan**



SB 1125 provides improved oral health access for our communities. SB 1125 would allow up to 2 visits taking place on the same day at a single location. Follow our campaign to learn more!

Did you know that currently patients at FQHCs can only receive one dental service per day. Support SB 1125 today! SB 1125 will authorize FQHCs reimbursement for up to 2 visits per day. Sign the following letter of support.

Dental providers need to work more closely with their communities. By supporting SB 1125, patients will be able to get direct health care services for up to 2 visits per day. Sign the following letter to show your support.

@LegMember, don't pass up an opportunity to increase dental service access for your constituents. By supporting SB 1125, your constituents will be able to receive 2 services per day, greatly improving the chances for strong oral health. Sign on now!

[www.fresnostate.edu/chhs/cvhp/](http://www.fresnostate.edu/chhs/cvhp/)

[LHC.org](http://LHC.org)