



*Healthy Smile
Happy Child*

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**Quarterly Report
January – March 2011**

The Manitoba Collaborative Project for the
Prevention of Early Childhood Tooth Decay

Submitted by: Janis Gojda, Healthy Smile Happy Child (HSHC) coordinator

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Community Feedback

Follow-up by HSHC coordinator with regional contacts has noted the following ways the spreading of Healthy Smile Happy Child (HSHC) message is being sustained:

Public Health

- An individual from Lima, New York US came across the HSHC webpage and requested resources for an upcoming outreach program to a public medical clinic servicing women and children.
- A public health nurse from Winnipeg is using and continuing to reprint copies of the Lift the Lip pamphlets.

Community Support Programs

- All provincial Healthy Baby programs have been provided with a *Healthy Baby Resource Binder* to ensure consistent messaging and programming. These binders include some of HSHC resources, which are located under the Family Health section.

Schools and Community Organizations

- A dental professional in Swan River is planning an oral health presentation for a daycare in April (Oral Health Month) and requested some of HSHC resources to distribute to the group. A local dentist also donated toothbrushes for this event.
- A school in the North Eastman region is interested in implementing a tooth brushing program.

Dental/Medical Offices

- Dental hygienists requested additional information on Caries-Risk Assessment tools and HSHC resources after visiting HSHC's exhibit booth at the Manitoba Dental Association convention.
- Two University of Manitoba dental hygiene students requested HSHC resources to distribute to a group of moms during their oral health presentation in Winnipeg.

Website Links

- HSHC submitted material to the Canadian Best Practices Portal (CBPP) for inclusion to their website. The oral health section of the CBPP is expected to become available online in April.

Challenges

- Continuing to field requests for distribution of resources (toothbrushes, brochures, DVDs, resource kits) from various groups as much as possible; limited resources are available to fill the requests.
- Many received requests for the development of new oral health and related topics brochures and resources around; Capacity is limited in meeting all requests due to limited resources.
- Inconsistency of messages around early childhood oral health (such as use of fluoride) between various resources being used across Manitoba.

Community Involvement/Partnerships

Project Activity:

1) Phase II (Follow-up Study) Evaluation:

- Writing of manuscript of findings for journal publication in progress. Submission is expected in May 2011.

2) HSHC Updates

- The HSHC partnership submitted a full application to the Manitoba Institute of Child Health (MICH) operating grant on March 2, 2011. If successful, this funding will be used to evaluate the impact of the Free First Visit (FFV) program on young children's oral health in Manitoba. This originated from our larger grant proposal that was submitted to CIHR, but was not successful.
- HSHC is exploring the expanded use of MBTelehealth as a cost effective way to routinely engage with communities throughout the province and strengthen the sustainability of early childhood oral health promotion. The success of past presentations suggests the use of MBTelehealth is a practical way of exchanging knowledge and reaching remote communities across Manitoba. As a result, the HSHC coordinator developed a short survey and distributed to key contacts in each Manitoba regional health authority. Key contacts were encouraged to forward the survey to other community facilitators within their regions. Results were compiled and shared with each RHA and the HSHC partnership. This feedback has brought forward interests of the communities and will further help HSHC in organizing future MBTelehealth presentations.
- The HSHC coordinator facilitated a HSHC trainer/refresher session for all Winnipeg and MB regional contacts on Monday January 24, 2011, via MBTelehealth. A total of 12 connecting MBTelehealth sites, and up to 30 participants, joined this session. A few interested individuals were unable to attend due to prior commitments and/or scheduling conflicts. As a result, the HSHC coordinator is planning a second trainer session in the near future. New regional contacts will also be encouraged to attend.
- The HSHC partnership submitted a full application to the Canadian Institute of Health Research (CIHR). Potential funding was hoped be used to evaluate the impact of the

Free First Visit (FFV) program and the establishment of Community Activators in Manitoba RHAs and their integration of early childhood oral health and reducing the inequity of access to early dental care and prevention in their work. The notification of decision of this operating grant was mid March. Unfortunately, HSHC's application was not selected for funding. However, the partnership received very good feedback and many positive comments. The reviewers strongly encouraged the team to apply again. Other potential grant funding opportunities for this work are being pursued.

- HSHC coordinator is continuing to work in collaboration with the Manitoba Dental Hygienists Association (MDHA) to connect local dental hygienists with community schools and groups who would like oral health information sessions. HSHC has created two oral hygiene kits that will be lent out to local dental hygienists to aid in the delivery of their presentations. HSHC has received several requests from various groups/communities for oral health presentations. These requests have been forwarded to the MDHA for further collaboration with a local dental hygienist volunteer.
- Results of qualitative studies, conducted by HSHC partners, indicated that service providers would like more practical tools and resources when working with families. In response to this request, HSHC sent out a short questionnaire to Canada Prenatal Nutrition Program (CPNP) and Community Action Program for Children (CAPC) community workers to explore what other community workers have found to be most useful and effective when working with communities and groups. Minimal feedback was received, however HSHC resources, including sugar cube displays, posters & videos, were most frequently reported as useful tools for oral health promotion. The HSHC coordinator compiled the results and developed a short summary, which was distributed to all key regional contacts and the HSHC partnership.
- The HSHC coordinator is continuing to follow up with an evaluation of some groups that HSHC has worked with in the past. A community capacity evaluation form was sent to all groups that had an initial and, in some cases, an interim evaluation. This evaluation will help determine if and how community development approaches have supported groups in identifying ways to consider the determinants of health as they relate to early childhood oral health. These forms also help determine the capacity of these groups to disseminate key oral health messages. By continuing to explore the capacity of these groups, HSHC will have a general understanding on how the groups have progressed since the regional community facilitator positions were implemented and if the group capacity has been sustained. The HSHC coordinator is continuing to follow up with the groups and further analyze the trends from the feedback provided.

3) Community and Regional Contacts:

Burntwood Regional Health Authority (BRHA):

Funding for Healthy Smile Happy Child Community Facilitator position ended on July 10, 2009.

- The Burntwood Health Promotion coordinator position has been filled. The HSHC coordinator has been in contact with this individual and will invite to the next HSHC trainer workshop session once a date has been determined.
- HSHC coordinator is also continuing to work with the Public Health and Clinical Nutrition Services manager.

- Two schools in the Burntwood region have shown interest in participating in the Oral Health Education pilot study. The HSHC coordinator has connected the Oral Health Education coordinator with Burntwood's regional contact for further planning.
- The HSHC coordinator is awaiting reply from the Medical Education Coordinator in Burntwood RHA in regards to organizing an education session for physicians. The education coordinator is working with the university to set up continuing medical education credits; at which point we will be able to provide an education session.
- A Northern Health Conference took place Mid-march regarding overall health issues. BRHA's key contact attended and reports little discussion around oral health during the presentations, but may have generated during some small group discussions.

Churchill Regional Health Authority

- The HSHC coordinator is continuing to work with the Public Health Nurse in the Churchill region to incorporate early childhood oral health promotion into her work. She was unable to attend the HSHC trainer session on January 24, 2011, as Churchill's MBTelehealth site was already booked. HSHC coordinator will provide a second trainer session in near future for those who were unable to attend the last session.
- The Churchill region has shown interest in receiving in-person trainer from HSHC. The HSHC coordinator has recently been advised that a HSHC trainer session via MBTelehealth will suffice. HSHC coordinator will connect with the key contact to further organize.
- The key contact in Churchill has been providing oral health education at Well child clinics and healthy baby classes.

NOR-MAN Regional Health Authority

- Funding for HSHC Community Facilitator position ended on July 1, 2009.
- The HSHC coordinator has been unable to connect with NOR-MAN's key regional contact, however, will continue efforts in connecting with this region.

Parkland Regional Health Authority (PRHA)

- HSHC coordinator is continuing to work with Parkland's key regional contact.
- Parkland's Community Health Nutritionist facilitated two training sessions on Early Childhood Tooth Decay for new staff including, three public health nurses, two Family First home visitors, and a community health facilitator. These sessions took place on January 28th in Dauphin and January 31st in Swan 'River. The participants raised a number of questions which the facilitator could not fully answer and directed these questions to HSHC for help. Members of the HSHC partnership with the appropriate content expertise provided feedback to these inquiries.
- Parkland's key contact is also continuing to use the pre and post questionnaire, which was illustrated in a recent HSHC publication, to determine the impact on new staff who attended an Early Childhood Tooth Decay workshop.
- Parkland's key contact connected to the HSHC trainer session on January 24, 2011, via MB telehealth.
- In April, Parkland's *Growing Healthy Families Healthy Baby* session topic will be on oral health. They have the following activities planned:
 - Utilize the dental kit, playing the dental quiz, and an activity to promote breastfeeding and the benefits on dental health.
 - Provide one anticipatory guidance bag to each participant, depending on age/stage of mom or baby (prenatal, newborn, 2 months, 6 months or 1 year)
 - Put up the sippy cup display with the sugar amounts in beverages.
 - Display several dental health posters.

- Serve Groovy Green Smoothies, cheddar cheese with whole wheat melba toast, water with cucumber slices and milk.
- The Community Health Worker in Crane River writes rhymes for Parklands Healthy Baby program, and plays them on her guitar. For the month of April, she has developed rhymes on dental health.

North Eastman Health Authority (NEHA)

- Funding for HSHC Community Facilitator position ended on November 6, 2009.
- HSHC coordinator is continuing to work with North Eastman's Wellness Facilitator.
- North Eastman's Wellness Facilitator has postponed the training session for Nurse Practitioners, as they have been transferred to another group, and will likely require additional coordinating.
- North Eastman's key contact presented on oral health at Springfield Mom's & Tots program in Oakbank (39 parents and toddlers in attendance) and Foire de la Petite Enfance (French Pre-school readiness clinic) in St-Georges (26 children & adults).
- North Eastman's key contact is continuing to organize oral health presentations, via MBTelehealth, in both Berens River and Poplar River. Dates are yet to be determined.
- Three Telehealth sites in North Eastman connected to the HSHC trainer session on January 24, 2011. These locations included Pine Falls, Beausejour, and Poplar River.
- North Eastman's key contact is writing a short article on Oral Health for "The Health Corner" (a regular column in local newspapers throughout North Eastman). She is using general information from the HSHC resources and listed the HSHC webpage link as the resource and a place to find more information.
- Four Wellness Days are planned to take place in the North Eastman region during the months of April and May for children between the ages of 3 and 4 (Powerview-Pine Falls, Beausejour, Springfield, Lac du Bonnet/Pinawa). Wellness facilitators will be setting up displays in their respective districts. Each child will receive a toothbrush & parents will receive the Snacks & Dental Health brochure developed by the Dairy Farmers of Manitoba and the Manitoba Dental Association.
- North Eastman's key contact is also planning:
 - An oral health school presentation at École Communautaire St-Georges
 - Pre & Postnatal presentation for the Blue Water Mobile Prenatal Team
 - Oral Health Display in Doctor's clinic waiting room for Oral Health Month

South Eastman Health Authority (SEHA)

- The Health Promotion Coordinator position in the South Eastman region is currently vacant. The HSHC coordinator has been in contact with the public health program manager, and will be advised when the position is filled.
- The South East Parent Child Coalition is looking for information on where to order infadents. HSHC provided contact information for suppliers offering this product.

Central Regional Health Authority (CRHA):

- Funding for HSHC Community Facilitator position ended on May 31, 2009.
- Three telehealth sites in the Central region connected to the HSHC trainer session on January 24, 2011. These locations included St. Claude, St. Jean and Swan Lake.
- A Healthy Living Facilitator from St. Claude has put together a French oral health resource kit to lend out to the community. This kit is composed of HSHC's resources including a factsheet, brochure, poster, flipchart, and the workbook and toolkit (all in French translation).

Assiniboine Regional Health Authority (ARHA):

- ARHA's key contact attended a preliminary meeting with the region's Healthy Child Coalition coordinators (north and south), Family First coordinators and Healthy Baby coordinator in February 2010. They began discussion around how each program could integrate with one another. Oral health discussion is anticipated at a subsequent meeting, yet to be scheduled. HSHC coordinator will connect with key contacts to discuss possibilities for better connecting the healthy smile messages across programs.
- Three telehealth sites in the Assiniboine region connected to the HSHC trainer session on January 24, 2011. These sites included Hamiota, Neepawa, and Virden. Killarney and Russell were unable to participate, as these telehealth sites were already in use.
- The Assiniboine North Parent Child Coalition coordinator passed on the Free First Visit information to the Home Visitors in the region. She also reminded them of the Healthy Smile Happy Child kits that they have available to lend out at any time.
- The Assiniboine North & South Parent Child Coalition coordinators used the Healthy Smile Happy Child kits at their Step 2 sessions in Hamiota & Oakburn.
- The oral health kit was also used by a dental assistant in Hamiota to present to the Sparks & Brownies group.

Brandon Regional Health Authority:

- The Brandon region participated in the trainer session on January 24, 2011.

Interlake Regional Health Authority (IRHA):

- The two new Interlake key contacts attended the HSHC trainer session on January 24, 2011, via MB Telehealth in Selkirk.
- The Community Wellness Facilitator is using the list of participating dentists in the FFV program in both the Interlake and Winnipeg regions to promote early first dental visits for young children.

Winnipeg Regional Health Authority (WRHA):

- Funding for HSHC community facilitator ended March 31, 2010.
- The HSHC coordinator has received an updated list of the current Winnipeg facilitators and is continuing to determine needs and status of each community area.
- The HSHC coordinator attended a community workshop titled "*Community Engagement & Planning: Tools, Techniques & Challenges.*"
- HSHC has mailed out Free First Visit (FFV) magnets to all key Winnipeg and regional contacts. These magnets were kindly provided by the Manitoba Dental Association, and will help to promote early dental visits for young children.

Collaborative Activity

- 1) A dental program in British Columbia is using and modifying a poster created by HSHC (promoting the first dental visit). The graphic designer of this poster has completed the final copy of the revised HSHC poster. The dental program has been provided with this resource and will be moving forward with printing in near future. HSHC has also been provided with the electronic copies of the modified posters.
- 2) HSHC attended the annual Manitoba Dental Association Convention on January 29th and 30th 2011. Two display boards were created by the HSHC STEP students for this

event. The display board topics included Caries-Risk Assessment Tools and Manitoba Community Water Fluoridation.

- 3) At the 4th International Meeting on Indigenous Child Health, “Securing our future: advancing circles of caring”, on March 4-6, 2011 in Vancouver, BC both Dr. Bob Schroth and Eleonore Kliewer presented at the conference. Dr. Schroth presented on the Early Childhood Oral Health in Indigenous Populations of North America and Eleonore did a poster presentation on the Development & Impact of the Oral Health & the Aboriginal Child Knowledge Transfer Site. At this conference, an individual from the National Indian & Inuit Community Health Representatives Organization in Kahnawake, QC, showed interest in the Healthy Smile Happy project and resources. A package of resources and further information on HSHC was delivered to this individual.
- 4) HSHC and the MDA are preparing for the Manitoba College of Family Physicians Annual Scientific Assembly on April 7 & 8, 2011. As a partnership, they will share an exhibit booth to promote early childhood oral health and the Free First Visit program as important components in primary care service delivery.
- 5) HSHC has worked in collaboration with members of the Public Health Agency of Canada (PHAC) and Healthy Start for Mom & Me (HSMM) on an oral health project from January 2011 to the end of March 2011. HSMM assembled over 600 oral health kits, which included an array of HSHC resources listed below:
 - Pamphlets: Prenatal, Newborn – 6 years, and 1 year
 - Flip chart
 - True and false game
 - BINGO game (Pre-school edition)
 - So Sweet cups - sugar cube display
 - Posters: ‘1st Birthday’ and ‘Thank-you for brushing’
 - ‘Toothbrushing Tips for Parents’ handout (developed by the Centre for Community Oral Health)These kits were distributed Canada wide (excluding Quebec) to the following three programs: Community Action Program for Children (CAPC), Canada Prenatal Nutrition Program (CPNP), and the Aboriginal Head Start program. HSHC has provided consultation and support to HSMM throughout the process of producing these oral health kits. All kits are to be received by the programs no later than March 31, 2011. Healthy Baby (HB) has shown interested in receiving these kits for each of their 30 programs. HSHC and PHAC are further working in collaboration to address this request.
- 6) The HSHC team is starting to plan for the Annual Teddy Bear’s Picnic, which takes place on Sunday May 29, 2011. HSHC will have a station allocated in the Manitoba Institute of Child Health tent, where they will promote good oral health habits through interactive activities.
- 7) HSHC project coordinator is continuing to connect with health/wellness positions in the regions to share ideas and offer support for oral health promotion.
- 8) HSHC team members are continuing to participate in the Oral Health Working Group committee at Children’s Hospital. This committee is a multi-disciplinary group looking to promote oral health within the hospital setting.

- 9) HSHC team members are continuing to connect with First Nations and Inuit Health and ongoing mutual sharing of information.
- 10) HSHC is involved in evaluating the MDAs Free First Visit program to identify the number of children benefiting from this important initiative and where in Manitoba they reside.

Next Steps

- Explore additional grant opportunities to support project activities.
- Generate a working group for further discussing and organizing of the expanding use of MBTelehealth and prioritizing topics and speakers.
- Plan and organize second HSHC trainer session via MBTelehealth.
- Continue to follow up with the groups and further analyze the trends of the feedback from the community capacity evaluation forms.
- Continue to organize and prepare for the Manitoba College of Family Physicians Annual Scientific Assembly and the Teddy Bears Picnic.
- Continue to work with members of PHAC on oral health kit request from Healthy Baby.

Feedback/Evaluation/Research

- Qualitative Evaluation study
 - Currently in the stages of preparing a manuscript of findings for journal publication.
 - Final report is available online.
- Qualitative Cultural study
 - Currently in the early stages of preparing a manuscript of findings for journal publication.
 - Final report is available online.
- Future Evaluation study
 - Potential funding from MICH would be used to evaluate the impact of the Free First Visit (FFV) program on young children's oral health in Manitoba.

Staff Development

- The two current STEP students' positions, supported by MB Health, end on April 26, 2011. HSHC submitted their application to MB Health for two potential STEP student positions for 2011/2012.
- Support and management of STEP student activities includes: resource mailings, database entry, development of displays, and other projects and administrative tasks.

Administrative/Research Activity

- All database entry is up to date.
- Letter received from the WRHA that MB Health is able to provide some financial support to continue the provincial coordination function for the 2011/2012 fiscal period.

Planning for Next Quarter

- Plan second HSHC trainer/refresher session, via MBTelehealth, for new staff/key contacts and those unable to attend January's session.
- Continue to collaborate with each RHA and provide support to sustain early childhood oral health promotion across the province.
- Explore additional funding opportunities to sustain the provincial coordination role and future potential evaluation activities.
- Continue to follow up on community capacity evaluation forms for different groups HSHC has worked with to determine what capacity building has occurred as a result of HSHC activities. Analyze trends of results.
- Generate working group for future use of MBTelehealth to provide presentations/sessions to groups across the province.
- Continue to work with the MDHA to have dental hygienists provide early childhood oral health education sessions to the community groups and schools.
- Continue to identify ways to engage pediatricians in early childhood oral health promotion.
- Attend the MB College of Family Physicians Annual Scientific Assembly.
- Attend the Annual Teddy Bears Picnic on May 29, 2011
- Partake in other upcoming community wellness fair and events.
- Continue to work on qualitative study paper.

2010-2011 Annual Achievements

- Provided semi-annual trainer workshop sessions on early childhood oral health, via MBTelehealth, and engaged community health staff throughout Manitoba, including those in remote communities.
- Offered in-person training to six Winnipeg groups, including Healthy Baby staff, Public Health Nurses, Family First Home Visitors, day care staff, and community facilitators.
- Presented to four Winnipeg parent groups on early childhood oral health.
- Created and presented poster abstracts at two national health conferences.
- Attended numerous wellness fairs and events pertaining to early childhood health and connected with an array of health professionals and community groups throughout the province.
- Published three articles in peer reviewed journals. Authors included members of the HSHC partnership.
- Continued to support ongoing requests for oral health resources and assistance with oral health promotion activities within Manitoba.
- Sustained robust partnerships with various organizations, such as Health Canada (including First Nations, Inuit & Aboriginal Health), Public Health Agency of Canada, the Manitoba Dental Association, and MBTelehealth.
- Continued linkages and support of all the Manitoba Regional Health Authorities through ongoing collaboration and engagement.
- Sustained the intersectoral partnership, despite limited funding and resources.
- Continued writing of qualitative and quantitative manuscripts.
- Consulted on a mass production of oral health kits distributed to programs throughout Canada, which included an array of HSHC resources.
- Partnered with organizations to distribute oral health presentation requests to build capacity and sustain oral health promotion activities in Manitoba.