

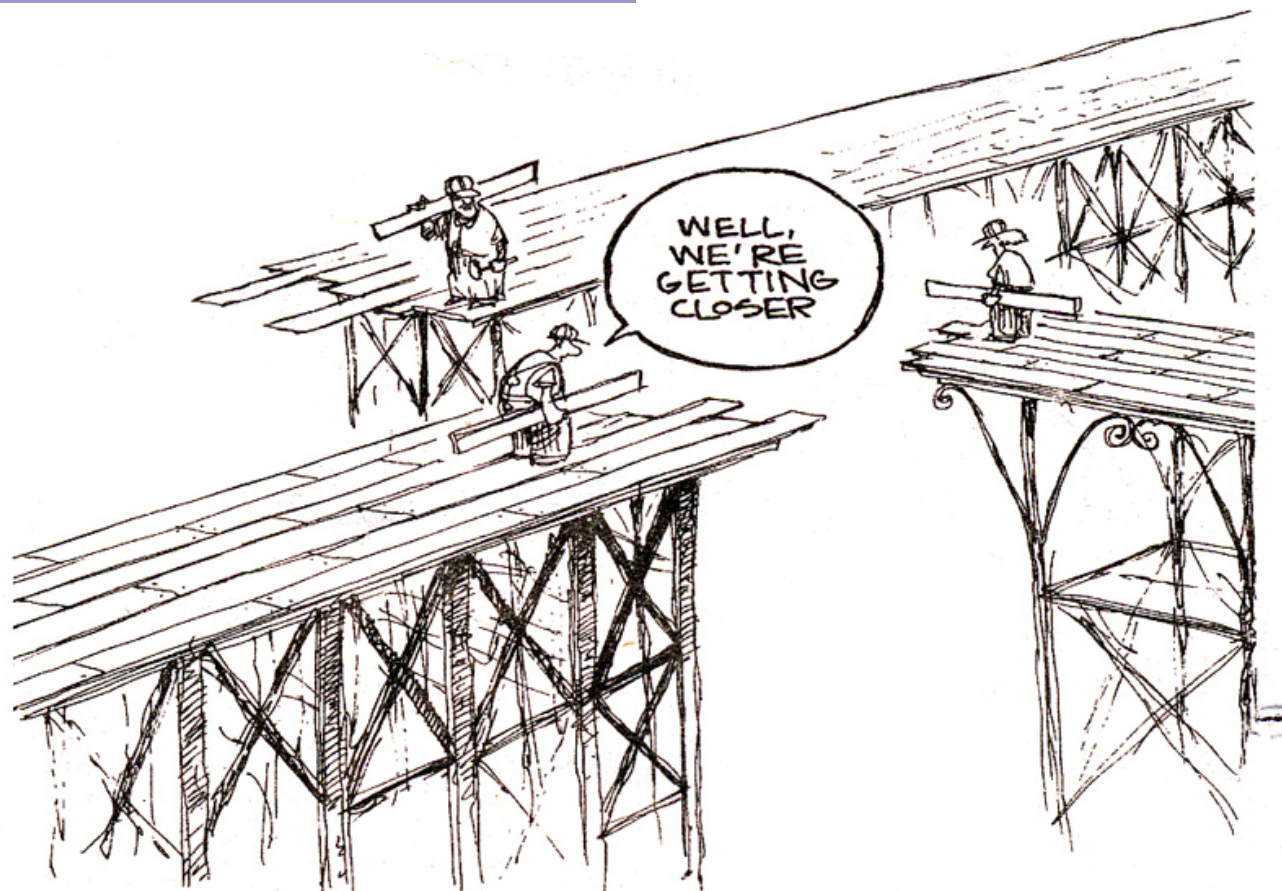
"The problem with
communication is the
illusion that it has
occurred."

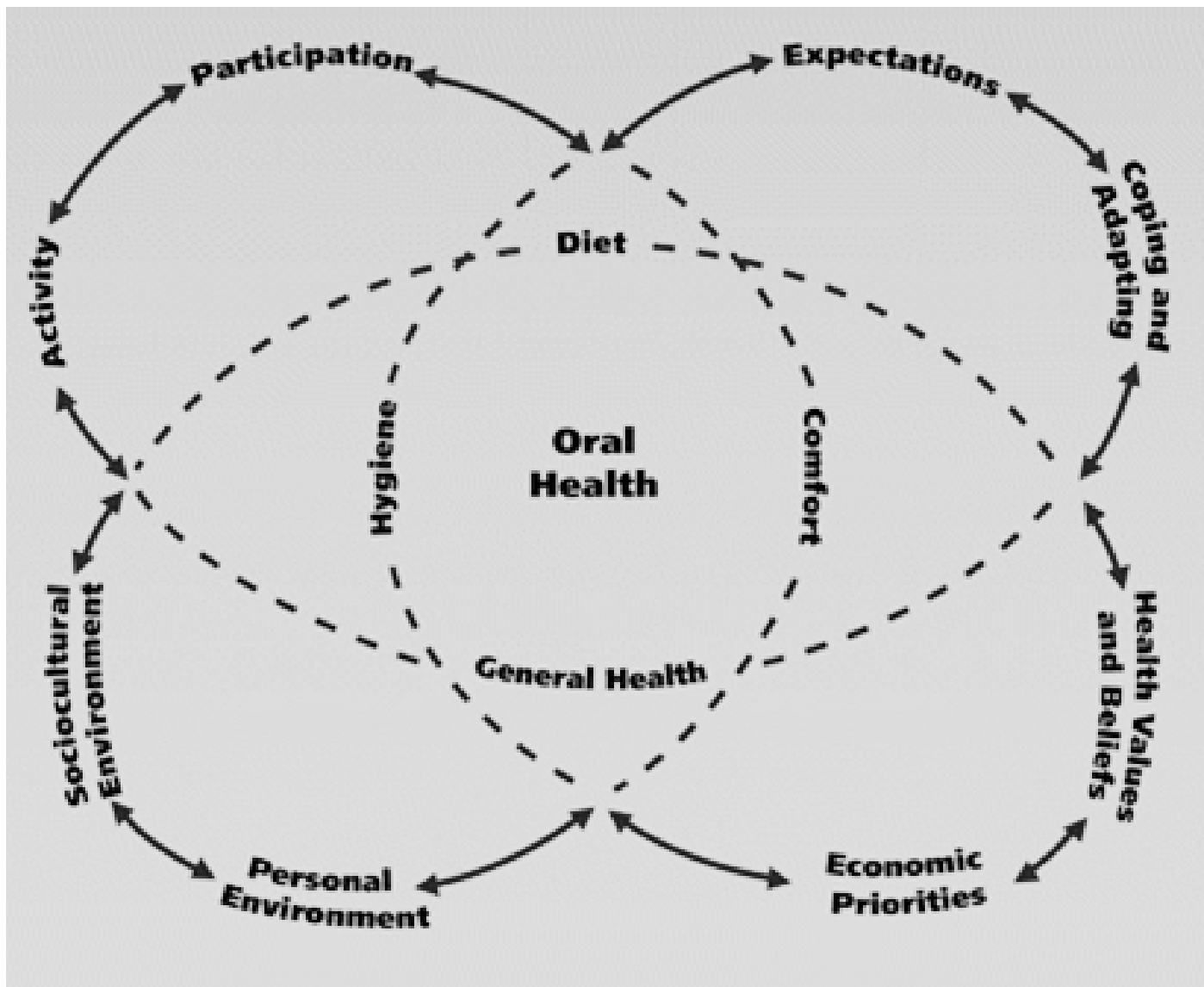
— George Bernard Shaw (1856-1950)

135th Annual Meeting of the American Public Health Association
November 3-7, 2007
Washington, DC



Progress Report on Oral Health Literacy





Adapted from: Brondani MA, Bryant SR, MacEntee MI. Elders assessment of an evolving model of oral health. Gerodontology (in press).



Health System Demands

Health Literacy

Patient Skills

**Accurate and Effective
Provider Communication**

Past Activities

- Oral Health in America (2000)
- Healthy People 2010 (2000)
- National Call To Action To Promote Oral Health (2003)
- NIDCR Workgroup on Functional Health Literacy (2004)
- Presentations at NOHC, APHA, AADR IADR, ADA Annual Session

ADA Resolutions

- Definition of Oral Health Literacy (13H-2006)
- Limited Oral Health Literacy Skills and Understanding in Adults (14H-2006)
- Advocacy Strategy for Oral Health Education for Grades K-12 (16H-2006)
- Oral Health Literacy Ad Hoc Advisory Committee (17H-2006)

ADA Resolutions

- Funding to Support Comprehensive Oral Health Literacy Awareness and Education Strategy (18H-2006)
- Encourage the Development of Oral Health Literacy CE Programs (19H-2006)
- Guidelines for Oral Health Literacy and Educational Products (23H-2006)

National Oral Health Literacy Advisory Committee

- 12 experts from dentistry, public health, literacy, dental education, industry and other advocacy organizations
- Assist CAPIR to develop recommendations for policies, programs, interventions and research
- Serve as conduit of information between ADA and external organizations on activities related to oral health literacy
- Develop recommendations about public/private partnerships to promote oral health literacy

National Oral Health Literacy Advisory Committee

Philip Barbell, D.D.S. (Co-chair); Director, Dental Risk Management & Consulting; The Redwoods Group

Cynthia Baur, Ph.D.; Director of Health Communication and Marketing; National Center for Health Marketing, Centers for Disease Control and Prevention

Alice Horowitz, Ph.D. (Chair); Advisor to the Dean on Health Literacy; College of Health & Human Performance, University of Maryland at College Park

R. Gary Rozier, D.D.S., M.P.H. (Co-chair); Professor of Health Policy and Administration and Director of Dental Public Health and Residency Training Program; University of North Carolina at Chapel Hill

Joanne Schwartzberg, M.D.; Director of Aging and Community Health; American Medical Association

Michael S. Wolf, Ph.D.; Assistant Professor of General Internal Medicine and Director; Health Literacy and Learning Program (HeLP), Institute for Health Care Studies, Feinberg School of Medicine, Northwestern University

Pat F. "Ricky" Bass, III, M.D., M.S., M.P.H.; Clinical Professor, Pediatrics and General Medicine; Louisiana State University Health Sciences Center

Jill Griffiths; Vice President of Business Communications; Aetna, Inc.

James Hyde, M.A.; Associate Professor of Family Medicine & Community Health; Tufts University School of Medicine

Rima Rudd, Sc.D.; Senior Lecturer; Department of Society, Human Development and Health, Harvard School of Public Health

William A. Smith, Ed.D.; Executive Vice President / Senior Scientist and Director of Social Change Group; Academy for Educational Development

Future Activities

- Assessment of ADA materials
- National survey of dental team members (Res. 16H-2007)
- Survey of dental schools and other training programs (Res. 16H-2007)
- Other collaborative strategies to improve oral health literacy (policy, research and programs)

THANK YOU!

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Provide Recommendations

- How can the profession reduce the information burden it places on patients and the public?
- Who are the key stakeholders who need to be involved in national and regional oral health literacy coalitions? Who should convene these groups, and what will be their purpose?
- How can we convince oral health professionals that this issue is important?