Oral Health is Health
Breaking through Barriers & Influencing Change

Thursday, November 10
The Westin Richmond

#OralHealth16

Featuring Virginia Oral Health
REPORT CARD

+ A Progress Review & Tools for Change

2016 Virginia Oral Health Summit | Presented by the Virginia Oral Health Coalition
# Agenda

**Oral Health is Health**  
**Breaking through Barriers & Influencing Change**  

**Thursday, November 10, 2016**

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>7:45 - 8:45 a.m.</td>
<td>Registration, Coffee and Exhibits</td>
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| 8:45 - 9:00 a.m. | **Welcome Address**  
K. Joseph Flores, Deputy Secretary of Health and Human Resources |
| 9:00 - 9:45 a.m. | **The Virginia Oral Health Report Card:**  
**An Introduction**  
Robin Haldiman, Child Health Investment Partnership & Virginia Oral Health Coalition  
Sarah Bedard Holland, Virginia Oral Health Coalition |
| 9:45 - 10:30 a.m. | **Trends in Oral Health**  
Cassandra Yarbrough, MPP, American Dental Association |
| 10:30 - 10:45 a.m. | **Coffee Break and Exhibits**                                            |
| 10:45 - 11:30 a.m. | **Crafting Oral Health Messaging for Change**  
Anna Marie Trester, PhD, Frameworks Institute |
| 11:30 a.m. - 12:15 p.m. | **Oral Health Research in Virginia**  
Facilitator: Dr. David C. Sarrett, Virginia Commonwealth University School of Dentistry  
Tegwyn Brickhouse, DDS, PhD, VCU Phillips Institute for Oral Health Research  
Denise Claiborne, BSDH, MS, PhD(c), Old Dominion University  
Uma Kelekar, PhD, Marymount University |
| 12:15 - 1:15 p.m. | **Lunch (Provided) and Exhibits**                                        |
| 1:15 - 2:00 p.m. | **Oral Health Efforts in Virginia Communities**  
Bridget Brown, DDS, Sentara Halifax Dental Clinic  
Eleanor S. Cantrell, MD, Virginia Department of Health, Lenowisco Health District  
Maghboeba Mosavel, PhD, Petersburg Wellness Consortium |
| 2:00 - 3:00 p.m. | **Leadership for Today: Being an Agent of Change Amidst the Challenges**  
Mark H. Greenawald, MD, Carilion Clinic |
| 3:00 - 3:15 p.m. | **Next Steps: Regional Report Card Work**  
Sarah Bedard Holland, Virginia Oral Health Coalition |
| 3:15 - 3:30 p.m. | **Evaluations and Adjourn**                                              |

Agenda items subject to change.

5 CERP credits for dental professionals. See Page 5 for continuing education information for other disciplines.
Thank You!

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VCU Dental Care

Virginia Department of Behavioral Health & Developmental Services
All Summit registrants will receive a confirmation email with searchable directions and parking instructions.

**Hotel Accommodations**

**The Westin Richmond**  
6631 West Broad Street, Richmond, VA 23230  
1.888.627.7786  
[www.westinrichmond.com](http://www.westinrichmond.com)

A block of rooms has been reserved at the Westin for $149 per night/single or $159 per night/double occupancy. Onsite parking is free and ample.

To reserve a room, call 1.888.627.7786 by Friday, October 14 at 5:00 p.m., and mention the group name “Virginia Oral Health Coalition.” After the October 14 deadline, rates and availability cannot be guaranteed.
Educational Information

Course Description

The 2016 Virginia Oral Health Summit will explore measures, trends, research and activities in Virginia to gauge population health and identify opportunities for improvement. This program is appropriate for dentists, dental hygienists, physicians, physician assistants, nurses, social workers and anyone interested in the subject matter. Teaching methods will be lecture, small group discussion and question and answer. No prior skill level or knowledge is required to attend.

David C. Sarrett, DMD, MS, is employed by VCU Dental Care, a Distinguished sponsor of the 2016 Virginia Oral Health Summit. Sarah Bedard Holland is an employee of the Virginia Oral Health Coalition, the provider of the 2016 Virginia Oral Health Summit. The following instructors have no relevant financial relationships to disclose: Robin Halldiman; Cassie Yarbrough, MPP; Dr. Anna Marie Trester; Tegwyn Brickhouse, DDS, PhD; Denise Claiborne, BSDH, MS, PhD(c); Uma Kelekar, PhD; Bridget Brown, DDS; Maghboeba Mosavel, PhD; Eleanor S. Cantrell, MD; Mark H. Greenawald, MD.

Educational Objectives

1. Review the Virginia Oral Health Report Card measures and discuss what they tell us about oral health access.
2. Review national oral health data trends and how they apply to Virginia efforts.
3. Discuss how to craft oral health messaging to influence positive behavior and policy change.
4. Review recent oral health research in Virginia.
5. Discuss recent oral health integration initiatives in Virginia communities.
6. Identify leadership and change management techniques in today’s health and political environments.
7. Discuss opportunities for regional data aggregation and stakeholder-led quality improvement efforts.

Continuing Education Credit

The Virginia Dental Association is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

The Virginia Dental Association designates this activity for and 5 continuing education credits.

This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between The Virginia Dental Association and the Virginia Oral Health Coalition.

Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.
Application for nurses pending approval through the NYU Center for Continuing Nursing Education.
Continuing Education Approval from NASW Virginia Chapter is pending.
The 2016 Virginia Oral Health Summit is open to all who are interested. To register, visit the link above or complete the form below and mail it to the Virginia Oral Health Coalition office with your check payment by Wednesday, November 2, 2016. Pre-registration is required; there will be no onsite registration. A registration confirmation with searchable directions and parking instructions will be emailed to you after your registration and payment have been processed. Please note: registration fees are not tax-deductible.

All registration forms and checks must be received by Wednesday, November 2, 2016.

Step 1: Your Information  

*Name: ________________________________  *Phone: (______) __________________________

*Email: ________________________________  *Company: ________________________________  *Job Title: ________________________________

*Address: ________________________________  *City: ________________________________  *State: ____________  *Zip: ________________________________

Discipline:  

- Dentist  - Dental Hygienist  - Nurse  - Physician/PA
- Safety Net  - Social Worker  - Other: ________________________________

Step 2: Payment  

Register by Friday, October 7 and Save $30!

Payment Policy: Registrations will not be accepted or processed without payment. Registration fees are non-refundable, however substitutions are welcome. Group or corporate checks should arrive with a copy of this registration form on or before the registration deadline (please complete a separate registration form for each member of your group). If your payment is returned, you must provide an alternate payment method prior to the Summit to complete your registration.

Registration Fee  

To pay with a credit card, register online at http://bit.ly/OralHealth16

All registration forms and checks must be received by Wednesday, November 2, 2016.

Early (on or before Friday, October 7)  

- $95 Professional
- $50 Undergrad/Graduate Student

General (on or before Wednesday, November 2)  

- $125 Professional
- $75 Undergrad/Graduate Student

TOTAL ENCLOSED: $ ________________________________

Make your check payable to “Virginia Oral Health Coalition.” Tax ID: 27-4082359

Mail this form with payment by Wednesday, November 2, 2016, to the Virginia Oral Health Coalition office at 4200 Innslake Drive, Suite 103, Glen Allen, VA 23060.

If you have any questions, contact Samantha Dorr at 804.269.8722 or sdorr@vaoralhealth.org.