

DESTINATION: INCLUDE AN ADULT  
DENTAL BENEFIT IN PUBLICLY  
FUNDED HEALTH COVERAGE

TARGET ONE



The Oral Health Progress and Equity Network (OPEN) is building power in states and communities to create the change needed to make our nation as healthy as it can be. We know that healthier mouths mean healthier people. And healthier people mean stronger communities. This DESTINATION is one of five on which OPEN is working collectively to achieve by 2020, in order to create a just oral health system – one where everyone has an equitable chance to thrive.

Target One: Medicare includes extensive dental coverage.

COMMUNITY TACTICS

- ❑ **Demonstrate the impact of lack of dental coverage** by working with community partners to develop and disseminate illustrative stories.
- ❑ **Conduct public education** to make people aware that Medicare lacks dental coverage.
- ❑ **Support and train community health workers** to provide oral health education in senior centers and other senior facilities.
- ❑ **Engage Area Agencies on Aging.**
- ❑ **Engage older adults and caregivers** and train them as advocates.

STATE TACTICS

- ❑ **Increase the number of state oral health coalitions with Medicare dental coverage as a goal.**

NATIONAL TACTICS

- ❑ **Define and build consensus** on definition of extensive dental coverage in Medicare.
- ❑ **Develop consistent national message** on importance of Medicare and how dental coverage would affect Medicare beneficiaries, especially those who are low-income, of color, or in rural areas. Create strategic plan for delivering message.
- ❑ **Build partnerships with national organizations** that have position, clout, and influence to support consideration and passage of a bill.
- ❑ **Engage national partner** to conduct Congressional Budget Office scoring of benefit and bill.
- ❑ **Support drafting of legislation and supporting materials by national partners**, including those representing people of color or equity-focused groups.
- ❑ **Monitor progress on passage of any relevant bill** and act in a concerted way (e.g., sign-on letter) through decision points.

National tactics cont.

- ❑ **Engage the AARP and the National Council on Aging.**
- ❑ **Disseminate effective models of care for older adults**, including the ACL/ OWH database of programs.

TACTICS THAT WORK  
ACROSS ALL LEVELS

- ❑ **Undertake advocacy strategies** to reflect that oral health care is federally recognized as a component of primary care.
- ❑ **Develop and disseminate resources and tools** to support state and local advocates.
- ❑ **Mobilize state and local advocates** to engage administrative and legislative champions for appropriations.
- ❑ **Collaborate with disability community** in advocacy efforts.

NOTES, IDEAS, AND PLANS

Check off the tactics you plan to use in getting OPEN to this goal. Work with your team, stakeholders and partners to design a pathway to action.





## COMMUNITY TACTICS

- ## STATE TACTICS

- ## NATIONAL TACTICS

- ## TACTICS THAT WORK ACROSS ALL LEVELS

- Tactics that work across all levels, cont.*

- ## NOTES, IDEAS, AND PLANS

Check off the tactics you plan to use in getting OPEN to this goal. Work with your team, stakeholders and partners to design a pathway to action.

