

Victorian Oral Health Promotion Advisory Group

Work Plan 2014-2017



From the Chair

On behalf of the Dental Health Services Victoria (DHSV) Population Health Committee (PHC), I am delighted to present the first work plan of the Victorian Oral Health Promotion Advisory Group (VOHPAG).

The PHC is responsible for providing direction to the DHSV Board of Directors on population health matters and population-based health planning initiatives.

In 2013, with the agreement of the Minister for Health, the PHC was reformed to also serve as the VOHPAG, to oversee health promotion innovation and systems development in Victoria, guided by the *Healthy Together Victoria — Action plan for oral health promotion 2013–2017*. This dual role presents an exciting opportunity to harness the expertise, experience and passion for improving Victoria's oral health across the dental, health promotion and broader community sectors.

A comprehensive consultation process has shaped this detailed work plan, with VOHPAG members contributing valuable information and ideas at all stages of development to ensure a robust plan that draws on the expertise and reach of members and the organisations they represent.

We look forward to:

- building partnerships and creating sustainable environments that support good oral health such as working with Quit Victoria to embed smoking cessation interventions into oral health practice
- improving oral health literacy by working actively with the Better Health Channel to ensure currency and appropriateness of oral health messages for the Victorian community
- strengthening prevention and early intervention programs by developing and delivering new oral health training for people working with Aboriginal communities and increasing the numbers of Victorian midwives who have training in oral health
- improving the oral health promotion skills of the workforce by increasing the capacity of workers in disability, residential aged care and early childhood settings to promote oral health
- improving population data on oral health status and enhanced oral health promotion research by establishing a platform for evidence based decision making and engaging more with stakeholders in research, as well as completing the Victorian Child Oral Health Survey.

The VOHPAG looks forward to delivering this work plan, working in partnership to improve the oral health of all Victorians.

Kathy Bell
Chair, Victorian Oral Health Promotion Advisory Group
Chair, DHSV Population Health Committee
DHSV Board Director



Members of the VOHPAG - June 2014

Kathy Bell	Dental Health Services Victoria Board Director (Chair)
Dianne Rule	Dental Health Services Victoria Board Director
Sajeev Koshy	Plenty Valley Community Health
John Rogers	Department of Health, Victoria
Garry Pearson	Australian Dental Association Victorian Branch Inc.
Gregory Morris	Australian Dental Association Victorian Branch Inc.
Bree Jones	Australian Dental and Oral Health Therapists' Association Victorian Branch
Roisin McGrath	Dental Hygienists Association of Australia Victorian Branch
Mike Morgan	VicHealth Board Member
Felicia Valianatos	Monashlink Community Health Service
Chris Templin	Victorian Healthcare Association
Lorraine Parsons	Department of Health, Victoria - Aboriginal Branch
Lisa Gibbs	The University of Melbourne
Julie Satur	The University of Melbourne
Mark Gussy	Latrobe University
Jan Black	Municipal Association Victoria
Wendy Bissinger	Victorian Aboriginal Community Controlled Health Organisation
Rebekah Kaberry	Consumer representative

Acknowledgements

Dr Deborah Cole, CEO Dental Health Services Victoria, and DHSV staff for providing support in the development of the work plan.

Abbreviations & definitions

Achievement Program	The Achievement Program is a Healthy Together Victoria initiative supporting the development of healthy environments for learning, working and living in schools and early childhood education and care services, work places and workforces, and local communities
ADAVB	Australian Dental Association Victorian Branch Inc.
ADOHTA Vic	Australian Dental and Oral Health Therapists' Association, Victorian Branch
Better Health Channel (BHC)	The Better Health Channel provides health and medical information that is quality assured, reliable, up to date, easy to understand, regularly reviewed and locally relevant. BHC does not have any advertising or sponsorship and is fully funded by the State Government of Victoria (Australia)
CEIPS	Centre of Excellence in Intervention and Prevention Science
DEECD	Department of Education and Early Childhood Development
DH	Department of Health
DHAAVB	Dental Hygienists Association of Australia, Victorian Branch
DHS	Department of Human Services
DHSV	Dental Health Services Victoria
GP	General Practitioner
HFHS	Healthy Families, Healthy Smiles is a DHSV initiative aimed at improving the oral health of Victorian children aged 0-3 years and pregnant women. Healthy Families, Healthy Smiles aims to support health and early childhood professionals to promote oral health within their services. The initiative is funded by DH in collaboration with a range of partner organisations including DEECD
LGA	Local Government Area
Quit Victoria	A joint initiative of Cancer Council Victoria, VicHealth, DH and National Heart Foundation to end the pain, suffering and costs caused by tobacco
Rethink Sugary Drink	Rethink Sugary Drink is a partnership between Cancer Council, Diabetes Australia and the National Heart Foundation to encourage Australians to rethink their sugary drink consumption and switch to water, reduced-fat milk or unsweetened options. The campaign is supported ADAVB, DHSV, Kidney Health Australia, Nutrition Australia, Obesity Policy Coalition, Stroke Foundation and VACCHO
Smiles 4 Miles	A settings-based oral health promotion program for early childhood services funded by DH and delivered across Victoria by local organisations with support from by DHSV
UoM	University of Melbourne
VACCHO	Victorian Aboriginal Community Controlled Health Organisation
VOHPAG	The Victorian Oral Health Promotion Advisory Group is a sub-committee of the DHSV Board of Directors that also serves as the DHSV Population Health Committee.

Action Area 1: Build partnerships and environments that support good oral health

Action Area 1 focuses on building and sustaining quality partnerships or consortia arrangements among the many organisations contributing to good oral health.

It also includes developing environments that are supportive of good oral health. While the strengths of existing effective prevention partnerships will be maintained, new relationships and approaches will be developed to achieve the sustained coordination and scale of effort needed.

There will be action at multiple levels and opportunities for collaboration supported by new governance structures and accountability mechanisms.



Action Area 1: Build partnerships and environments that support good oral health

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017	Actions 2014 - 2015	Actions 2015 - 2016	Actions 2016 - 2017
1.1	Establish the Victorian Oral Health Promotion Advisory Group to oversee oral health promotion innovation and systems development.	Enhanced promotion of oral health through collaboration between public and private partners in dental services, health, education, welfare, the dental industry and government.	The Victorian Oral Health Promotion Advisory Group (VOHPAG) will develop and monitor a 3-year work plan to deliver on the <i>Healthy Together Victoria — Action plan for oral health promotion 2013–2017</i> . The actions in the plan will contribute to building and strengthening a sustainable oral health promotion system in Victoria. This will be achieved through networks and partnerships and collaboration between consumers, public and private dental services, health, education and welfare organisations, media and government.		
1.2	Work with VicHealth, QUIT and others to incorporate oral health promotion messages in healthy eating and tobacco cessation initiatives.	Promotion of oral health messages through multiple channels.	Quit Victoria, in collaboration with ADAVB, DH and DHSV will complete year 2 of the Smokefree Smiles smoking cessation project, a public/private partnership.	VOHPAG will monitor further implementation of smoking cessation support for consumers in public and private dental services.	
			VOHPAG member organisations will support the work of the VicHealth strategy to increase water consumption.		
			VOHPAG will explore the Rethink Sugary Drink campaign and consider ways member organisations might support it.		
1.3	Work in partnership with the ADAVB, DHSV and key organisations to develop a model for health promoting dental practices.	Increase in oral health promotion activities in private and public dental practices.	ADAVB will complete year 2 of the Health Promoting Practices project, a public/private partnership, in collaboration with DH, DHSV and Australian Physiotherapy Association Victorian branch.	ADAVB will disseminate findings of the Health Promoting Practices pilot and work with stakeholders to translate the findings into everyday practice.	

Action Area 1: Build partnerships and environments that support good oral health

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017	Actions 2014 - 2015	Actions 2015 - 2016	Actions 2016 - 2017
1.4	Work with primary healthcare and other services to integrate oral health promotion activities and messages into general health promotion.	Oral health promotion is integrated with existing and emerging general health promotion initiatives.	Across the life of the work plan, VOHPAG and member organisations will work to ensure oral health promotion is integrated with primary health and other services, collaborating with both existing and emerging health promotion initiatives. There will be a focus on initiatives with Aboriginal and Torres Strait Islander peoples and frail older people, especially those in residential aged care facilities, as well as welfare and migrant organisations.		
1.5	Work with the Municipal Association Victoria (MAV) to support local governments to include oral health promotion in Municipal Public Health and Wellbeing plans.	Oral health promotion is integrated into local government plans.	<p>DHSV and DH will continue to work with MAV and local government areas to increase the number (currently 41%) with specific oral health priorities in Municipal Public Health and Wellbeing plans (MPHWPs).</p> <p>DHSV and DH to undertake a comprehensive content analysis of the MPHWP's 2013-2017 in relation to content promoting population oral health in Victoria.</p> <p>DHSV and DH will gather and disseminate relevant oral health data and other related indicators to all 79 Victorian LGAs in preparation for the development of MPHWP's 2017-2021. An evidence-based oral health promotion summary for local government will be developed and distributed.</p>		
1.6	DHSV and CEIPS work together to support early childhood services and schools to meet Achievement Program benchmarks for healthy eating and oral health.	Best practice healthy eating and oral health policy and practice is in place in early childhood services and schools.	DHSV and other VOHPAG member organisations will continue to work with CEIPS to promote oral health in schools and early childhood services via the Achievement Program.		

Action Area 2: Improve oral health literacy

Action Area 2 focuses on ensuring Victorians have the knowledge, skills, resources and support they need to manage their oral health and adopt good oral health behaviours. This will include the development of communication strategies to disseminate oral health promotion messages and review existing oral health promotion resources to ensure they cater to the needs of population groups.

Group and individual oral health literacy strategies will enhance the oral health knowledge, skills, attitudes and behaviours of Victorians. Good oral health literacy incorporates healthy eating and drinking.



Action Area 2: Improve oral health literacy

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017	Actions 2014 - 2015	Actions 2015-16	Actions 2016-17
2.1	Provide oral health resources and programs that are age, culture and gender appropriate, for example including oral health in the assessment and care plans for older people.	Victorians have access to appropriate information and support to manage their oral health and adopt good oral health behaviours.	<p>VOHPAG will actively promote evidence-based oral health messages consistent with the published <i>Oral Health Messages for the Australian Public</i> to consumers and communities, across all mediums, including new evidence as it emerges.</p> <p>Across the life of the work plan, VOHPAG and member organisations will work to provide oral health resources and programs that are age, culture and gender appropriate. There will be a focus on initiatives with Aboriginal and Torres Strait Islander peoples and frail older people, including those living in residential aged care, as well as integrating oral health into resources and programs across other sectors supporting people experiencing disadvantage, in particular welfare and refugee organisations. These groups are appropriate for Victoria and are consistent with national priorities.</p> <p>VOHPAG will explore messages, resources and programs for prevention of oral cancers if resources permit.</p>		
2.2	Advocate to the Australian Government for a national oral health literacy campaign.	National oral health literacy campaign conducted.	VOHPAG and other partners will input to the National oral health literacy campaign through the development of Australia's Oral Health Plan 2014-23.		

Action Area 2: Improve oral health literacy

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017	Actions 2014 - 2015	Actions 2015-16	Actions 2016-17
2.3	Work with communities to build knowledge and skills at local and network levels, such as regional oral health consortia, local governments, dental and primary care providers.	Network of champions and professionals identified and equipped to promote oral health.	VOHPAG will explore the development and facilitation of an oral health promotion network for Victoria.		
			VOHPAG member organisations will role model oral health promoting environments.	VOHPAG will develop tips for health promoting environments to strengthen the oral health promotion capacity of member organisations.	
2.4	Continue to expand oral health information and resources through the Better Health Channel.	Victorians have access to reliable, up to date and easy to understand information to help them improve their health and wellbeing.	DHSV, ADAVB and DH will develop an agreed framework for information on the Better Health Channel including: evidence-based messages consistent with the published <i>Oral Health Messages for the Australian Public</i> , consumer testing and consideration of the way consumers access and navigate health services.	DHSV, ADAVB, and DH will conduct an annual review of oral health content of the Better Health Channel to ensure currency and appropriateness of messages. ADOHTA Vic and DHAAVB to consider contributing.	

Action Area 3: Strengthen prevention and early detection programs

Action Area 3 aims to achieve improvements in oral health outcomes at key points across the life course (for example, early childhood) and in specific population groups that are at higher risk of poor oral health.

There will be a focus on population and targeted prevention programs.

This will be achieved across a range of settings such as early childhood services, schools and primary care services.



Action Area 3: Strengthen prevention and early detection programs

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
3.1	Continue implementation of the Healthy Families Healthy Smiles program to promote the oral health of Victorian children 0–3 years and pregnant women.	Increased knowledge, attitudes, skills and practices of health and early childhood professionals.	DHSV, in collaboration with DEECD, DH and other partners, will continue implementation of the Healthy Families Healthy Smiles program to promote the oral health of Victorian children 0–3 years and pregnant women according to the HFHS work plan developed in collaboration with the HFHS Project Management Group and DH, and reported to the VOHPAG annually.		
3.2	Develop and disseminate fluoride protocols for people not connected to fluoridated water in rural communities.	Increased access to appropriate levels of fluoride in rural communities.	DHSV, DH and other partners will develop and disseminate information on fluoride for people not connected to fluoridated water in rural communities.		
3.3	Implement evidence-based oral health promotion programs with high risk groups.	Increased focus on evidence-based oral health promotion programs for high risk groups.	<p>Across the life of the work plan, VOHPAG and member organisations will work to Implement evidence-based oral health promotion programs with high risk groups. There will be a focus on initiatives with Aboriginal and Torres Strait Islander peoples (see 3.4) and frail older people, including those living in residential aged care (see 4.1), as well as integrating oral health into resources and programs across other sectors supporting people experiencing disadvantage, in particular welfare and refugee organisations.</p> <p>Smiles 4 Miles will continue to work with early childhood settings, particularly in areas where people experience disadvantage, to create oral health promoting environments and deliver key messages to families about oral hygiene, fluoride and dental visits.</p>		

Action Area 3: Strengthen prevention and early detection programs

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
3.4	Work in partnership with Aboriginal communities to implement a range of oral health and nutrition promotion interventions, with a focus on early childhood, for example Smiles 4 Miles.	Collaborative approaches that lead to improved oral and nutritional health of Aboriginal children.	HFHS will work with VACCHO and sector workers to develop and deliver training in the Aboriginal sector, with a focus on early childhood.		
			Smiles 4 Miles will continue to work with Aboriginal early childhood settings to deliver a culturally appropriate oral health promotion program.		
3.5	Work with primary healthcare professionals to explore new models for screening, oral health advice and referral.	Increase in early identification, referral and follow-up for specific groups within the primary healthcare sector.	HFHS will continue to offer training places for up to 30 midwives per year through the Midwifery Initiated Oral Health education program in collaboration with the University of Western Sydney.		
			HFHS will continue to work with the general practice setting to better include oral health.		
			HFHS will work with pharmacists via the Pharmaceutical Society of Australia Victorian Branch to increase their capacity for oral health promotion.		

Action Area 4: Improve oral health promotion skills

Action Area 4 focuses on building the ability of health, education and early childhood professionals to become more effective promoters of oral health.

It also includes enhancing the skills of oral health workers to be oral health promoters.



Action Area 4: Improve oral health promotion skills within the workforce

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
4.1	Embed oral health promotion, including healthy eating and drinking policies and smoking cessation, into everyday practice in key settings, such as early childhood, education, health services, residential aged care and disability settings .	Integration of oral health promotion and general health promotion in key settings.	<p>DHSV will continue to work with Department of Human Services to embed oral health promotion in every day practice in key settings for people with disability as resources allow.</p> <p>DHSV will continue to build partnerships with early childhood services via Smiles 4 Miles, linking children to community dental clinics and private dental services via a robust referral system.</p> <p>DHSV and other VOHPAG member organisations will continue to work with CEIPS to promote oral health in schools and early childhood services via the Achievement Program.</p> <p>DHSV, DH, ADAVB and other partners will work with residential aged care facilities to develop and implement oral health promotion programs for these settings, as resources allow.</p> <p>DHSV, DH and other partners will work to embed the importance of oral health into the general practice setting, as resources allow.</p> <p>Explore with MAV and LGAs, the oral health promotion capacity of Healthy Together Victoria sites.</p> <p>Recognise and showcase the settings-based oral health promotion innovations of public dental agencies.</p>		

Action Area 4: Improve oral health promotion skills within the workforce

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013–2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
4.2	Work with educational institutions to include oral health promotion as a component in healthcare professionals’ courses.	Health professionals working in primary healthcare settings have the skills and knowledge to promote oral health.	Progress 4.4 in year 2014-15.	VOHPAG and partners, including the National Oral Health Promotion Steering Group, will explore working with Registered Training Organisations, universities and Vocational Education and Training sectors to expand the inclusion of oral health in health professional courses, targeting largest professions (by numbers).	
			DHSV and DH will continue to focus on training for health professionals managing chronic disease, including those working in the areas of diabetes, aged care and early childhood education.		
4.3	Build capacity of health, early childhood and education professionals to improve knowledge of links between oral health and general health, evidence-based prevention strategies, identification of oral health conditions and referral pathways.	Oral health promotion is embedded into everyday practice of health, early childhood and education professionals.	DHSV will develop, implement and evaluate a comprehensive model of care framework for oral health that includes capacity building for a broad range of health and education professionals. This will include work already underway through HFHS and Smiles 4 Miles.		
4.4	Provide relevant training in undergraduate and postgraduate settings to support a model of care to use all members of the dental team as oral health promoters.	Increase in oral health promotion activities in public and private dental clinics.	VOHPAG will form a working group to evaluate existing oral health promotion teaching in dental and oral health education programs for effectiveness.	VOHPAG will explore the development and implementation of health promotion practice guidelines for oral health professionals, informed by the findings of the effectiveness of content in existing teaching programs.	

Action Area 5: Improve population data on oral health status and enhance oral health promotion research

Action Area 5 will include essential surveying and research with translation of findings into good policy and practice. Oral health data is needed to plan and evaluate oral health promotion interventions that meet the needs of the Victorian population and to ensure that government investment leads to improved oral health.

Data on the oral health of public dental clients is collected but does not provide a clear picture of the oral health of all Victorians. Public clients generally have poorer oral health. There has not been a representative survey of the oral health status of Victorian children for more than 20 years.



Action Area 5: Improve population data on oral health status and enhance oral health promotion research

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
5.1	Provide training programs, seminars and mentoring to increase the capacity for research and evaluation.	Enhanced evaluation of oral health promotion activities.	VOHPAG will develop links to the National Oral Health Promotion Clearinghouse.		
			VOHPAG will scope current needs, existing resources and new opportunities for increasing capacity for research and evaluation.	VOHPAG will explore options for a repository of evaluation tools and other resources to support evidence informed decision making. VOHPAG will consider training programs with CPD points for the evaluation of oral health promotion initiatives or innovative models of care.	VOHPAG will promote the use of available resources and training.
5.2	Work with policy and program planners to effectively communicate research evidence and evaluation findings.	Evidence informed policy and practice.	VOHPAG will raise the awareness of current research findings to inform the development of policy and programs by partners and stakeholders.		
			VOHPAG and other partners will ensure broad dissemination of emerging research and evaluation findings and promote translation into policy, programs and practice.		

Action Area 5: Improve population data on oral health status and enhance oral health promotion research

Actions as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017		Outcomes as per Healthy Together Victoria – Action plan for oral health promotion 2013-2017	Actions 2014 - 2015	Actions 2015 -2016	Actions 2016-2017
5.3	Collect and collate population oral health data and provide to local, regional and statewide health planners.	Improved population health planning.	<p>VOHPAG, DH and partners will support the development of indicator sets to monitor population oral health.</p> <p>DH, DHSV and partners will continue to collect and analyse routinely collected data, and special data collections such as the Victorian Child Oral Health Survey (VCOHS). Data will be synthesised and disseminated to stakeholders at state-wide, local and regional levels as appropriate.</p>		
5.4	Undertake a Victorian child oral health survey.	Improved data on the oral health status of Victorian children to support service planning and evaluate oral health promotion interventions.	With funding from DH, DHSV will complete the data collection for the VCOHS.	DHSV will analyse data in relation to a range of risk factors, related to dental disease in young children and identify opportunities to improve oral health by using the data to inform policy and programs.	

