

PROJECT ABSTRACT

Project Title: Healthy Smiles for Mom and Baby

Applicant: Children's Hospital of Wisconsin, Inc.

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Overview

Healthy Smiles for Mom and Baby (HSMB) is a proposal to institute a statewide integrated oral health program in Wisconsin to reduce the prevalence of oral disease in pregnant women and infants most at risk by improving access to quality oral health care. A multidisciplinary Project Advisory Board will guide the program development, implementation and evaluation. Children's Health Alliance of Wisconsin (Alliance), a program of Children's Hospital of Wisconsin, will serve as the lead agency. HSMB will integrate oral health care education, preventive services and restorative treatment into health care delivery systems across Wisconsin. This will be achieved by building infrastructure, increasing prevention and health promotion activities, expanding access, and educating the health care workforce.

Objectives and Outcomes

The overarching goal for HSMB is to reduce the prevalence of oral disease in both underserved pregnant women and infants by integrating quality oral health care into the health care delivery system statewide. Program objectives include:

- 1) By August 2019, establish and maintain an oral health partnership to ensure effective development, implementation, and evaluation of the HSMB project and work plan.
- 2) By August 2019, increase awareness of the importance of oral health to the overall health of pregnant women and infants.
- 3) By August 2019, increase oral health care utilization of underserved women during the perinatal period by integrating oral health into the health care delivery systems statewide.
- 4) By August 2019, increase oral health care utilization of underserved infants by integrating oral health into primary health care delivery systems statewide.
- 5) By August 2017, ensure a financing system to support perinatal and infant oral health.
- 6) By August 2016, increase timely data entry and analysis to evaluate the effectiveness of HSMB.

How Project Will Be Accomplished

HSMB will accomplish the goals and objectives by; increasing awareness of the importance and safety of oral health care for pregnant women; training medical and community health workers to provide perinatal and infant oral health education and referral; increasing the number of dentists who are trained, willing and able to provide care to pregnant women and infants; ensuring adequate funding and sustainability of perinatal and infant oral health services; implementing effective collection and analysis of perinatal and infant oral health data; and ensuring seamless integration of services and accessibility for families.