



Healthy Smile Happy Child

The Manitoba Partnership for the Prevention of Early Childhood Tooth Decay

REPORT ON ACTIVITIES

December 2016—March 2017

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Preamble

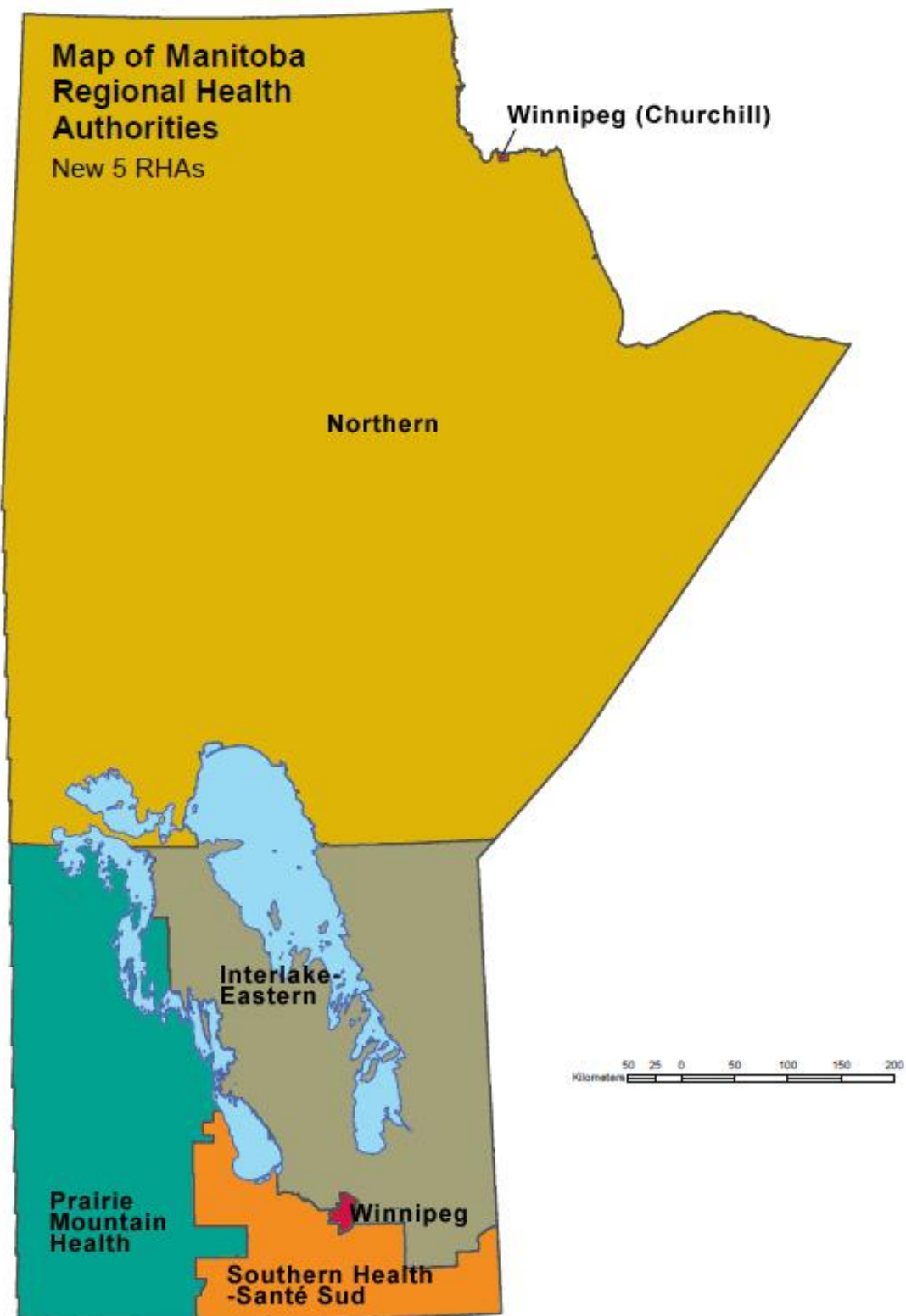
Healthy Smile Happy Child (**HSHC**) is an intersectoral, collaborative partnership that takes an upstream community development approach to engage communities in Early Childhood Caries (**ECC**) prevention strategies and promotion of early childhood oral health. ECC, also known as early childhood tooth decay or cavities, is a destructive, yet preventable, form of tooth decay in young children, particularly those living in disadvantaged populations. Manitoba experiences excessive demand and wait times for pediatric dental surgery under general anesthesia. This burden and the need for effective prevention and sustainable oral health promotion strategies led to the development of the HSHC partnership.

Key objectives of the HSHC project have been to 1) gain community acceptance of the importance of the issue of ECC, 2) build on existing programs which target young children, 3) increase parental knowledge of ECC prevention, 4) increase knowledge of existing service and health providers of the importance of prevention, and 5) encourage existing service and health providers to incorporate prevention activities into their practice.



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Northern Regional Health Authority

In January, a Public Health Nurse from Sherridon Health Centre inquired regarding teaching resources to be used in the school with grade K to 8.

Southern Health – Santé Sud

The HSHC newsletter inserts are being shared with Public Health staff for use with clients.

The Healthy Baby Program ran a session focussing on dental health in which Healthy Smiles Happy Child resources were utilized.

Prairie Mountain Health

In January, a request was received by the Beasejour Dental Centre for 5 newcomer resources. A request was also made in January by a dentist from Boissevain, MB for informational preschool wellness resources. In return, HSHC sent the HSHC poster series, 20 copies of HSHC's Toothbrushing Tips resource, 20 copies of the Newborn-6 pamphlet, "Tooth Care (& Mouth Care) Starts at Birth", 1 copy of "Caring for Children's Teeth" newcomer resource, and 20 copies of a Toothbrushing Rhyme resource.

The Community Connector for Alonsa Community school, a member of an organizing committee for 3 and 4 year old dental screenings in Alonsa, MB reached out to HSHC with the hope of being able to get in touch with a dental hygienist that could help conduct a dental screening that was being planned for April.

Interlake – Eastern Regional Health Authority

The Families First Coordinator for North West Interlake Eastern Regional Health Authority (IERHA) requested that the HSHC coordinator present to other Families First Coordinators and home visitors in the region. On December 15, the HSHC coordinator presented at Kin



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The Manitoba Partnership for the Prevention of Early Childhood Tooth Decay Place in Oakbank, updating the group on HSHC resources and key messages as well as discussing the use of caries-risk assessment tools in their work.

HSHC's December e-news, containing the HSHC holiday inserts and the Baby Teeth matter video was forwarded on to all 2,554 active contacts throughout the Interlake-Eastern area by the Wellness Facilitator from the Pine Falls Health Complex. The inserts were also shared with the "Centres de la petite enfance et de la famille" (parent-child centres) in St-Georges and in St. Laurent. The St-Georges centre posted the French version on their Facebook page. The coordinator shared that as of November 30, she had 2,067 followers and 67 friends.

In December, the director of the St. Laurent Aboriginal Head Start Program requested HSHC's newsletter inserts to be sent out earlier. They plan to use the inserts in their monthly newsletter that gets sent out to parents.

In December, the Wellness Facilitator and French Language Services Coordinator in Pine Falls requested information on where to purchase dental puppets.

On January 19, HSHC conducted a French presentation for 7 parents and their children in Ste. Agathe. HSHC's "You and Your Baby: Dental Health" kit and tooth brushing puppets were used to share information on early childhood oral health.



In January, Beausejour Dental Centre requested 5 of the HSHC newcomer resources.



Winnipeg Regional Health Authority

Erin Campus of the Manitoba
Institute of Trades and
Technology (**MITT**).

A dental hygienist from SMILEplus requested Newcomer Resources for their waiting area. HSHC provided her with 12 copies.

In February, the HSHC coordinator met with representatives from WRHA Churchill and provided them with resources to bring back to Churchill including posters and flipcharts. They were also given the Inuktitut translation of the HSHC resource, “Pediatric Dental Surgery Support & Information for Families”.

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Community Development and Seniors Specialist from the WRHA submitted the Valentine Newsletter insert to WRHA Health Care Connections eblast.

Other Provinces/North America

In December, the Senior Oral Health Advisor from the Public Health Agency of Canada (**PHAC**) requested HSHC's oral health tip sheets for colleagues at First Nations and Inuit Health's (**FNIH**) Community Oral Health Initiative (**COHI**) and Dental Therapy.

Provincial HSHC Partnership Activities

HSHC Intersectoral Dental Health Promotion Group Meetings

There were three HSHC Intersectoral Group meetings during this period on December 14th, January 26th and March 13th.

Newsletter Inserts

Two newsletter inserts went out in this period, the Holidays newsletter insert in December and a Nutrition Month insert for March. . The inserts were placed in the Manitoba Dental Association's (**MDA**) March 6th weekly update to all dental offices in Manitoba. They were also used at Healthy Baby sites by the IERHA Healthy Baby Facilitator and posted on Assiniboine North Parent Child Coalition's (**ANPCC**) Facebook page by the ANPCC coordinator. The March newsletter insert was also forwarded by the Strengthening Families Maternal Child Health Sf-MCH programs in communities to share with families, and was requested in French by the collaborator for Centre de Sante, Saint-Boniface. The facility director of Le P'tit Bonheur Inc notified HSHC that she will be distributing the French version of the insert to parents and that she will post it on Facebook.



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Manitoba Dental Association

HSHC took part in the MDA's 133rd Annual Convention: Dentistry and All that Jazz, January 27-28, 2017.

The HSHC team encouraged participants to play their "Tooth Pulling" game to learn more about HSHC. HSHC also surveyed participants about their use of topical fluoride in their practices. Nine dentists and five dental assistants participated in a questionnaire to determine which forms of topical fluoride is most often used in their office for children < 6 years of age, and to receive insight regarding whether or not these dental professionals would apply fluoride varnish twice a year to children on social assistance if it were a covered benefit. From the results of the questionnaire, the most common form of topical fluoride most often used is fluoride varnish; followed by fluoride gel; fluoride foam/mousse; and lastly, fluoride rinse. However, some dental professionals use more than one form of topical fluoride in their practice. In addition to this, from the 14 dental professionals that participated in the questionnaire there was a 100% consensus that all of them would want to apply fluoride varnish twice a year to children on social assistance if it was a covered benefit.



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HSHC at MDA's 133rd annual convention, January, 2017.

Pearly Whites

Pearly Whites kits continue to be requested by the Children's Hospital. Two requests were made in this period:

February 2nd: from CH3.

March 20th: from CH3.

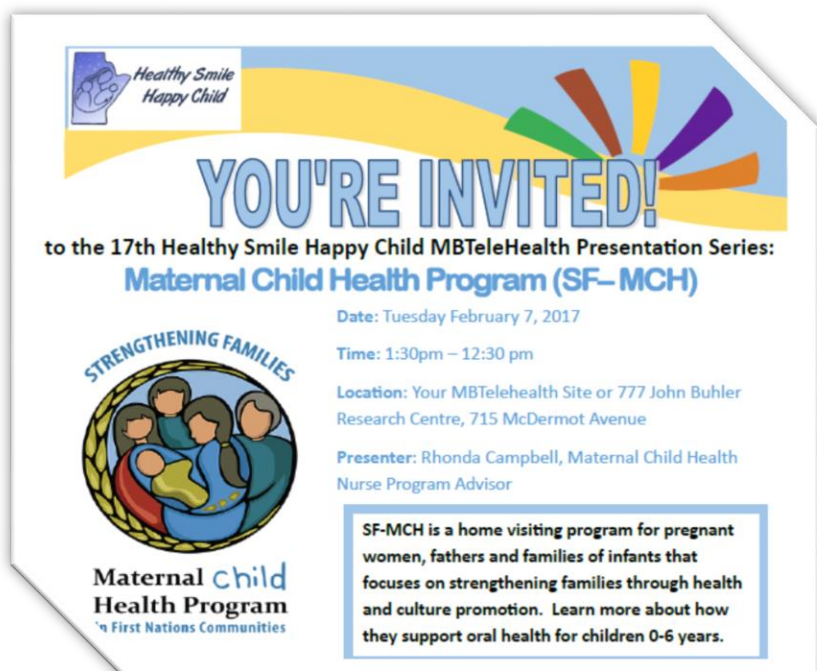
Telehealth

On February 7th, the Maternal Child Health Nurse Program Advisor with Nanaandawewigamig' Maternal Child Health Program presented HSHC's 17th Telehealth education presentation entitled "Maternal Child Health Program". A total of 15 individuals



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The Manitoba Partnership for the Prevention of Early Childhood Tooth Decay attended the presentation from five different Telehealth sites and four different Regional Health Authorities (RHA's).



In February, the Centre for Community and Oral Health (CCOH) requested HSHC's Prenatal and age 0-6 pamphlets, as well as High Risk Posters in English, Cree and Inuktitut for an upcoming trip to Churchill. HSHC provided 30 of each as well as 1 package of toothbrushes.

The facility director of Le P'tit Bonheur Inc inquired about where to purchase small size toothbrushes in bulk for their daycare so the children could practice brushing after lunch.

On March 8th a second year dental student requested to borrow HSHC's tooth-brushing puppets for the Sharing Smiles Days held at the University of Manitoba aimed for people with special needs.

Website Hits:

The HSHC website continues to be a place for those looking for oral health resources can go. All resources are available as pdf's for anyone to print for their own use.



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The following are details on the amount of activity the website has had during the months of December 2016 through March 2017:

December 2016 Page Hits: 157

January 2017 Page Hits: 369

February 2017 Page Hits: 238

March 2017 Page Hits: 278



Public Health Agency of Canada

To help build awareness of early childhood tooth decay, the Public Health Agency of Canada Canadian Prenatal Nutrition Program (CPNP) “Healthy Start for Mom and Me Inc” plan to coordinate with HSHC in the creation of a culturally appropriate video incorporating key oral health messages for vulnerable children 0-6 years and their families in 2016/17. The video will be produced in English, French, Cree, Ojibwe and Inuktitut and will demonstrate a practice called “Lift the Lip” to complete a simple assessment of tooth decay in children. This practice is recognized worldwide as an effective means to increase early intervention to prevent more advanced oral caries and disease. The screening



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practice promotes a family focus on oral health and preventative care. The video will be hosted on the HSHC website and their YouTube channel. A Webinar to disseminate information about the Lift the Lip video and oral health promotion is planned for May 25th



The Health of Canada's Children and Youth, a Canadian Institute of Child Health (CICH) profile, has developed a module series describing the state of primary care among children and youth in Canada.

Dr. Robert Schroth is featured in a video in the series discussing primary dental care. The video can be found at the following link:

<http://profile.cich.ca/en/index.php/chapter3/section-4-primary-dental-care/459>

**The Health of Canada's Children and Youth**
A CICH Profile



Home About Us Profile Modules News Tools FAQ's Getting Started Partners Contact Us Français

Primary Health Care Services for Children and Youth in Canada: Access, Quality and Structure
(module table of contents)

Section 4: Primary Dental Care (section table of contents)

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Fig. 4.1.0 Children's Oral Health: Dr. Robert Schroth Answers Your Questions



Children's Oral Health
Dr. Robert Schroth answers your questions

In this video, Dr. Robert Schroth provides an overview of the issues impacting the oral health of Canadian children.

Dr. Schroth DMD, MSc, PhD is an Associate Professor & Clinician-Scientist in the Department of Preventive Dental Science (Faculty of Dentistry) and the Department of Pediatrics & Child Health (Faculty of Medicine) at the University of Manitoba and a member of the Manitoba Institute of Child Health. Dr. Schroth is a dental clinician scientist, practicing out of two inner city community-based dental clinics. His research focuses on the epidemiology of Early Childhood Caries (ECC) in at-risk populations, particularly among Aboriginal children. Some of his work has examined the role of



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Feedback on the video was received from the Director of Acute Care at Misericordia Health Centre stating that the video would be good to share with the nursing and support staff in order for them to more fully understand the scope of the care they are providing.

Dr. Robert Schroth was featured in CDA Essentials, discussing Healthy Smile Happy Child:

<https://www.cda-adc.ca/en/services/essentials/2017/issue2/index.html#25>

On December 15th, Sobey's generously donated \$10,000 to Dental Health from their "Pumpkins for Patients" campaign to support HSHC programs promoting early childhood oral health to newcomers and First Nation communities for conducting education events; food, and proper modelling of nutrition are required at these events.

STEP Student Contributions

December 2016

- Created a draft of a script for the "Lift the Lip" video
- Kept track of likes/comments/shares on Facebook and Instagram pages
- Kept Facebook and Instagram pages updated
- Worked on New Year and Valentine's Day newsletter inserts
- Put newcomer resource and various newsletter inserts into PowerPoint format to be displayed on HSC TV screens

January 2017

- Finished a draft of the invitation/newsletter for January's Telehealth presentation
- Finished and sent out the Valentine's Day newsletter insert
- Created a Nutrition Month (March) newsletter insert
- Updated graphs/charts in the Pediatric Dental Surgery Rates Report with new data from 2013/2014 and 2014/2015
- Kept Facebook and Instagram pages updated and kept track of likes/comments/shares
- Updated the script for the "Lift the Lip" video
- Presented to a group of moms in St. Agathe for Le Centre de Santé de St. Agathe & Le CPEF (Early Childhood Resource Centre)



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- Attended the MDA Conference on January 27th and 28th
- Created an Oral Health Month article for Michelle Berthelette from Interlake-Eastern RHA
- Contacted Access Downtown, Mount Carmel Clinic & SMILEplus to offer more Newcomer resources
- Reviewed the Newcomer Resource Evaluation form Summary for possible updates

February 2017

- Worked on linking Facebook and Instagram accounts
- Updated HIGH RISK poster to French version
- Delivered Pearly Whites Kits to CH3
- Kept Facebook and Instagram pages updated
- Finished newsletter inserts for March and April
- Sent out March newsletter insert and keep track of feedback on it
- Updated the Pediatric Dental Surgery Rates Report
- Started a STEP student procedure “book” for new HSHC STEP students
- Updated the “You and Your Baby Dental Health Kit” to include information on amber teething necklaces
- Assisted with August – November 2016 QR for MB Health
- Attended the filming of the HSHC Lift the Lip video for oral health at the TripWire Media studio

March 2017

- Updated the Pediatric Dental Surgery Rates Report
- Assisted with the Nutritional Study follow-up visits
- Started a PowerPoint to be used for a residents’ Academic Half Day in September
- Created an Oral Health Month Newsletter insert for April
- Kept Facebook and Instagram pages up to date:
 - Facebook post of holiday newsletter insert. 4 Likes
 - Facebook post of DH students making display for January's MDA event. 10 Likes
 - Instagram post of holiday newsletter insert. 2 Likes
 - Facebook post of Campaign for Dental Health January newsletter. 4 Likes
 - Facebook post of Sobey's news (donating \$10,000). 7 Likes, 1 Comment
 - Facebook post of New Zealand commercial. 1 Like
 - Facebook post of "Oral Health According to Kids" video. 2 Likes, 1 Share
 - Facebook post of St. Agathe presentation. 10 Likes, 1 Comment
 - Instagram post of St. Agathe presentation. 3 Likes



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- Instagram post of Campaign for Dental Health pregnancy resource. 4 Likes
- Facebook post of Campaign for Dental Health pregnancy resource. 3 Likes
- Facebook post #2 of MDA Convention. 4 Likes
- Facebook post #3 of MDA Convention. 5 Likes
- Facebook/Instagram post of HSHC staff at the Manitoba Dental Association Convention from Jan 27- Jan 28 2017. 9 Likes
- Instagram post of HSHC staff at MDA Convention. 4 Likes
- Instagram post #2 of MDA Convention. 3 Likes
- Instagram post #3 of MDA Convention. 3 Likes
- Facebook post of "When Should I Start Brushing My Child's Teeth?" video. 2 Likes
- Facebook post of "tooth-truths" from ADA. 1 Like, 3 Shares
- Instagram post of Campaign for Dental Health resource. 3 Likes
- Facebook post of Campaign for Dental Health Resource. 1 Like

Feedback/Evaluation/Research

Grants Received:

Scaling up the Healthy Smile Happy Child initiative: tailoring and enhancing a community development approach to improve early childhood oral health for First Nations and Metis children. Team Grant: Pathways Implementation Research Team – Component 2 (2017). Canadian Institutes of Health Research. \$675,000 (2017-2020 RJ Schroth (PI); R Campbell; F Chartrand (Principal Knowledge Users); T Chief; L Dufour; K Hai-Santiago; KA Kinew; MF Bertone; S Carter; PR Dahl; JM Edwards; J Lavoie; W McNab; ME Moffatt; LC Pinsonneault; J Sanguins (Co-Investigators).

Presentations:

Schroth RJ, Foote E, Hennessy T. Updates on Indigenous children's oral health. 7th International Meeting on Indigenous Child Health. April 1, 2017. Denver, Colorado.

Poster Presentations:

Schroth RJ, McNally M, Martin H, Edwards J, Hai-Santiago K, Kinew KA, Bertone M, Brownell M, Hayes A, Lavoie J, Martin D, Moffatt ME, Star L, Tait Neufeld H, Keays-White D, White P, Douglas J, McNab W, Nickel N, O'Keefe J, Dufour L, Bronsard A. A mixed methods evaluation of Health Canada's Children's Oral Health Initiative (COHI): does it lead to



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The Manitoba Partnership for the Prevention of Early Childhood Tooth Decay improved oral health for young First Nations and Inuit children? (Abstract #23) 7th International Meeting on Indigenous Child Health. March 31-April 1, 2017. Denver, Colorado.

Grant C, Daymont C, Rodd C, Moffatt ME, Pierce A, Mittermuller B, Letellier A, Gusmini M, **Schroth RJ**. Oral-Health Related Quality of Life of Preschoolers with Severe Caries. (SC2155) International Association for Dental Research, March 24, 2017. San Francisco, California.

Schroth RJ, Pierce A, Daymont CB, Rodd C, Mittermuller B, Letellier A, Gusmini M, Grant C, Moffatt ME. Nutritional status of children with Severe Early Childhood Caries. (C1518) International Association for Dental Research. March 23, 2017. San Francisco, California.

Planning for Next Quarter (April-July 2017)

- Growing and Learning Conference:
 - April 12, 2017 at Emerson School
 - April 19, 2017 at Ecole Centrale Primary School
 - April 26, 2017 at Sherwood School
 - May 3, 2017 at Polson Elementary School
 - May 11, 2017 at Ecole Margaret Underhill Elementary School
- Presentation at Interlake School Division, Stonewall MB on May 8th
- Oral health presentation and screening at Neepawa for the Preschool Screening Program/ Health Fair from May 9-10
- Lunch and learn Presentation at Mount Carmel on May 8th
- PEKE Webinar presenting HSHC's new "Lift the Lip" Video set for May 25th
- Teddy Bear Picnic on May 28th
- French version of PEKE Webinar launching HSHC's new "Lift the Lip" video
- Preschool Presentation at Ste. Agathe School set for June 6th
- Tooth fairy at the Forks Saturday on June 10th
- Preschool screening day at Carman scheduled for June 15th
- Happy Days on Henderson Event on June 17th
- Teddy Bear Picnic Selkirk scheduled for June 20th
- Oral health presentations at Springfield Learning Centre set for July 4th
- Selkirk Children's Festival on July 14th