



**Health Equity and Childhood Oral Health:  
Improving Access to Care with Medicaid and CHIP**

**Webinar:**  
February 9, 2023  
2:30 – 3:30 p.m. ET

# Agenda

- **Healthy Equity and Children's Dental Health: Trends and Insights**
  - CAPT Wanda Finch, Deputy Director, Office of Minority Health, Centers for Medicare & Medicaid Services
- **Oral Health: An Evidence and Data-Driven Approach to Achieve Better Health, Equity, and Fiscal Responsibility**
  - Natalia Chalmers, DDS, MHSc, PhD, Chief Dental Officer, Office of the Administrator, Centers for Medicare & Medicaid Services
- **Medi-Cal Dental: Spanish-Language Outreach and Resources**
  - Monique Garcia, Member and Provider Services Section Chief, Medi-Cal Dental
- **Connecting Kids to Coverage National Campaign Resources**
  - Helen Gaynor, MPH, Outreach Contractor, Connecting Kids to Coverage National Campaign, Porter Novelli Public Services, Inc.
- **Questions and Answers**

# Healthy Equity and Children's Dental Health: Trends and Insights



**CAPT Wanda Finch**

Deputy Director

Office of Minority Health, Centers for Medicare  
& Medicaid Services



# CMS Office of Minority Health

The Centers for Medicare & Medicaid Services (CMS) is the largest provider of health insurance in the United States, responsible for ensuring that more than 170 million individuals supported by CMS programs (Medicare, Medicaid, Children's Health Insurance Program, and the Health Insurance Marketplaces) are able to get the care and health coverage they need and deserve.

The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) is one of eight offices of minority health within the U.S. Department of Health and Human Services. CMS OMH works with local and federal partners to eliminate health disparities while improving the health of all minority populations, racial and ethnic communities, people with limited English proficiency, lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.



# CMS Office of Minority Health

## **Mission**

CMS OMH will lead the advancement and integration of health equity in the development, evaluation, and implementation of CMS's policies, programs, and partnerships.

## **Vision**

All those served by CMS have achieved their highest level of health and well-being, and we have eliminated disparities in health care quality and access.

# Equity Versus Equality

- **Health equity:** the attainment of the highest level of health for all people
- While equality offers the same opportunities, equity ensures fairness



Source: <https://www.rwjf.org/en/insights/our-research/infographics/visualizing-health-equity.html>

# Social Determinants of Health (SDOH)



## What are Social Determinants of Health?

The social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. <sup>1</sup>

## Why are SDOH important?

It's estimated that between 70-90% of health is determined by SDOH. This doesn't mean that the clinical encounter doesn't matter – but instead, that health and health outcomes are influenced by the context of a person's place and space in society.

# Health Equity at CMS

**Health equity** means the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, or other factors that affect access to care and health outcomes.

CMS is working to advance health equity by designing, implementing, and operationalizing policies and programs that support health for all the people served by our programs, eliminating avoidable differences in health outcomes experienced by people who are disadvantaged or underserved, and providing the care and support that our enrollees need to thrive.



# CMS Strategic Pillars

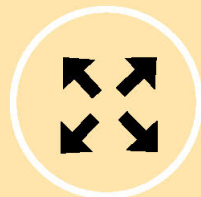
## ADVANCE EQUITY

Advance health equity by addressing the health disparities that underlie our health system



## EXPAND ACCESS

Build on the Affordable Care Act and expand access to quality, affordable health coverage and care



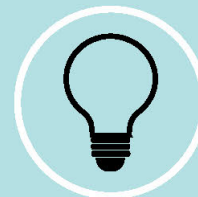
## ENGAGE PARTNERS

Engage our partners and the communities we serve throughout the policymaking and implementation process



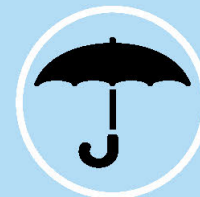
## DRIVE INNOVATION

Drive Innovation to tackle our health system challenges and promote value-based, person-centered care



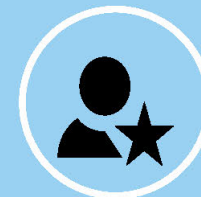
## PROTECT PROGRAMS

Protect our programs' sustainability for future generations by serving as a responsible steward of public funds



## FOSTER EXCELLENCE

Foster a positive and inclusive workplace and workforce, and promote excellence in all aspects of CMS's operations





## CMS Framework for Health Equity 2022–2032

### Definition of Health Equity

The attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, or other factors that affect access to care and health outcomes. CMS is working to advance health equity by designing, implementing, and operationalizing policies and programs that support health for all the people served by our programs, eliminating avoidable differences in health outcomes experienced by people who are disadvantaged or underserved, and providing the care and support that our enrollees need to thrive.

### CMS Framework for Health Equity Priorities



Priority 1: Expand the Collection, Reporting, and Analysis of Standardized Data



Priority 2: Assess Causes of Disparities Within CMS Programs, and Address Inequities in Policies and Operations to Close Gaps



Priority 3: Build Capacity of Health Care Organizations and the Workforce to Reduce Health and Health Care Disparities



Priority 4: Advance Language Access, Health Literacy, and the Provision of Culturally Tailored Services



Priority 5: Increase All Forms of Accessibility to Health Care Services and Coverage

To read the CMS Framework for Health Equity 2022-2032, visit [go.cms.gov/framework](https://www.cms.gov/framework).

"As the nation's largest health insurer, the Centers for Medicare & Medicaid Services has a critical role to play in driving the next decade of health equity for people who are underserved. Our unwavering commitment to advancing health equity will help foster a health care system that benefits all for generations to come."



Dr. LaShawn McIver,  
Director, CMS Office  
of Minority Health

The CMS Office of Minority Health offers health equity technical assistance resources, aimed to help health care organizations take action against health disparities. If you are looking for assistance, visit [go.cms.gov/omh](https://www.go.cms.gov/omh) or email [HealthEquityTA@cms.hhs.gov](mailto:HealthEquityTA@cms.hhs.gov).



The CMS Framework for Health Equity expands on the existing CMS Equity Plan to include all CMS programs: Medicare, Marketplace, Medicaid, and CHIP and is informed by research and stakeholder input.

Learn more about the framework at [go.cms.gov/framework](https://www.go.cms.gov/framework)



# CMS Framework for Health Equity: 5 Priority Areas



Priority 1: Expand the Collection, Reporting, and Analysis of Standardized Data



Priority 2: Assess Causes of Disparities Within CMS Programs and Address Inequities in Policies and Operations to Close Gaps



Priority 3: Build Capacity of Health Care Organizations and the Workforce to Reduce Health and Health Care Disparities



Priority 4: Advance Language Access, Health Literacy, and the Provision of Culturally Tailored Services

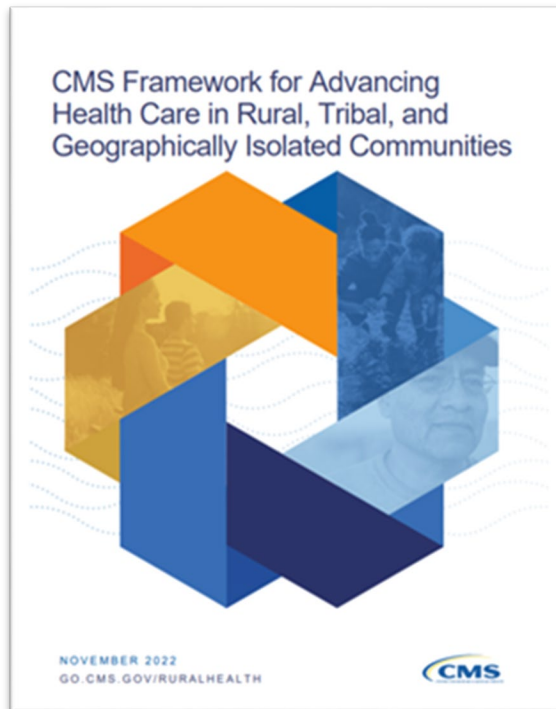


Priority 5: Increase All Forms of Accessibility to Health Care Services & Coverage

<https://go.cms.gov/framework>

# CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities

To ensure that CMS's approach is responsive to the unique needs of rural, tribal, and geographically isolated communities, CMS engaged with listening session participants and federal partners across the nation with lived experience receiving health care or supporting health care service delivery in these communities to help shape the CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities. The Framework focuses on six priorities over the next five years.



<https://go.cms.gov/ruralhealth>

# Coverage to Care (C2C)



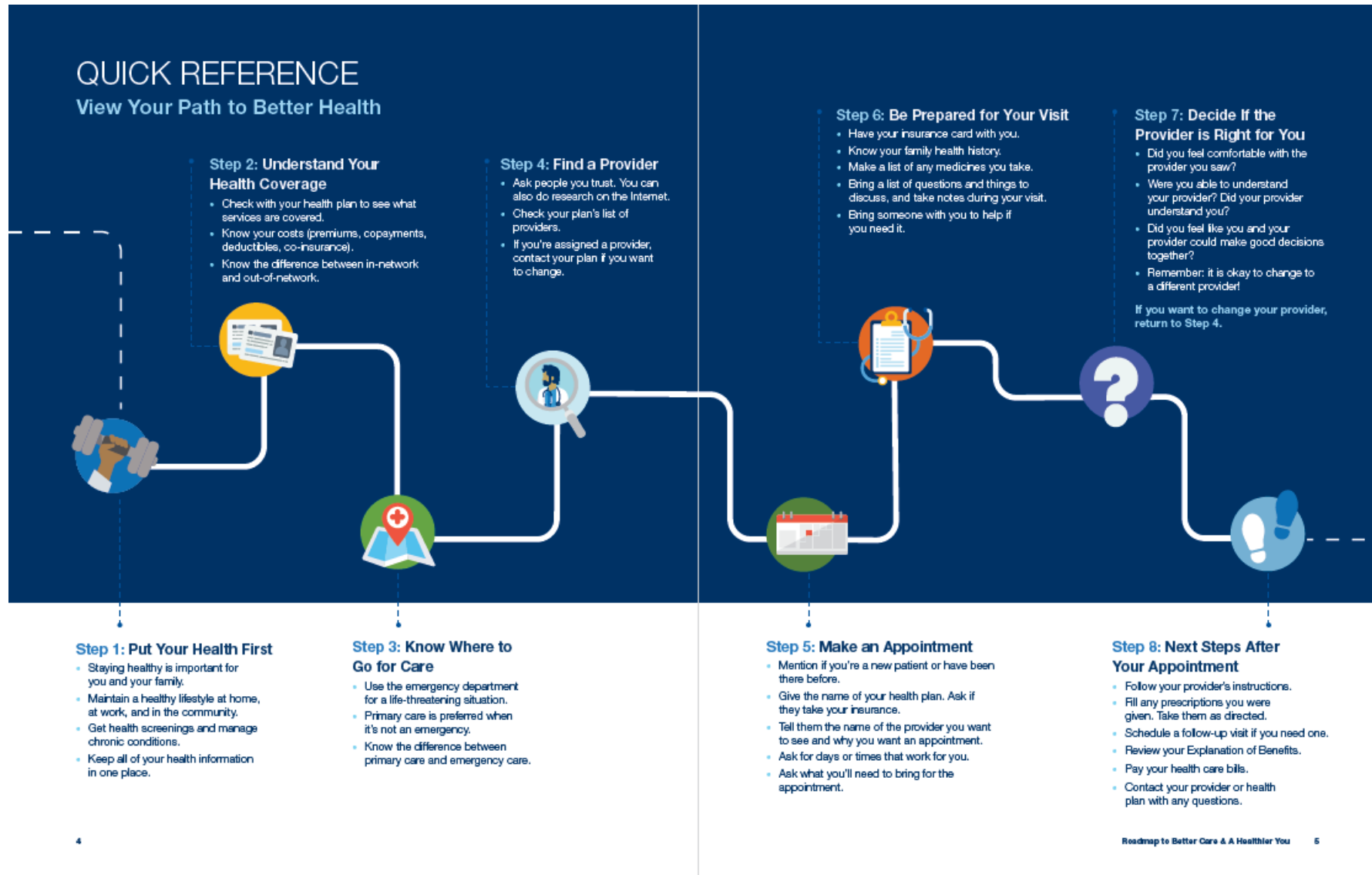
C2C aims to help individuals understand their health coverage and connect to primary care and the preventive services that are right for them, so they can live a long and healthy life.

# C2C Resources

- Roadmap to Better Care
- 5 Ways to Make the Most of Your Health Coverage
- COVID-19 Resources
- Enrollment Toolkit
- Telehealth Resources
- Prevention Resources
- Partner Toolkit
- And more

[go.cms.gov/c2c](https://go.cms.gov/c2c)

# Roadmap to Better Care



# 8 Steps in Roadmap to Better Care

- Explains what health coverage is and how to use it to get primary care and preventive services.
- Includes 8 steps for better care:
  1. Put your health first
  2. Understand your health coverage
  3. Know where to go for care
  4. Find a provider
  5. Make an appointment
  6. Be prepared for your visit
  7. Decide if the provider is right for you
  8. Next steps after your appointment
- Resource also includes information about Explanation of Benefits, a sample insurance card, and the differences between a provider's office and the emergency department.
- Available in 9 languages: English, Spanish, Arabic, Chinese, Haitian Creole, Korean, Russian, Vietnamese, and Ukrainian.



# CMS Health Equity Technical Assistance Program



[HealthEquityTA@cms.hhs.gov](mailto:HealthEquityTA@cms.hhs.gov)

**CMS Health Equity TA program supports quality improvement partners, providers, and other CMS stakeholders by offering:**

- Personalized coaching and resources
- Guidance on data collection and analysis
- Assistance to develop a language access plan and disparities impact statement
- Resources on culturally and linguistically tailored care and communication
- Training and resources to help embed health equity in stakeholder's strategic planning:
  - Guide to Developing a Language Access Plan
  - Guide to Implementing the National CLAS Standards

# Connect with CMS OMH

## Contact Us

[OMH@cms.hhs.gov](mailto:OMH@cms.hhs.gov)

## Visit Our Website

[go.cms.gov/omh](http://go.cms.gov/omh)

## Listserv Signup

[bit.ly/CMSOMH](http://bit.ly/CMSOMH)

## From Coverage to Care

[CoverageToCare@cms.hhs.gov](mailto:CoverageToCare@cms.hhs.gov)

## Health Equity Technical

### Assistance Program

[HealthEquityTA@cms.hhs.gov](mailto:HealthEquityTA@cms.hhs.gov)

## Rural Health

[RuralHealth@cms.hhs.gov](mailto:RuralHealth@cms.hhs.gov)

# Oral Health: An Evidence and Data-Driven Approach to Achieve Better Health, Equity, and Fiscal Responsibility



**Natalia I. Chalmers DDS, MHSc, PhD**

*Diplomate, American Board of Pediatric Dentistry*

Chief Dental Officer

Office of the Administrator,  
Centers for Medicare & Medicaid Services



| [InsureKidsNow.gov](https://www.insurekidsnow.gov)

Every day, CMS ensures that **160.8 million\*** people in the U.S. have health coverage that works.



### Medicaid & CHIP

Over **91.3 million** enrollees:

- Medicaid: More than 84.3 million individuals
- CHIP: More than 7.0 million



### Medicare

Over **65.2 million** enrollees:

- Fee-For-Service: More than 35.0 million
- Medicare Advantage plans: More than 30.2 million



### Marketplace

Over **16.3 million** consumers:

- State based & Federal Marketplace plan selections

\*Subtotal: 172.8 million. Adjust for Medicare/Medicaid dual eligibles (-12 million).

# CMS Vision Statement and Strategic Pillars

CMS serves the public as a trusted partner and steward, dedicated to advancing health equity, expanding coverage, and improving health outcomes

## ADVANCE EQUITY

Advance health equity by addressing the health disparities that underlie our health system



## EXPAND ACCESS

Build on the Affordable Care Act and expand access to quality, affordable health coverage and care



## ENGAGE PARTNERS

Engage our partners and the communities we serve throughout the policymaking and implementation process



## DRIVE INNOVATION

Drive Innovation to tackle our health system challenges and promote value-based, person-centered care



## PROTECT PROGRAMS

Protect our programs' sustainability for future generations by serving as a responsible steward of public funds

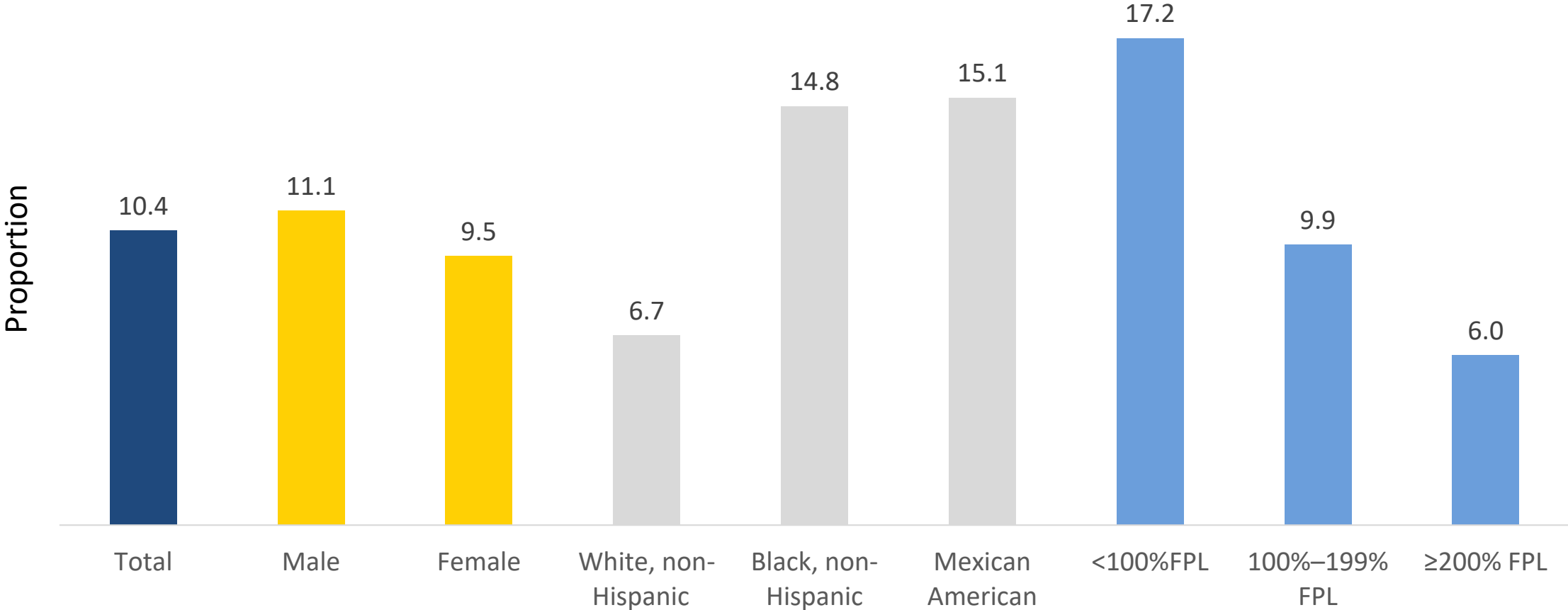


## FOSTER EXCELLENCE

Foster a positive and inclusive workplace and workforce, and promote excellence in all aspects of CMS's operations



# Prevalence of Untreated Tooth Decay In Primary Teeth Among Children Aged 2–5 Years



# The Effect of Poor Dental Health on Children

## Severe Early Childhood Caries



Joanna Douglass, BDS, DDS

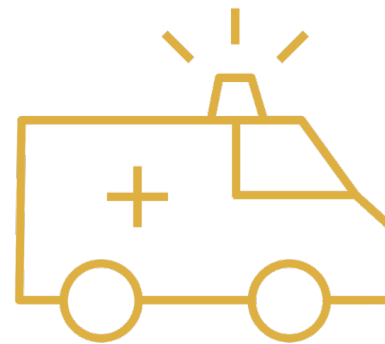
Source: [smilesforlifeoralhealth.org](http://smilesforlifeoralhealth.org)



Poor academic performance



School attendance, i.e. student absenteeism



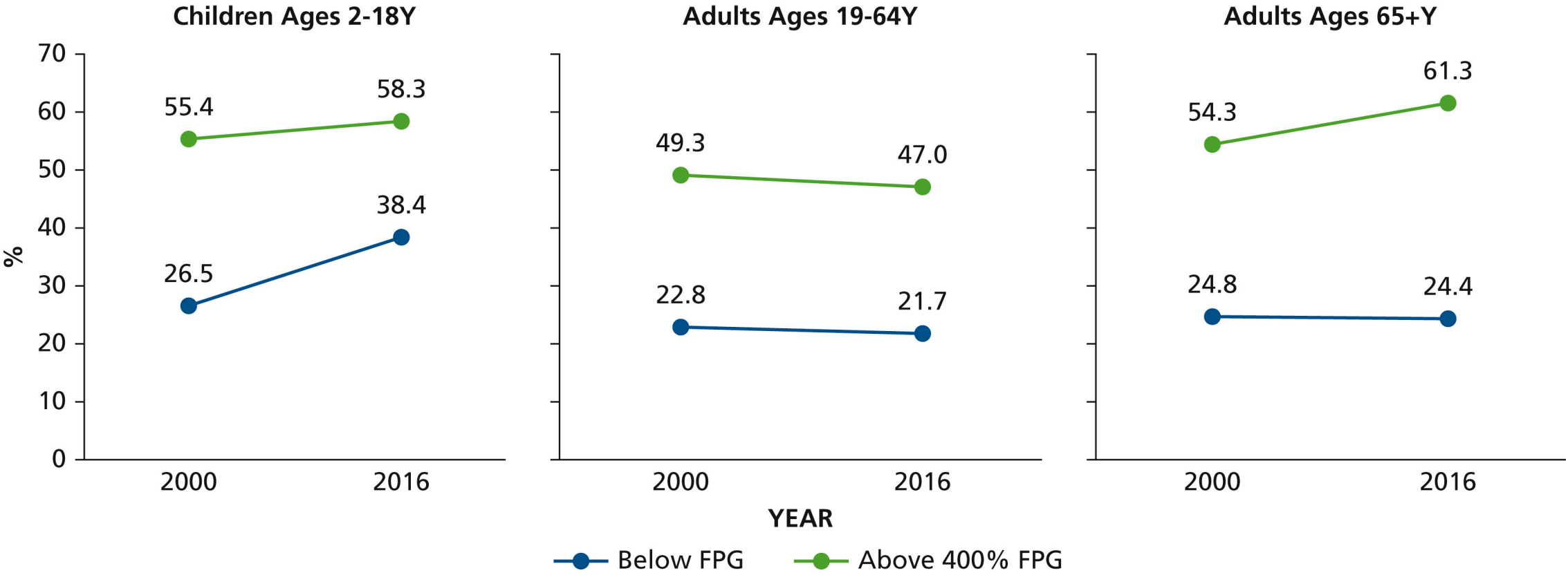
Emergency Department Use



Pain and Infection

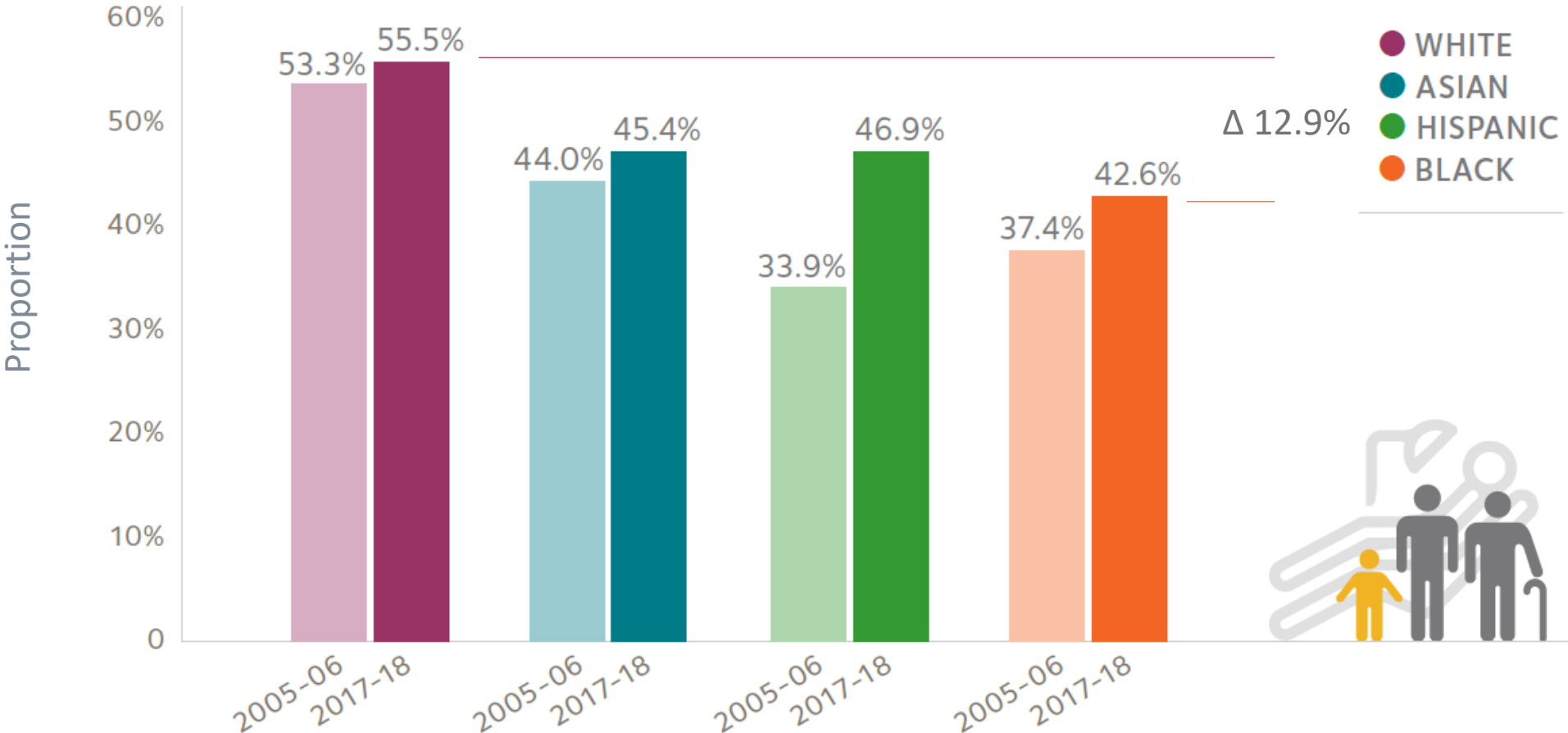
Source: Ruff *et al.* Journal of the American Dental Association 2019

# Dental Visit in the Past Year By Poverty

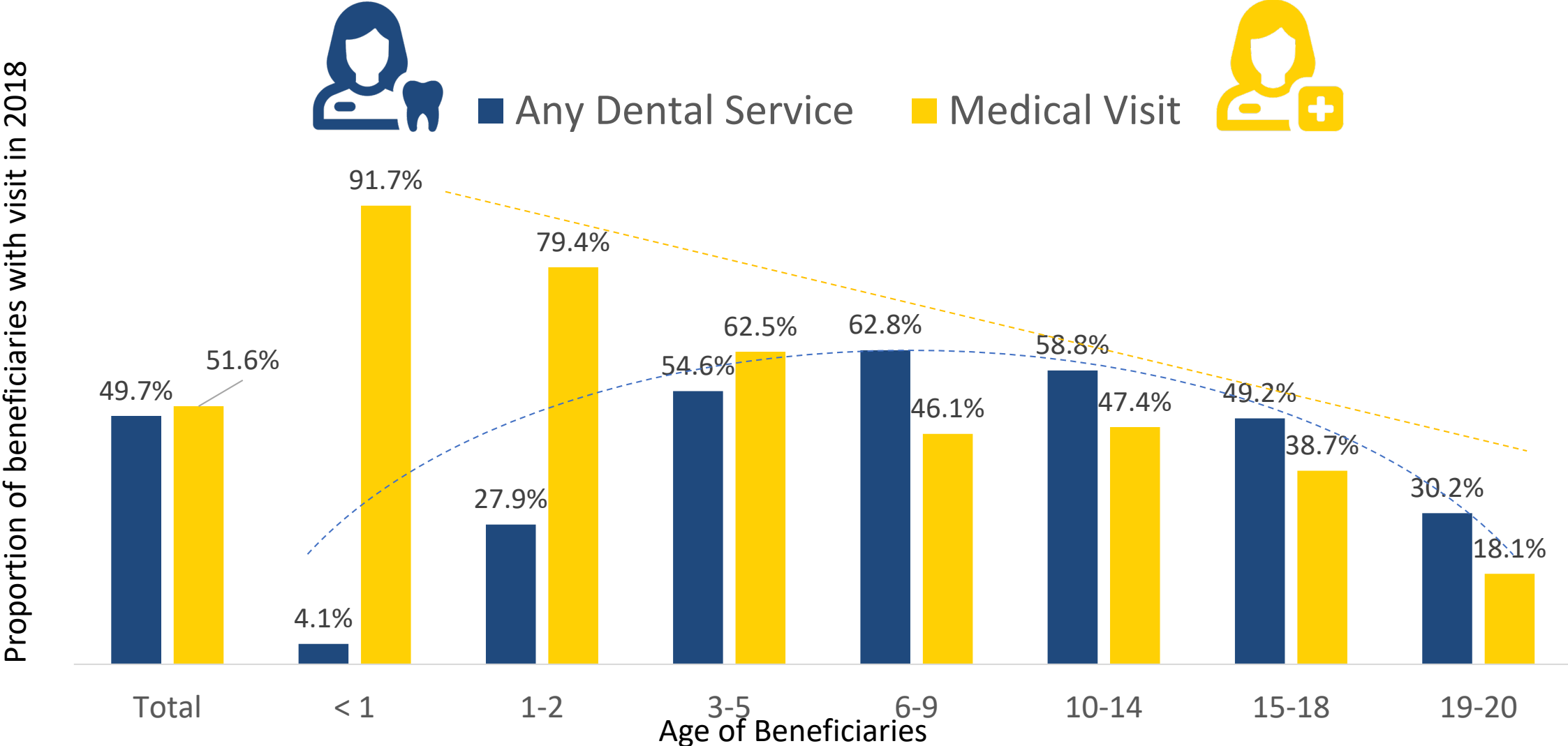




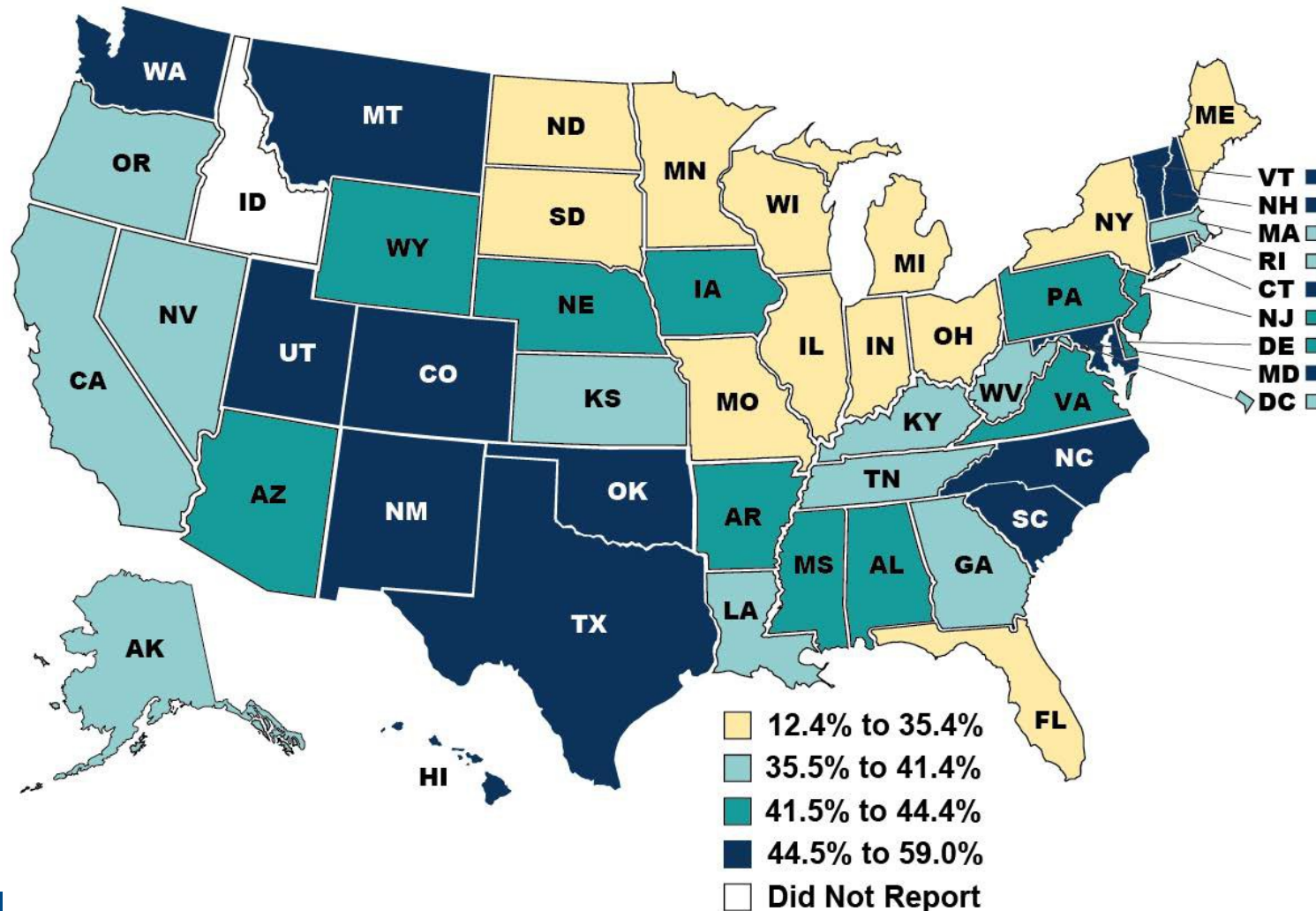
# Children With A Dental Visit In The Past Year



# Children With Annual Dental or Medical Visits



# Percentage of Medicaid Beneficiaries Ages 1 to 20 Who Received Preventive Dental Services, FFY 2020



**Population:** Beneficiaries ages 1 to 20 enrolled in Medicaid or Medicaid expansion CHIP programs for at least 90 continuous days and eligible for EPSDT services

**Notes:**

This measure shows the percentage of children ages 1 to 20 who are enrolled in Medicaid or Medicaid expansion CHIP programs for at least 90 continuous days, are eligible for Early and Periodic Screening, Diagnostic, and Treatment (EPSDT) services, and who received at least one preventive dental service during the measurement period (October 2019 to September 2020).

**Source:**

Mathematica analysis of Form CMS- 416 reports (annual EPSDT report), Lines 1b and 12b, for the FFY 2020 reporting cycle as of July 2, 2021. Starting with FFY 2020, some states calculated and submitted their Form CMS-416 reports, while others chose to have CMS produce their Form CMS- 416 reports using Transformed Medicaid Statistical Information System (T-MSIS) data. The FFY 2020 reporting cycle includes services provided between October 2019 and September 2020.

**Additional information available at:**

<https://www.medicaid.gov/medicaid/quality-of-care/downloads/performance-measurement/2021-child-chart-pack.pdf>

# Where People Manage Oral Health

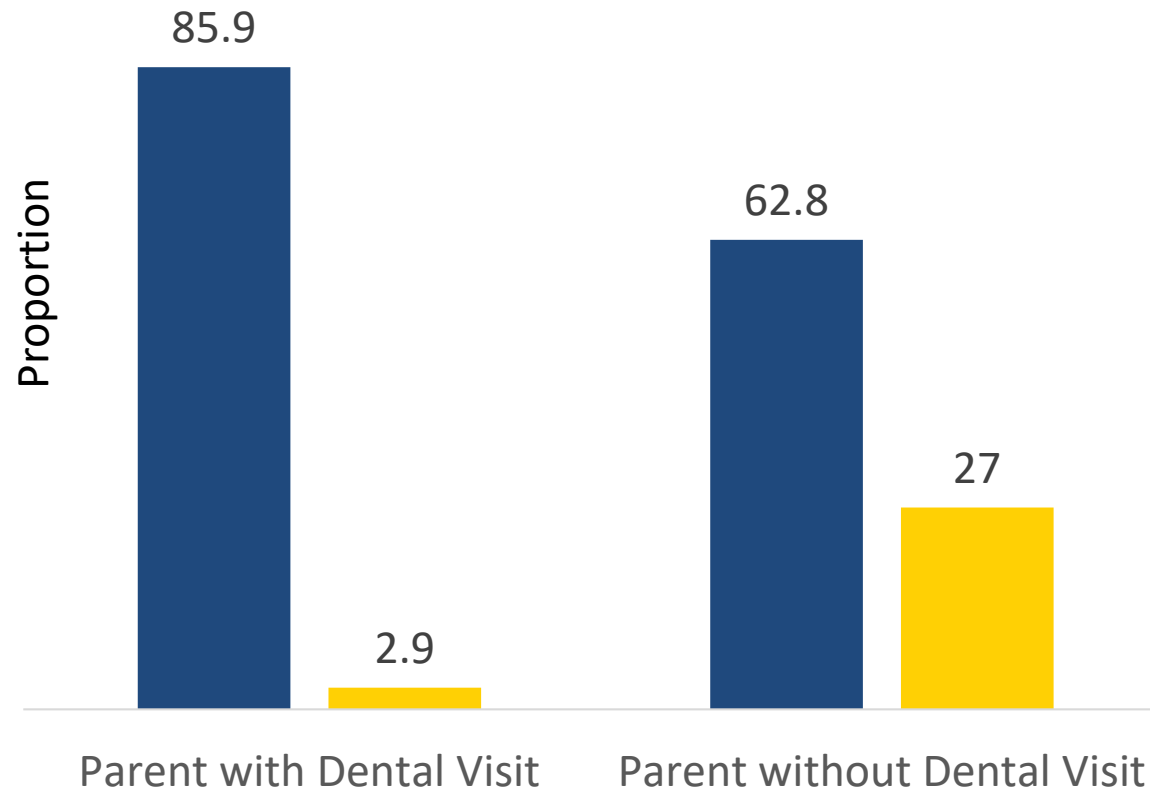


8758 h ← 8760 hours in a year → 2 h

People spend more hours managing their oral health at home than in a clinical setting.

# Parents Dental Care Experience is Key to Coverage and Access

■ Child with Dental Visit   ■ Child without Dental Visit



**ORAL HEALTH**

By Brandy J. Lipton, Tracy L. Finlayson, Sandra L. Decker, Richard J. Manski, and Mingan Yang

## The Association Between Medicaid Adult Dental Coverage And Children's Oral Health

**ABSTRACT** Although all state Medicaid programs cover children's dental care, Medicaid-eligible children are more likely to experience tooth decay than children in higher-income families. Using data from the 1999–2016 National Health and Nutrition Examination Survey and the 2003, 2007, and 2011–12 waves of the National Survey of Children's Health, we examined the association between Medicaid adult dental coverage (an optional benefit) and children's oral health. Adult dental coverage was associated with a statistically significant 5-percentage-point reduction in the prevalence of untreated caries among children after Medicaid-enrolled adults had access to coverage for at least one year. These policies were also associated with a reduction in parent-reported fair or poor child oral health with a two-year lag between the onset of the policy and the effect. Effects were concentrated among children younger than age twelve. We estimated declines in poor oral health among all racial and ethnic subgroups, although there was some evidence that non-Hispanic Black children experienced larger and more persistent effects than non-Hispanic White children. Future assessments of the costs and benefits of offering adult dental coverage may consider potential effects on the children of adult Medicaid enrollees.

**Brandy J. Lipton** is an assistant professor in the School of Public Health, San Diego State University, in San Diego, California.

**Tracy L. Finlayson** is a professor in the School of Public Health, San Diego State University.

**Sandra L. Decker** is a health economist in the Division of Research and Modeling, Center for Financing, Access, and Cost Trends, Agency for Healthcare Research and Quality, in Rockville, Maryland.

**Richard J. Manski** is a professor and chair of the Department of Dental Public Health at the University of Maryland School of Dentistry, in Baltimore, Maryland.

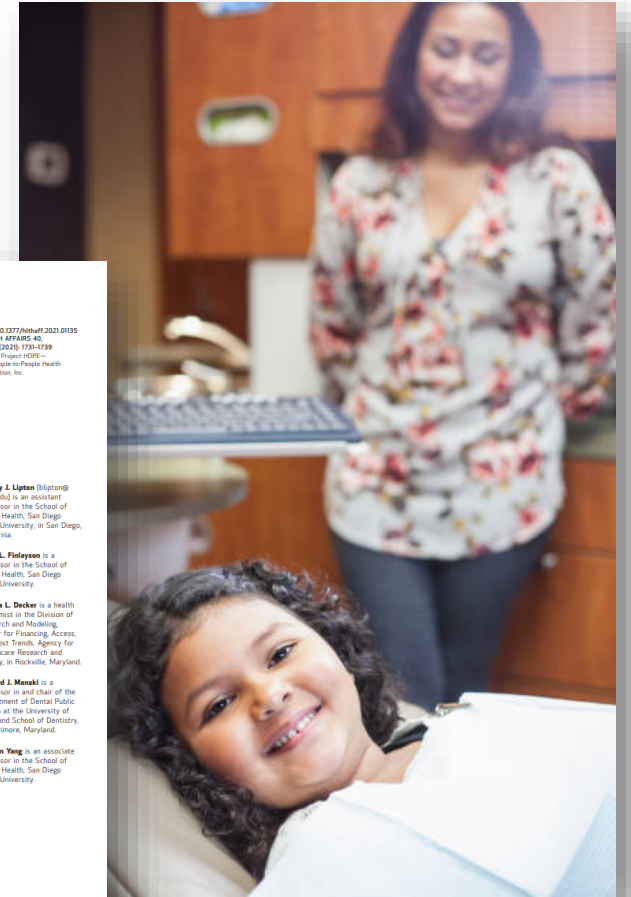
**Mingan Yang** is an associate professor in the School of Public Health, San Diego State University.

**D**espite considerable progress, tooth decay remains the most common childhood chronic disease.<sup>1</sup> Medicaid-eligible children are more likely to experience tooth decay compared with children in higher-income families but are less likely to visit the dentist annually (29 percent versus 55 percent).<sup>2</sup> All state Medicaid programs cover a comprehensive set of preventive and restorative dental services for children under the Early and Periodic Screening, Diagnostic, and Treatment benefit. Although financial barriers are frequently reported as the reason for not receiving needed dental care among both adults and children,<sup>3</sup> noncost barriers may also play an important role in explaining income-based disparities in children's dental care use.

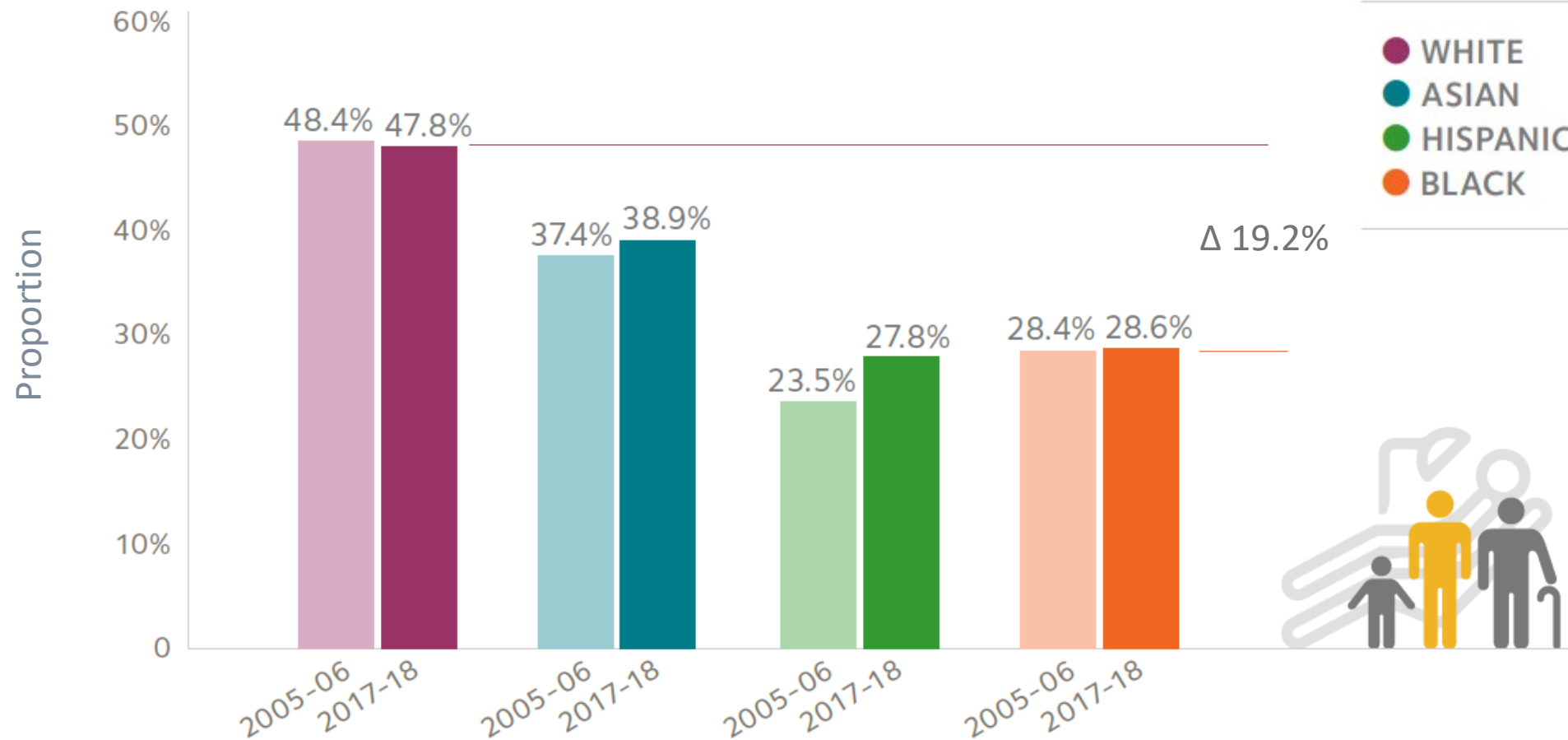
Children are more likely to have regular dental visits when their parents have dental coverage or a recent dental visit.<sup>4,5</sup> Parental dental coverage may facilitate children's dental care use in several ways. For example, providers may relay information about recommended dental care or dental benefits available to publicly insured children when a parent has a dental visit. As many general dentists treat both adults and children,<sup>6</sup> families may cluster their appointments when both parents and children have dental coverage, reducing transportation barriers and requiring less time off work. Parent dental coverage may also reduce out-of-pocket health care spending,<sup>7</sup> which could increase available resources for children's health care needs.

In contrast to the requirements for children, states are not required to provide any level of

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# Adults With A Dental Visit In The Past Year



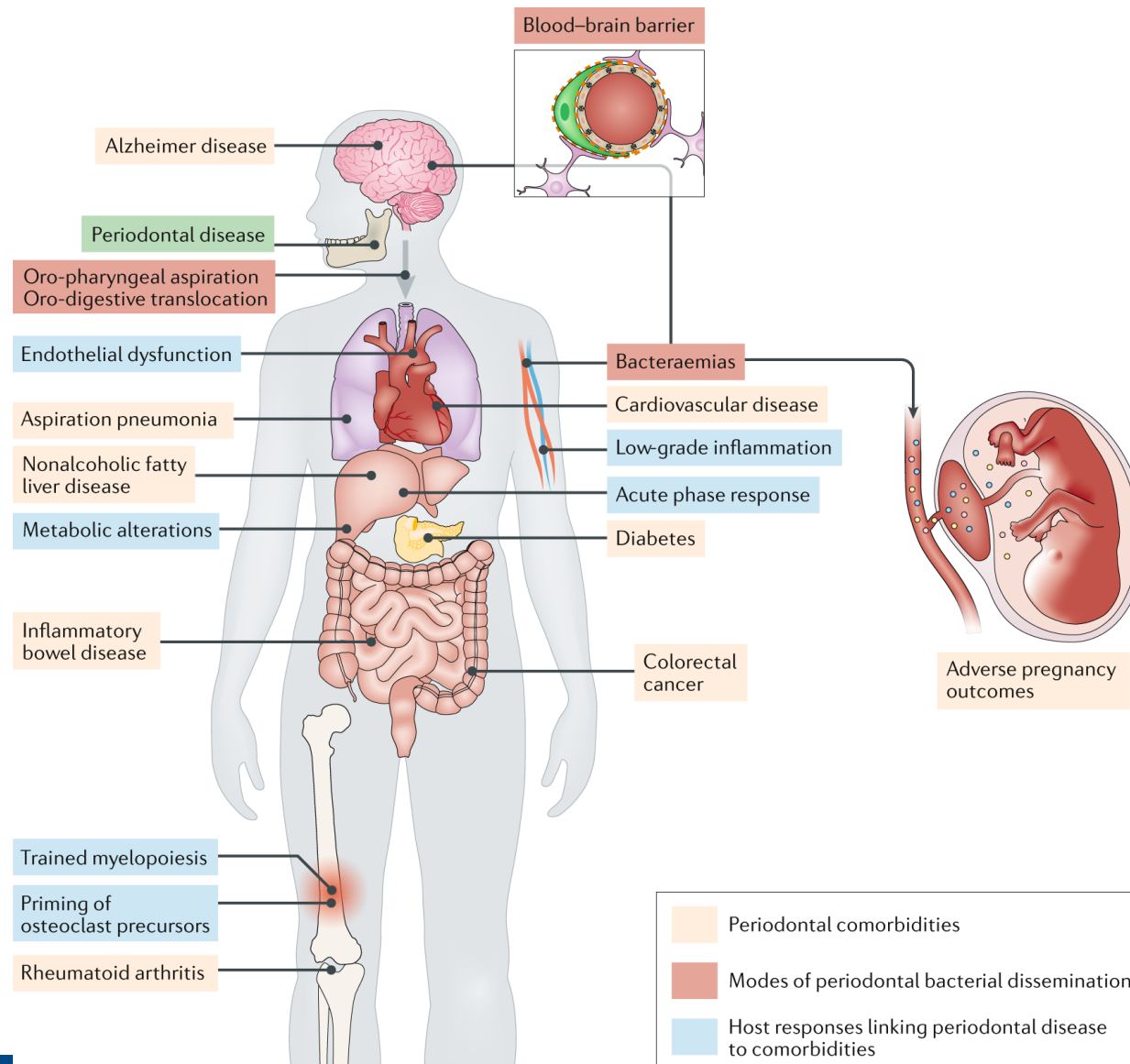
# Periodontal Disease and Associated Inflammatory Comorbidities

## Periodontitis Inflammatory Comorbidities

- Cardiovascular disease
- Type 2 diabetes mellitus
- Rheumatoid arthritis
- Inflammatory bowel disease
- Alzheimer disease
- Nonalcoholic fatty liver disease
- Cancers

## Dissemination

- Bacteremia, hematogenous
- Oro-pharyngeal dissemination
- Oro-digestive dissemination



# Association Between Maternal Periodontal Disease and Adverse Pregnancy Outcomes



Maternal periodontal disease increases the odds of low birthweight by

**10%**



Maternal periodontal disease increases the odds of preterm birth by

**15%**



Maternal periodontal disease increases the odds of spontaneous abortion by

**34%**

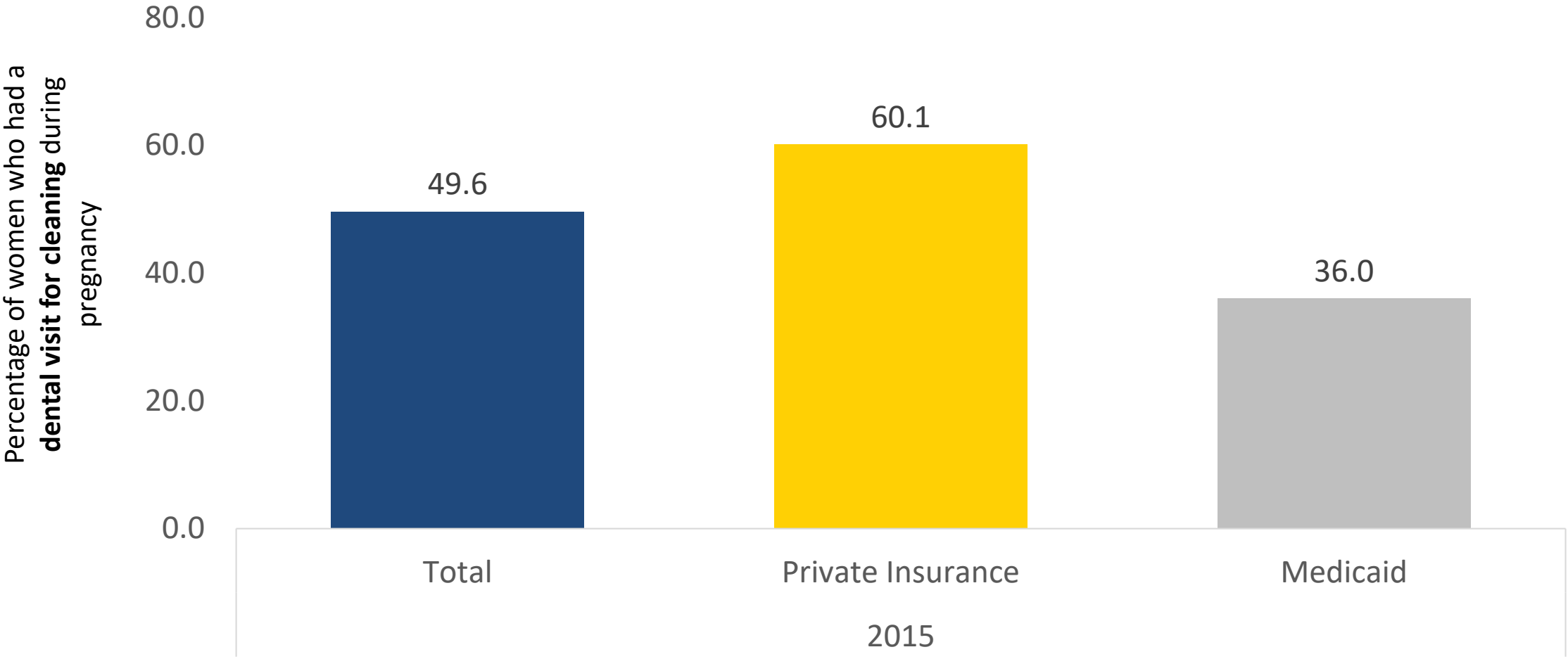


Maternal periodontitis increases the odds of any maternal complications by

**19%**



# Dental Visit During Pregnancy



FOR IMMEDIATE RELEASE

September 22, 2022

Contact: HHS Press Office

202-690-6343

[media@hhs.gov](mailto:media@hhs.gov)

## HHS Approves 12-month Extension of Postpartum Medicaid and CHIP Coverage in North Carolina

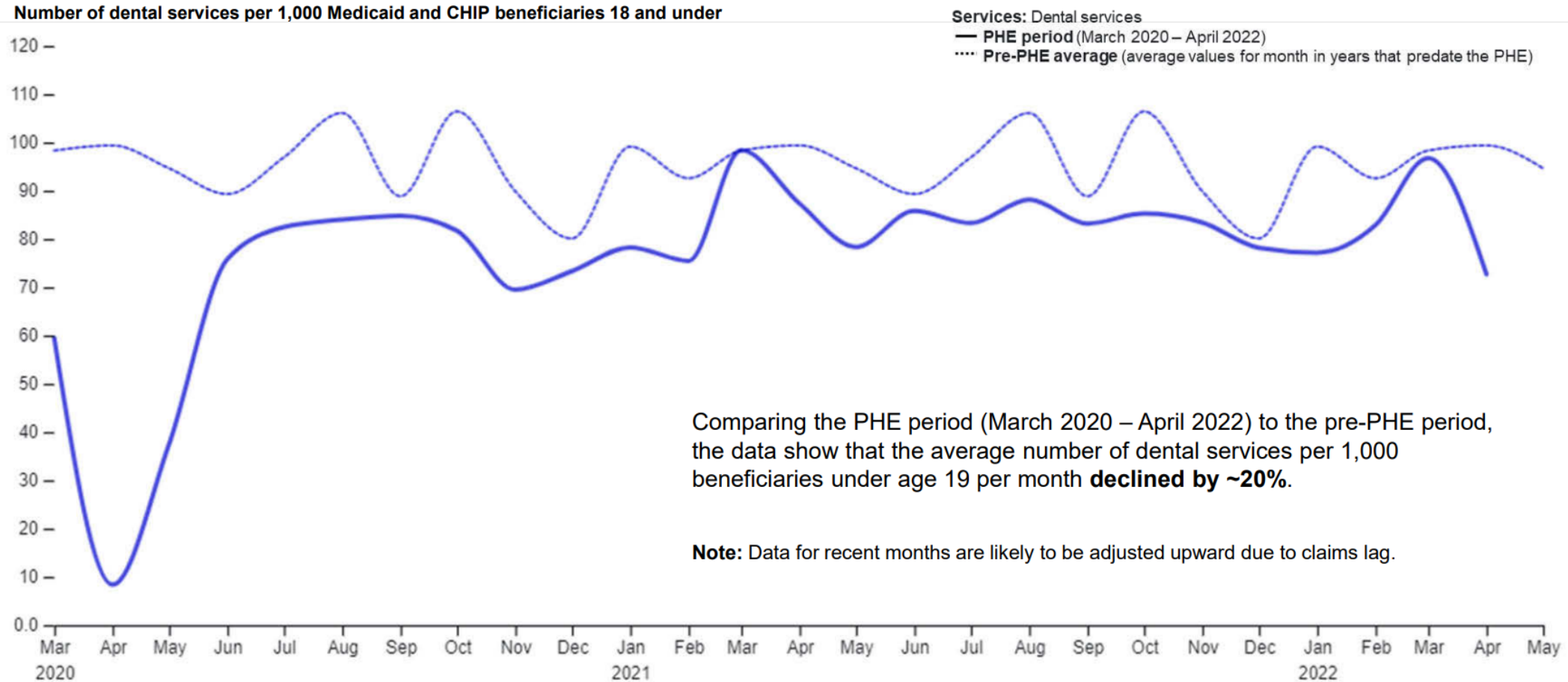
*Announcement comes as CMS also celebrates all 50 states and D.C. providing dental coverage in Medicaid/CHIP for pregnant and postpartum individuals, part of the Biden-Harris Administration's push for more comprehensive health care to support families, children, and communities in need.*

Today, the U.S. Department of Health and Human Services (HHS), through the Centers for Medicare & Medicaid Services (CMS), approved the extension of Medicaid and Children's Health Insurance Program (CHIP) coverage for 12 months after pregnancy in North Carolina. As a result, up to an additional [28,000 people - PDF](#) will now be eligible for Medicaid or CHIP for a full year after pregnancy in North Carolina. With today's approval, in combination with previously approved state extensions, an estimated 361,000 Americans annually in 24 states and D.C. are eligible for 12 months of postpartum coverage. If all states adopted this option, as many as 720,000 people across the United States would be guaranteed Medicaid and CHIP coverage for 12 months after pregnancy.

**CMS celebrates all 50 states and D.C. providing dental coverage in Medicaid/CHIP for pregnant and postpartum individuals.**

# Rate of Dental Services for Children During the PHE

After an initial steep decline, remained slightly below pre-PHE levels

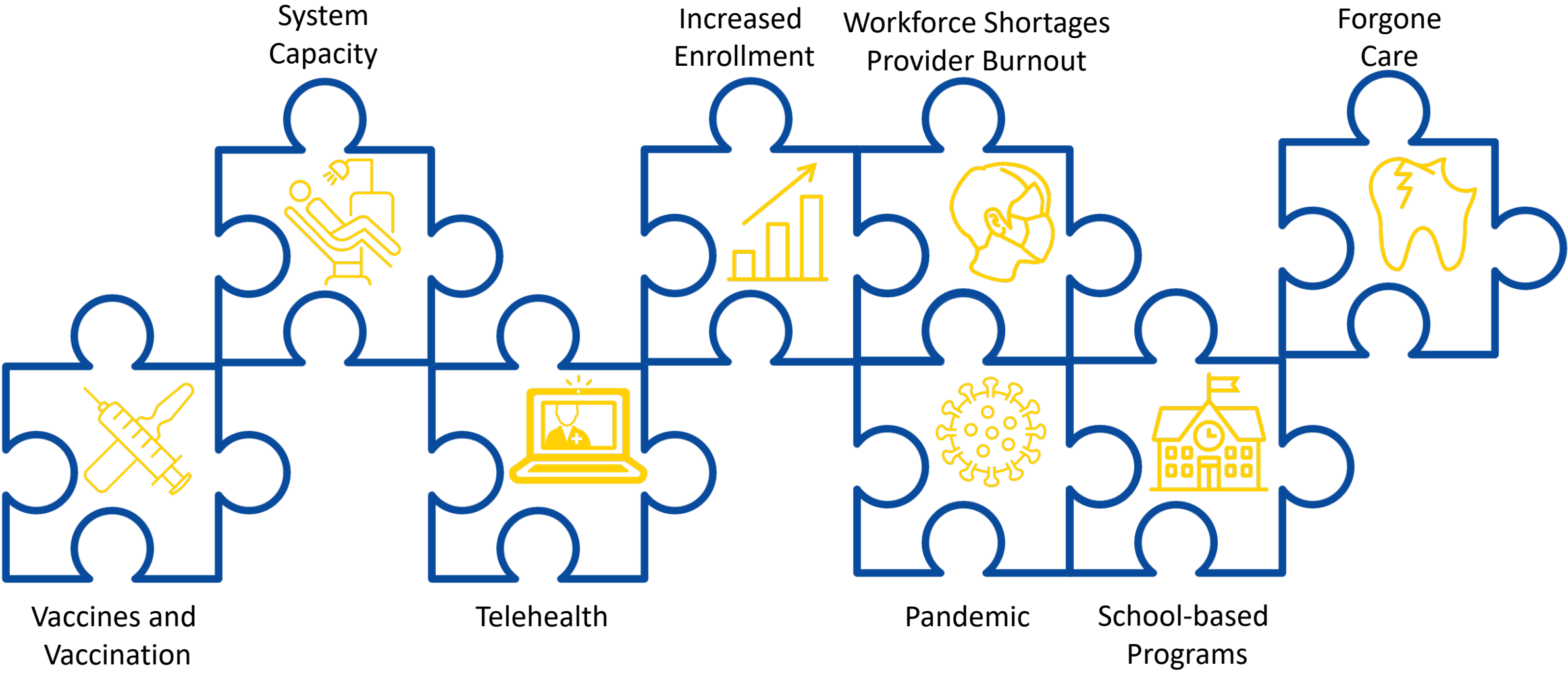


Comparing the PHE period (March 2020 – April 2022) to the pre-PHE period, the data show that the average number of dental services per 1,000 beneficiaries under age 19 per month **declined by ~20%**.

**Note:** Data for recent months are likely to be adjusted upward due to claims lag.

Notes: These data are preliminary. Data are sourced from the T-MSIS Analytic Files v7 in DataConnect using final action claims. They are based on June T-MSIS submissions with services through the end of May. Recent dates of service have very little time for claims runout, and we expect large changes in the results after each monthly update. Because data for May are incomplete, results are only presented through April 30, 2022. The PHE period includes data for March 2020 through April 2022. The pre-PHE average is the average of all values for that month in the years that predate the PHE, using data from January 2018 through February 2020. The PHE period rate may not be directly comparable to prior years' average rate since, for some states, there are increased suspensions of eligibility redeterminations during the PHE, which may inflate the denominator Medicaid population.

# Oral Health: Challenges and Opportunities



# Medi-Cal Dental: Spanish- Language Outreach and Resources



**Monique Garcia**

Member and Provider Services Section Chief  
Medi-Cal Dental



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## What is *Smile, California*?



A campaign designed in 2018 to help Medi-Cal members make the most of their dental benefit.



Offers resources and educational materials to Medi-Cal members about their dental benefits.



Visit Smile, California today!

[www.smilecalifornia.org](http://www.smilecalifornia.org)  
<https://sonriecalifornia.org/>

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# Smile, California Stats

- Increase in Annual Dental Visits from 2018 to 2019
- Increase in Preventative Dental Services 2018 to 2019 for ages 1-20
- Increase in molar sealants 2018 to 2019 for children ages 6-9



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# SmileCalifornia.org

**SmileCalifornia.org** is the best source for information about the Medi-Cal Dental Program, covered services and good oral health habits.

You can also find Medi-Cal Dental providers by ZIP code using the Find a Dentist tool.

The website is available in English and Spanish. Landing pages are available in 17 threshold languages.

**English:** <https://smilecalifornia.org/>  
**Spanish:** <https://sonriecalifornia.org/>





# Outreach in Spanish

- SonrieCalifornia.org
- Monthly Member Articles
- Facebook Live Events
- Social media captions
- Videos
- Outreach Materials
- Fotonovelas



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## Best Practices

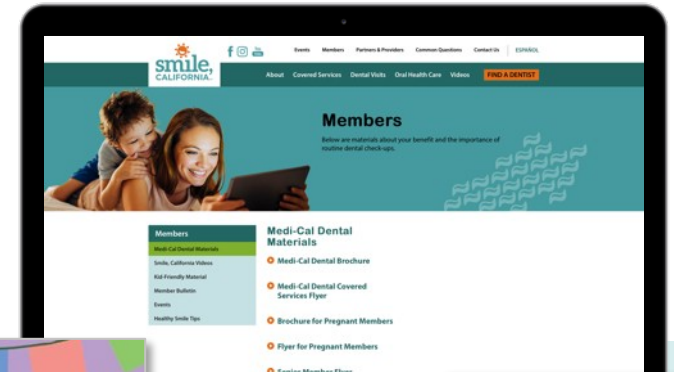
- Culturally and linguistically appropriate messaging
- Knowing and addressing known barriers
- Partnerships with community partners
- Material tailored to key member populations
- Updates based of state and local partner feedback



# Member & Partner Resources

The member's page was designed with oral health resources and more information about Medi-Cal's dental benefits.

The Provider and Partner page has resources available.



**Medi-Cal Has Dental Covered**

As a Medi-Cal member, your benefits and your child's benefits include dental coverage. See the chart below for an overview of the dental care that is covered by Medi-Cal.

SERVICES	BABIES	KIDS	TEENS	PREGNANCY	ADULTS	SENIORS
Exam**	•	•	•	•	•	•
X-rays	•	•	•	•	•	•
Teeth cleaning	•	•	•	•	•	•
Fluoride varnish	•	•	•	•	•	•
Fillings	•	•	•	•	•	•
Tooth removal	•	•	•	•	•	•
Emergency services	•	•	•	•	•	•
Sedation	•	•	•	•	•	•
Molar sealants***	•	•	•	•	•	•
Root canals	•	•	•	•	•	•
Orthodontics (braces)***	•	•	•	•	•	•
Crowns	•	•	•	•	•	•
Partial and full dentures	•	•	•	•	•	•
Denture relines	•	•	•	•	•	•
Scaling and root planing	•	•	•	•	•	•

\*\*Free or low-cost check-ups every six months for members under the age of 21, every 12 months for members over the age of 21.  
\*\*\*Molar sealants are covered for teens up to age 21.  
\*\*\*\*For those who qualify.

**BABIES**  
Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are critical to your child's health and development. They help him or her chew, speak and smile.

**KIDS**  
Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist for molar sealants to help protect your child's molars from cavities.

**TEENS**  
Eating sugary foods and drinks, as teens often do, puts them at a higher risk for gum disease and tooth decay. Teenagers who continue to get regular check-ups ensure good oral health well into adulthood.

**PREGNANCY**  
Good oral health care helps prevent problems during pregnancy. As a Medi-Cal member, you are covered during pregnancy and 60 days past the birth of your baby.

**ADULTS**  
As of January 1, 2018, the Department of Health Care Services (DHCS) restored adult dental benefits for members ages 21 and older with full-scope dental coverage. For a complete list of covered services, visit [SmileCalifornia.org](http://SmileCalifornia.org).

**SENIORS**  
As an older adult, you are prone to gum disease and other oral health problems, but by brushing twice a day, flossing daily and most importantly, seeing your dentist regularly, you can lower your risk.

Learn about your dental benefits and find a Medi-Cal dentist near you at [SmileCalifornia.org](http://SmileCalifornia.org) or by calling 1-800-322-6384. With Medi-Cal Dental, your visit is free or low-cost. Schedule your appointment today.

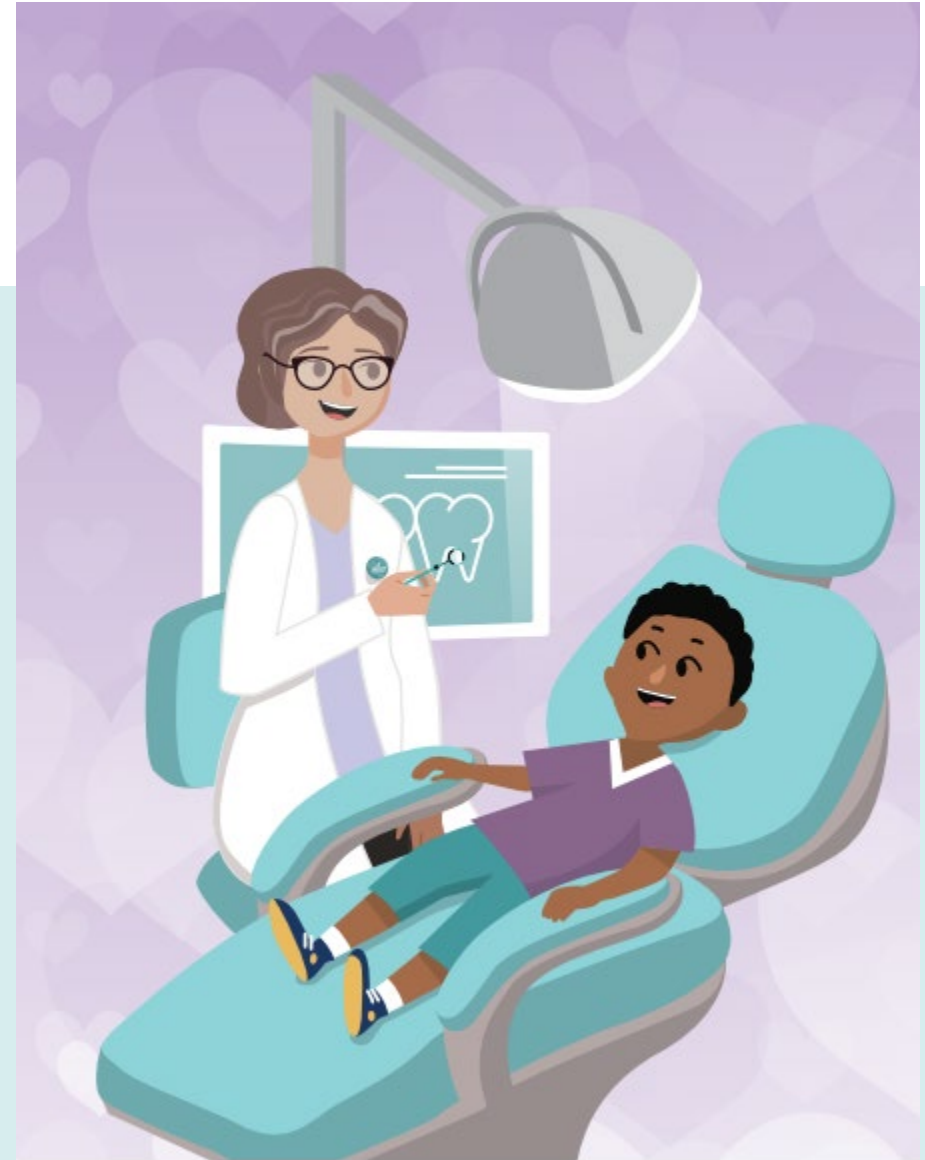
SmileCalifornia.org 1-800-322-6384



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# National Children's Dental Health Month (NCDHM)

- Promotes the benefits of establishing good oral health early in life.
- *For February, Smile, California* is focusing on the importance of preventive dental care, by inspiring Medi-Cal members to *love their teeth* and visit the dentist regularly during the month of February.



# Stay In Touch!

Website:

English: <https://smilecalifornia.org/>

Spanish: <https://sonriecalifornia.org/>

Facebook: [/SmileCalifornia](https://www.facebook.com/SmileCalifornia)

Instagram: [@SmileOnCalifornia](https://www.instagram.com/SmileOnCalifornia)

YouTube: [@SmileCalifornia](https://www.youtube.com/SmileCalifornia)

Email: [dental@dhcs.ca.gov](mailto:dental@dhcs.ca.gov)



# Connecting Kids to Coverage National Campaign



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Outreach Contractor, Connecting Kids to  
Coverage National Campaign

Porter Novelli Public Services, Inc.

**PORTER  
NOVELLI**   
PUBLIC SERVICES

# Connecting Kids to Coverage National Campaign: Initiatives

The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to encourage enrollment and to raise awareness about the health coverage and specific benefits available under these programs.

**The Campaign conducts annual initiatives tied to priority topics and key times of year:**

- Oral Health
- Mental Health
- Vaccinations
- Missed Care
- Peace of Mind
- Youth Sports
- Year-Round Enrollment
- Back-to-School
- Rural Communities
- Multicultural Outreach

# InsureKidsNow.gov

The website for Campaign information and resources

The screenshot shows the website's header with the logo on the left, the text "InsureKidsNow.gov" in the center, and navigation links on the right: "Search", "Get Email Updates", and "En Español". Below the header is a purple navigation bar with several menu items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives". Two orange arrows labeled "Resources" point from the word "Resources" to the "Outreach Tool Library" and "Initiatives" menu items. Below the navigation bar is a main content area with a text box on the left and a background image of a smiling child being examined by a dentist. The text box contains information about Medicaid and CHIP coverage, with links to "Learn about coverage options" and "spread the word".

InsureKidsNow.gov | Resources

Search | Get Email Updates | En Español

1-877-KIDS-NOW (1-877-543-7669)

Find Coverage for Your Family | Campaign Information | Outreach Tool Library | Webinars & Videos | Campaign Notes eNewsletter | Initiatives

Millions of children and teens qualify for free or low-cost health and dental coverage through Medicaid & the Children's Health Insurance Program (CHIP).  
[Learn about coverage options](#) for your family or help us [spread the word](#) about free or low-cost health insurance coverage!



# Initiatives: Oral Health

Tooth decay can negatively affect a child's physical and social development. Campaign materials remind families that children enrolled in Medicaid and CHIP have coverage for comprehensive dental services.

## Resources

- Digital videos
- Posters and palmcards
- Infographics
- eSignatures
- Live reads
- Newsletter templates
- **New: Coloring pages**



# New Materials for Multicultural Outreach

Dental Health Materials  
Poster, Flyer, and Tear Pads  
now available in 24 languages at  
[InsureKidsNow.gov](https://InsureKidsNow.gov)

### 關注牙齒

在每個年齡段都保持良好的護牙習慣。



您可以幫助您的孩子預防蛀牙！就是這樣：

- 從1歲開始定期進行牙科檢查。
- 詢問預防蛀牙的牙科密封劑。
- 每天使用含氟牙膏刷牙兩次，每次2分鐘。
- 限制含糖食物和飲料。

您的孩子可能有資格通過 Medicaid 獲得牙科護理。服務包括洗牙、檢查和補牙。

要為您的孩子註冊，請致電 1-877-InsureKidsNow.gov。已經要保險上的牙科醫生定位器可找到您附近預約。

注意：

Paid for by the U.S. Department of Health & Human Services

### Σκεφτείτε τα δόντια

#### Δείτε τον οδοντίατρό σας ενώ είστε έγκυος



Είναι σημαντικό να επισκεπτείτε τον οδοντίατρο όσο είστε έγκυος. Γιατί: Η στοματική σας υγεία είναι σημαντική για την υγεία του αναπτυσσόμενου μωρού σας.

- Η φθορά των δοντιών προκαλείται από βακτήρια. Το μωρό σας μπορεί να "καλλήσει" τα βακτήρια από εσάς.
- Η διατήρηση της υγείας των δοντιών και των ούλων σας τώρα μπορεί να βοηθήσει στην προστασία των δοντιών του μωρού σας αργότερα.
- Δείτε πώς μπορείτε να προλάβετε τις οδοντικές παθήσεις:
- Βουρτσάστε και καθαρίστε με νήμα τα δόντια σας καθημερινά και χρησιμοποιήστε οδοντόκρεμα με φθόριο.
- Να τρώτε μια υγιεινή διατροφή.
- Επισκεφθείτε τον οδοντίατρο. Η οδοντιατρική περίθαλψη κατά τη διάρκεια της εγκυμοσύνης είναι ασφαλής - αυτό περιλαμβάνει τις ακτινογραφίες και την τοπική αναισθησία.

Προγραμματίστε ένα take-ap σήμερα. Εάν χρειάζεστε βοήθεια για να βρείτε έναν οδοντίατρο, ρωτήστε το γιατρό σας, φροντίστε να ενημερώσετε τον οδοντίατρο ή τον υγειονόμογό σας ότι είστε έγκυος. Μπορεί να δικαιούστε δωρεάν ή χαμηλού κόστους υγειονομική κάλυψη κάλυψη

insurekidsnow.gov  
Form No. 11774-GR  
January 2023

### Pensez aux dents

#### À chaque étape



#### Donnez à votre bébé des dents saines dès le départ. C'est facile !

- Brossez délicatement les dents de bébé deux fois par jour. Utilisez une petite quantité de dentifrice au fluor.
- Prévoyez une visite chez le dentiste avant le premier anniversaire de votre bébé. Suivez les contrôles réguliers tels qu'ils sont recommandés.
- Les caries dentaires sont dues à des bactéries. Votre bébé peut « attraper » ces bactéries pendant la grossesse.
  - Gardez votre bouche en bonne santé.
  - Ne partagez pas les tasses ou les cuillères.
- Ne mettez que de l'eau, du lait ou du lait maternisé dans les biberons ou les gobelets pour bébé.
- Ne mettez pas votre bébé au lit avec un biberon ou un gobelet.
- Évitez les collations et les boissons sucrées, y compris les jus de fruits.

Medicaid et Children's Health Insurance Program (CHIP) couvrent les soins dentaires des enfants, tels que nettoyages de dents, visites de contrôle, radiographies, fluor, scellants dentaires et plombages. Votre enfant pourrait y avoir droit !

Pour inscrire votre enfant, composez le 1-877-KIDS-NOW (543-7699) ou consultez le site [InsureKidsNow.gov](https://InsureKidsNow.gov).  
Déjà couvert ? servez-vous du localisateur de dentistes sur [InsureKidsNow.gov](https://InsureKidsNow.gov) pour trouver un dentiste près de chez vous et appelez pour prendre un rendez-vous dès aujourd'hui.

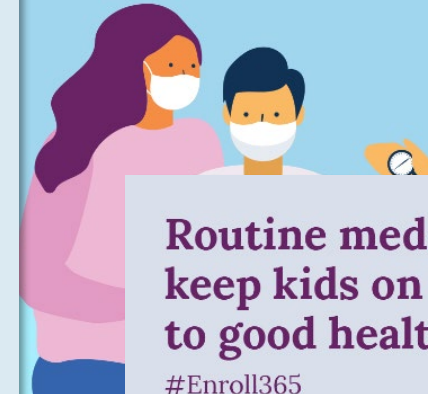
Paid for by the U.S. Department of Health & Human Services  
CMS Product No. 11666-F  
January 2023

# Outreach Tool Library

## Find all Campaign Materials in the Outreach Tool Library:

- Ready-to-print posters
- Palmcards
- Social media posts
- Text messages
- Videos
- PSAs
- Template newsletters

Preventive and routine healthcare ensures that children stay healthy.



**Routine medical visits keep kids on the path to good health.**

#Enroll365



[InsureKidsNow.gov](https://www.InsureKidsNow.gov)



[InsureKidsNow.gov](https://www.InsureKidsNow.gov)

# Customizable Resources

Many Campaign resources can be customized to include information specific to your community:

- Visit the Outreach Tool Library at [www.InsureKidsNow.gov/outreach-tool-library/index.html](http://www.InsureKidsNow.gov/outreach-tool-library/index.html) to review the Customization Guide
- Email CMS Division of Multimedia Services (DMS) with customization requests and your organization's information: [MultimediaServices@CMS.hhs.gov](mailto:MultimediaServices@CMS.hhs.gov)
  - Grantees must include their project officers on the email

**Think Teeth**  
Every Step of The Way

**Give your baby healthy teeth from the start. It's easy!**

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
  - Keep your mouth healthy.
  - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](http://InsureKidsNow.gov). Already covered? Use the Dentist Locator on [InsureKidsNow.gov](http://InsureKidsNow.gov) to find a dentist near you and call to schedule a dentist appointment today.

LOGO 1      LOGO 2

InsureKidsNow.gov

CMS Product No. 11000  
March 2021

Your program name(s)

Your website and/or phone number

Up to two logos

# Medicaid and CHIP Continuous Enrollment Unwinding

In March 2020, CMS waived certain Medicaid and CHIP requirements and conditions. The easing of these rules helped prevent people with Medicaid and CHIP from losing their health coverage during the pandemic.

- Soon, the continuous coverage requirement will come to an end and states will be required to restart eligibility reviews on April 1, 2023.
- **The Connecting Kids to Coverage National Campaign encourages beneficiaries to:**
  - **Update their address, email, and phone number with their state Medicaid offices**
  - **Check their mail for a letter regarding their Medicaid or CHIP renewal**
  - **Complete their renewal form, if received.**
- Resources and additional information are available at [Medicaid.gov/Unwinding](https://www.Medicaid.gov/Unwinding), including a [Communications Toolkit](#) and [graphics](#) in 7 languages, including [English](#) and [Spanish](#). Partners can find:
  - Social media copy and graphics
  - Drop-in articles and key messaging
  - The [Medicaid.gov/renewals](https://www.Medicaid.gov/renewals) page to help families connect with their state Medicaid office.

# Keep in Touch

**Interested in learning more about the Campaign and its resources?**

- Email us: [ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)
- Follow us on Twitter: [@IKNgov](https://twitter.com/IKNgov)
- eNewsletter sign up: [“Campaign Notes”](#)



Questions?