

HEALTHY Teeth

Healthy Bodies

HAL 2013: HEALTH CARE TEAM

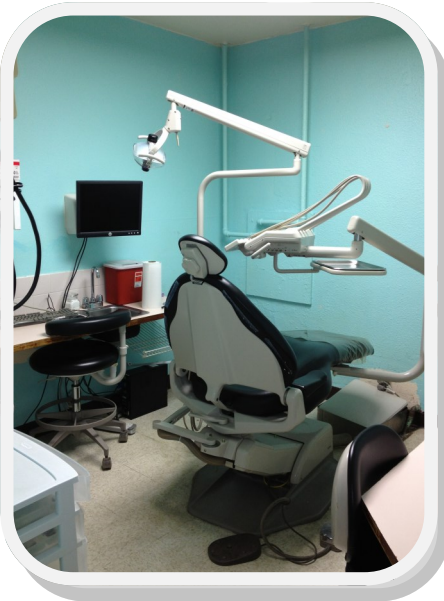


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Healthy Teeth Healthy Bodies was created by participants of the 2013 Hispanic Austin Leadership's (HAL) Healthcare Team, administered by the Greater Austin Hispanic Chamber of Commerce.

Current research indicates that

- oral health complications are linked to diseases such as diabetes and heart disease, which disproportionately affect low income individuals and
- low-income Latinos often encounter economic, social and cultural barriers to seeking and maintaining regular and preventative dental healthcare services.

To alleviate this problem, our group created Healthy Teeth Healthy bodies with the following goals:

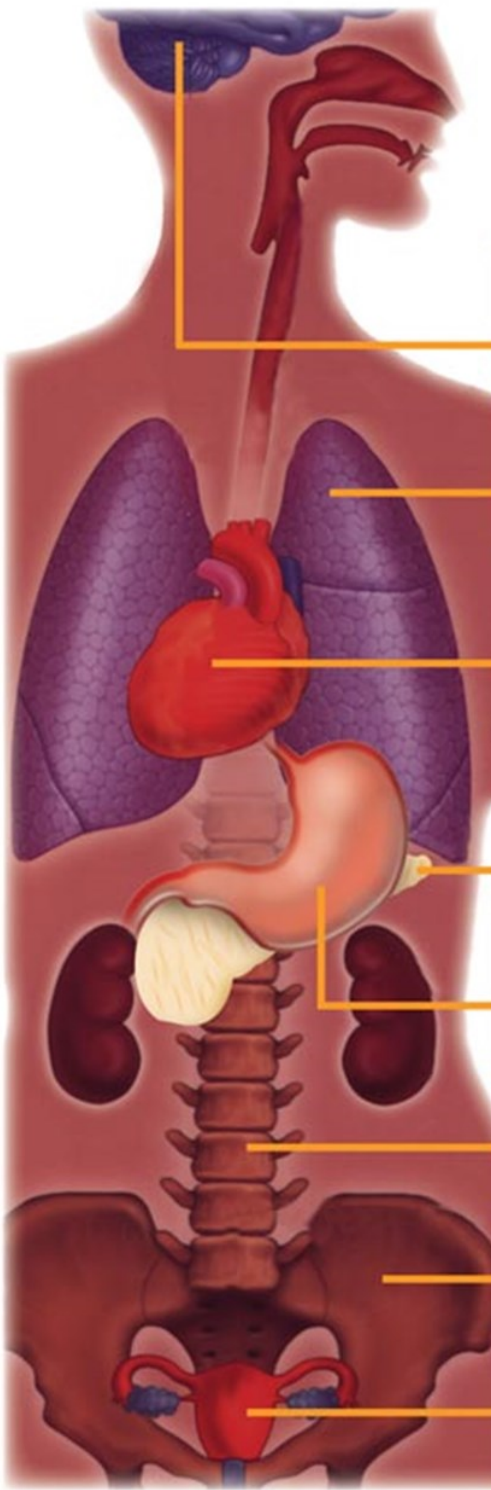
- A) Provide free, bilingual and accessible education to low-income adults regarding the link between systemic health and oral health, and
- B) Provide financial assistance to encourage them to budget for and schedule regular and preventative oral healthcare services.

We partnered with Manos de Cristo Dental Clinic, which provides low-cost dental care, to provide \$200 dental care vouchers to adults in east Austin who attended an educational session. The program will continue to be administered annually by Hermanos de East Austin.

Case for Project - Importance of Oral Health

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Evidence linking the connection between healthy teeth and healthy bodies continues to grow. Numerous academic articles discussing the connection between the two are available on the Centers for Disease Control and Prevention and the American Academy of Periodontology websites, among others. This dental customer friendly flyer below, developed by the Academy, highlights diseases and organs that can be affected by gum disease.



Gum Disease Can Kill More Than Your Smile

Bacteria that builds up between the tooth and gum can enter into the bloodstream whenever your gums bleed. This bacteria can travel throughout the body and cause serious health problems.

STROKE
A new study of fatty deposits lodged in the carotid arteries of stroke sufferers shows that up to 40% of the bacteria that cause the fatty deposits comes from the mouth if the gums are inflamed.

RESPIRATORY DISEASE (3rd most common cause of death)
Dental plaque harbors a high number of respiratory pathogens that can be aspirated and, in turn, increase the risk in susceptible patients for pneumonia, emphysema and chronic obstructive lung disease.

HEART DISEASE
Bacteria from the mouth can get into the bloodstream when the gums are inflamed. This bacteria can get mixed up with blood-clotting cells called platelets. These clumps of cells and bacteria can lodge inside the walls of the blood vessels, causing heart-stopping clots to form. These clots are what lead to heart disease. Keeping your gums healthy can reduce your risk of a heart attack.

DIABETES (pancreas)
The presence of any gum inflammation can make it much more difficult for a diabetic to control their blood sugar. Elimination of any gum inflammation can directly improve diabetic control. A study of 48,000 men (Health Professionals Study 1986–2002) found that men who had periodontal disease had a 63% higher risk of developing pancreatic cancer than men with healthy gums.

ULCERS (stomach)
The bacteria that collect in your mouth when gum disease is present are the same bacteria that cause gastric ulcers. If the bacterial count in the mouth is high these bacteria can be constantly travelling to the stomach, reinfesting and causing a return of ulcers.

OSTEOPOROSIS
Periodontal disease may play a role in promoting osteoporosis. With tooth loss there is a decrease in proper digestion, nutrition and calcium uptake.

ARTHRITIS
There is a strong relationship between the extent and severity of periodontal disease and Rheumatoid Arthritis.

PRE-TERM BIRTHS
Women with gum disease are seven to eight times more likely to give birth prematurely to low birth weight babies. Researchers believe that the low grade gum inflammation causes the body to release inflammatory chemicals which are linked to pre-term birth.

Case for Project - Economic and Cultural Barriers

Cultural Barriers - There are gaps in oral healthcare education among Hispanics.

- Latinos rely primarily on parents, family members and friends for their oral health information, rather than their dentist or physician.
- Spanish-speaking Latinos report needing more published dental health information in Spanish.
- 50% of Latinos believe that dental visits are not really necessary as long as you take good care of your mouth, including your teeth and gums. Only 21% of the general population agrees with this statement.

Economic barriers keep them from gaining access to care.

- Approximately 16 million Hispanic adults do not have access to dental insurance.

In Austin, census data indicates that the 78702 zip code has the most financial and language needs for Latinos -

- 38% of households with children in the area are living in poverty, more than double the Travis County average;
- 44% of Latinos in the area speak mostly Spanish, as opposed to 25% in Travis County.

Needs Identified by Major Partner, Manos de Cristo

78702 Community Observations

In 2012, slightly more than 9,200 appointments were booked at the Manos de Cristo Dental Clinic for more than 4,200 patients. Staff and volunteers provided patients with more than \$1.5 million worth of services.

Additionally, 73 percent of their patients were Hispanic making it necessary for the clinic to hire bilingual, English/Spanish-speaking staff to effectively communicate with patients who prefer to speak Spanish.

The majority of the patients lack dental insurance and don't qualify for Medicare or Medicaid benefits. Patients experience substantial economic barriers to health and oral care services, along with limited access to providers. Given the barriers, patients often prioritize basic needs over healthcare services. They sacrifice the long term for the short term, until health conditions drive them to local emergency rooms. A large number of Clinic patients are emergency room referrals.

In addition to the high local demand for services, the Clinic also provides oral care services to patients from as far as Houston and Dallas.

Given the high demand for services, the Dental Clinic is scheduled to move into a new facility in late 2012, where it more than double its capacity to serve 11,000 patients.

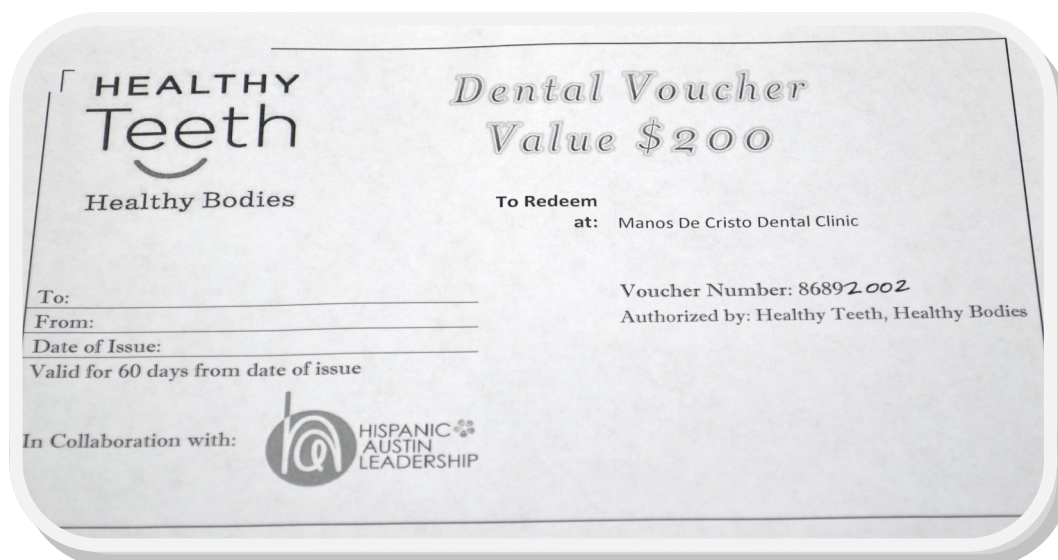


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Proposed Solution

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Given the needs we identified, it was clear that we needed to educate and provide access through funding to community members. The Healthy Teeth Healthy Bodies project sought to increase this awareness to encourage low income families and individuals to prioritize budgeting for and scheduling of annual oral examinations. The addition of such a health care practice would also help to decrease the incidences of emergency oral care services for serious conditions, which often require more expensive procedures.



In recognition of the financial barriers to accessing oral health care services, Team members raised funds for vouchers to provide eight participants with \$200 worth of dental services at the Clinic, which were distributed after their participation in an educational program.



Preparation - Partner Recruitment

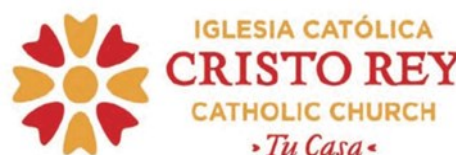
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Organizations instrumental to the success of the project included:



Manos de Cristo empowers low-income individuals with a loving hand of assistance and welcomes all regardless of age, gender, race, or religious preference. Inspired by the Christian ideals of service and compassion, the group promotes dignity and self-reliance by providing essential oral care at a sliding fee, furthering educational development, and meeting basic needs with food and clothing.

Cristo Rey Catholic Church serves the East Austin Community. Healthy Teeth/ Healthy Bodies reached out to the Food Pantry held every Thursday at Cristo Rey Church.



The Livestrong Foundation empowers the cancer community to address the unmet needs of cancer survivors. To do so, they encourage collaboration, knowledge-sharing, and partnership. The Livestrong Foundation donated access to their facilities to hold the education session.

The ADA is the professional association of dentists that fosters the success of a diverse membership and advances the oral health of the public. They are the oldest and largest national dental society in the world. The ADA has grown to become the leading source of oral health related information for dentists and their patients. The ADA assisted the Healthy Teeth Healthy Bodies project by providing educational materials.



Legend Dental an active leader in the community. The clinic offers high quality care using cutting edge equipment. Legends Dental created a special fee schedule for economically challenged patients. They agreed to extend the rates to Healthy Teeth Healthy Bodies participants.



Fundraising

Team members created fundraising materials and solicited funds from individuals and businesses, raising a total of \$3,393 in cash and in-kind donations

Contributions	Description	Type	Amount
Texas Gas	Cash Donation	Cash	\$400.00
ABC Bank	Cash Donation	Cash	\$250.00
MultiCultural Institute	Cash Donation	Cash	\$50.00
Private Donors	Cash Donation	Cash	\$1,100.00
		<i>Total Cash</i>	<i>\$1,800.00</i>
Livestrong Foundation	Event Space Donation	Value	\$300.00
ADA	Educational Material Donation	Value	\$243.00
Cody Haltom	Marketing and Logo Donation	Value	\$1,000.00
		<i>Total In-Kind</i>	<i>\$1,543.00</i>
Total			\$3,343.00

Expenses	Description	Type	Amount
Manos de Cristo	Nine \$200 vouchers	cash	\$1,800.00
Production Costs	Marketing, materials, space	in-kind value	\$1,543.00
Total			\$3,343.00

Participant Outreach

Team members recruited project participants at the Cristo Rey Church food pantry on two occasions. Members staffed an information table at the pantry, and registered individuals for the Healthy Teeth Healthy Bodies education session. These participants were ideal for the project because they represented the target demographic audience. The week of the event team members contact participants to verify attendance, and address last minute questions.



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The Healthy Teeth Healthy Bodies team relied on the expertise of Manos de Cristo Dental Clinic staff. Dr. Thomas Richardson and Clinic Manager Genny Flores, who conducted the education seminar in English and Spanish, respectively. Topics included daily care, common oral problems and connections to systemic health problems such as diabetes and heart disease.

The Healthy Teeth Healthy Bodies education session was held March 6 at the LIVESTRONG Foundation located at 2201 East 6th Street. The location was selected because it was easily accessible by foot, public transportation or private vehicle. The layout of the meeting space accommodated two simultaneous meetings, one in English, the other Spanish. It also provided a separate area for childcare. A light supper was provided to all participants.



Nine families attended the educational event and were educated on the importance of oral health. Nine adults were given \$200 vouchers for dental care at Manos de Cristo. Given that Latinos depend on parents and family for health information, over 40 individuals will receive benefit from this educational session.

In the weeks following the Healthy Bodies/Healthy Teeth education session at the Livestrong Foundation center, we followed up with participants:

- Half of the participants reached reached out to the clinic in regards to redeeming their vouchers.
- 75% reported that they were reevaluating household budgetary priorities to include funds for future dental healthcare services.
- Participants especially recalled the following information from the educational event: the connection between diabetes and its effect on oral health; and the long term effects of untreated periodontal disease.
- 50% of the participants reported changes to oral health routines as a result of the education seminar.

Overall participants gave favorable reviews of the Healthy Teeth Healthy Bodies project. All suggested expanding the awareness initiative. The education seminar helped them realize the adverse long term consequences of delaying oral health services.



Healthy Teeth Healthy Bodies will be sustained by Hermanos de East Austin, a non-profit group founded by team member Jose Velasquez. The group has a long standing presence in east Austin and is experienced in fundraising, event planning and participant recruitment. The HAL Healthcare Team will serve in an advisory capacity to help Hermanos carry out their vision.





Members listed from left to right

- **William Irizarry** is a supplier diversity program manager at Dell. William was born and raised in Puerto Rico and has been in Texas since 1995. For the project, William was responsible for managing the project plan and supported all aspects of the Healthy Teeth for Healthy Bodies project.
- **Cristina Balli** is a bilingual cultural manager with expertise in Texas-Mexican art and culture. She is Executive Director of Texas Folklife and in the Health Care team helped with planning, strategy and program design.
- **Jessica Morrison** works for the Housing Authority of the City of Austin in the Southwest Housing Compliance Corporation division. Jessica was born in Hidalgo, Mexico and grew up in Kerrville, Texas, living in Austin since 2004. Jessica designed the vouchers, managed allocation and distribution of those vouchers, led efforts to contact program participants prior to the educational event and supported all aspects of the Healthy Teeth for Healthy Bodies project.
- **Alex Clendennen** is a Financial Advisor at Merrill Lynch Wealth Management living in Austin for 15 years. On the HAL Healthcare team, Alex helped coordinate educational content for the participants as well as track the donations and expenses for the team's finances.
- **Jose Miguel Anwar Velasquez** is a third generation born and raised East Austinite. Jose has been employed at American Bank of Commerce for 10 years and currently serves as a Business Development Officer. Jose was Project Manager for the Healthcare Team but served more in a logistical capacity helping put together our signature event and procurement of attendees.
- **Carmen Luevanos** is Texas Gas Service's Central Texas Region Community Relations Manager. Carmen is originally from San Antonio and has been living in Austin for 20 years. Carmen assisted with the development of fundraising materials and provided photography, post event participant follow up, and overall support for the Healthy Bodies/Healthy Teeth project.

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