

2010-2011

Brush to Crush Cavities Program



Collaborating Organizations:

Cayuga County Health Department

Cayuga Community Health Network

East Hill Family Medical, Inc.

Genesee Elementary

Auburn Enlarged City School District

A special Thank You to the following businesses, organizations and individuals:

Allyn Foundation
AmeriChoice/United Health Care & Jolene Stoutenger
An Anonymous Citizen
Auburn Education Foundation
Branches
Dr. Keating
Dr. Lesch
Dr. Nangle
Nick Nebold
Patterson Dental
Tops
Upstate Medical University
Wal-Mart
Wegmans
Welch Allyn

Your support of this program was greatly appreciated by the Brush to Crush Cavities Committee, school administrators and staff and most of all by the students.

Your donations and support played an influential role in assisting us with the implementation of the Brush to Crush Cavities Program.

Organizational Background

Cayuga County Health Department –

Our mission is to promote and protect the health and well-being of the individual families and the community we serve.

For thirty years the Health Department has administered the School-Based Preventive Dentistry Program, funded through the New York State Department of Health. Our dental hygienist and dental assistant have visited every public elementary school in the county each year. Services provided by our staff include; dental screening on specific grade levels, sealants and referral to dental providers should a child need treatment.

Cayuga County Community Health Network –

Founded in 1997, CCCHN, Inc. is a 501(c)(3) not-for-profit corporation, one of 37 Rural Health Networks funded under the New York State Rural Health Network Demonstration Program. The Network strives to improve the overall health of Cayuga County residents by addressing access and service needs of the community. The Network also develops and sponsors prevention and health promotion programs that reduce barriers to health care services. The Network achieves these goals through development of collaborative strategies to assess and articulate the nature and extent of county healthcare needs and securing the resources to address them.

East Hill Family Medical, Inc. –

At East Hill Family Medical, our mission is to ensure the availability and accessibility of quality health care for every individual. East Hill Family Medical provides comprehensive dental services for children and adults, including preventative services, extractions, restorations (fillings) and dentures. All services are provided on a sliding fee scale. An on-site facilitated enroller is available for health insurance consultation.

Genesee Elementary, Auburn Enlarged City School District –

Genesee Elementary is a Title I School-Wide Plan building serving approximately 300 children k-5 (2010-2011) and 360 children k-6 (2011-2012). The Title I, School-wide Plan designation allows the school to receive additional federal funding. The school is also required to construct a School-wide Plan designed to meet the educational needs of students and their families. A large part of the Genesee Elementary School-wide Plan is membership in the No Excuses University Network of Schools. No Excuses schools implement 6 exceptional systems in their schools. These systems include: *Culture of Universal Achievement, Collaboration, Curriculum Alignment, Assessment, Data Analysis, and Interventions*. Another requirement of the School-wide Plan is the coordination with federal, state and local agencies. The school's involvement with the *Brush To Crush* initiative meets the criteria for this requirement, and will be included as a formal part of Genesee's School-wide Plan as the partnership continues.

Brush to Crush Cavities Pilot Program

Based on oral health statistics gathered through the Cayuga County Health Department School-Based Preventive Dentistry Program, Genesee Elementary School was identified as a high needs school with a history of significant oral health issues in its students.

Local statistics on oral health show the prevalence of tooth decay in 3rd grade children to be 72.2% in Cayuga County. This is compared with New York State percentage being 54.1% and the United States percentage at 53%.

The Brush to Crush Committee was established in the Summer of 2010. Meetings took place with committee members to develop a plan to address the oral health issues of the students. Ron Gorney, School Principal was involved in the planning process and welcomed the program. Sandy Lalonde, School Nurse mentioned that many of her students have reported to her that they did not have toothbrushes of their own or at all.

A goal of this committee was to develop a model that would provide a more comprehensive intervention that would address the oral health issues children at Genesee Elementary were facing.

A pilot project, Brush to Crush Cavities was created. The emphasis of this program would be to incorporate daily brushing into the school day. Monetary donations and donations of supplies were sought. Supplies were purchased and some services were offered in-kind.

The program would incorporate:

- Screenings
- Referral for treatment and follow-up
- In-class education by County Health Department Public Health Educators
- Daily brushing in school
- Reinforcement of brushing at various times throughout the year
- Sending children home with dental packs at the beginning and the end of the year

Brush to Crush Cavities Pilot Program
Genesee Elementary
September 2010 – June 2011

In September, a brochure (see on next page) and letter was sent home with all of the children notifying parents of the Brush to Crush Cavities Pilot Program. Parents of children in grade levels identified for being screened were asked to send a form back if they did not want their child to be screened. We used this reverse consent method which was recommended by school staff as this method was identified as working best for getting a response from parents at this school.

Screenings were performed on children in grades K, 1 and 2 at Genesee Elementary School in September by Joanne Elser, Dental Hygienist with the School-Based Preventive Dentistry Program (Cayuga County Health Department).

Results of screening:

- 115 children were screened
- Of the 115 screened, 63 (54.7%) had decay and needed treatment.
- Of the 63, with decay and needing treatment, 12 (19%) were identified as needing immediate care.
- Other information gathered through this screening was that 33 children (28.6%) had one or more fillings and 52 children (45.2%) had no decay or fillings.

The 12 children needing immediate care had an average of 8.75 cavities/child.

Follow-up was conducted by the School Nurse and Health Department staff. Genesee Elementary sent the screening information home and requested parents return the letter to notify the school of what they were doing about their child's teeth. There was very little response with letters being sent back, so Cayuga County Health Department staff called the families of the 12 students identified as needing immediate care. Our focus was to get these children in for care ASAP.

Follow-up was conducted on the other 51 children needing treatment after follow-up on the 12 immediate cases was conducted.

We found that there were four children who needed to be referred to Syracuse (1) and Rochester (3) for more extensive treatment. The parents of these children expressed their concerns for their children's oral health needs, but had limited means for transportation. While Medicaid will transport, they will not if the family has a car that is broken down. Paying for gas and taking time off from work to take their child were two big factors that parents considered.

In the future we would like to develop a plan, so that if this occurs again we will have a plan that outlines our role in providing transportation or reimbursement for gas.

**Children
NEED
Oral Health for:**

- Freedom from pain and infection
- Ability to study & learn
- Normal facial development
- Ability to eat nourishing food
- Self-esteem

Children's teeth are
meant to last a
lifetime!



**Brush to Crush
Cavities!**

A collaboration between:
Auburn Enlarged City School District
Genesee Elementary
Cayuga Community Health Network
Cayuga County Health Department
East Hill Family Medical, Inc.

A special thanks to our sponsors:

- Allyn Foundation
- Americhoice
- Auburn Education Foundation
- Branches
- Wal-Mart
- An Anonymous Citizen
- Dr. Michael Keating
- Nick Nebold
- Patterson Dental
- Upstate Medical University



East Hill Family Medical, Inc.



**Brush to Crush
Cavities!**



**An Oral Health
Initiative for
Genesee Elementary
School**

*A Healthy Child has a
Healthy Smile!*

Brush to Crush Cavities!



Brush to Crush Cavities!

This oral health initiative is a collaboration between:

- Auburn Enlarged City School District
- Genesee Elementary
- East Hill Family Medical, Inc.
- Cayuga Community Health Network
- Cayuga County Health Department



The program will feature five components:

- Education (K-5)
- Supervised daily brushing
- Screening and evaluation*
- Referral for follow-up care
- Options for treatment
- Screening and evaluation will be provided to students in Kindergarten-2nd grade and conducted by the dental hygienist.

If a problem is found, parents will be notified and a referral can be made to their private dental provider or East Hill Family Medical, Inc. with parental consent.

Restorative work (X-rays, fillings, and tooth extractions) will be provided by East Hill Family Medical Inc.

July 2011

Who is eligible for the educational demonstration?

* All students (K-5)

Who is eligible for the screenings?

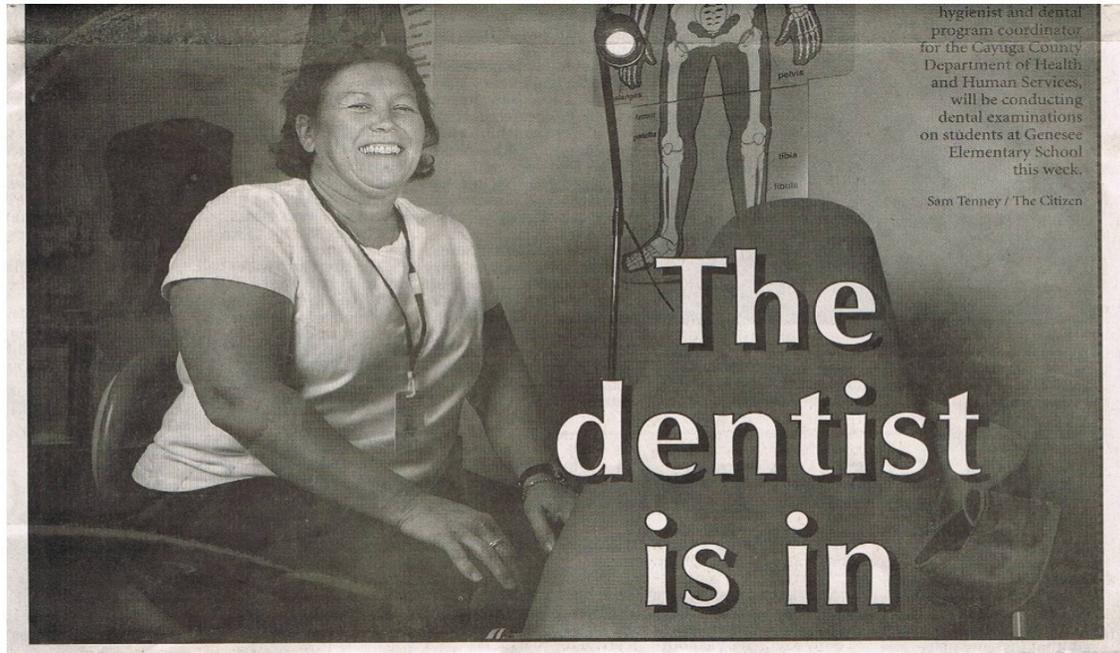
* Students (K-2)

Who is eligible for treatment?

* Students (K-2) and students who have been identified by the school nurse.

Where can the child be treated?

* If a child has dental insurance, they will be referred to their private dental provider. If the child has Medicaid, they can be seen by East Hill Family Medical. If the child does not have dental insurance, East Hill Family Medical will work with families to provide treatment at low cost or no cost to the families.



**Joanne Elser, Dental Hygienist with
Cayuga County Health Department
School – Based Preventive Dentistry Program**

**The Citizen – September 20, 2010
Article by: Kelly Voll**

Genesee Elementary program watches out for its students' teeth

KELLY VOLL
The Citizen

AUBURN - It's kids versus cavities at Genesee Elementary School.

A pilot program called Brush to Crush Cavities will launch today at the school, which serves students from kindergarten to fifth grade. Brush to Crush is a school-based preventative dentistry program that will use a combination of in-school dental screenings for students in kindergarten through second grade, dental health education for all students, supervised daily brushing for all students, referrals to a health facility and treatment options to get children the dental work they need.

JoAnne Elser, the dental coordinator for Cayuga County and a registered dental hygienist, will perform dental screenings today, Tuesday and Wednesday for Genesee students in kindergarten through second grade. Her screenings will determine which students need dental work, such as fillings or extractions.

"Sometimes dental exams are forgotten for whatever reason, whether it be financial or time or transportation," she said. "The principal (Ron Gorney) is actually allowing us to go into the school to do these exams, which eliminates the need for kids being taken out of school."

Elser said once she gets the results of the screenings, the school nurse will send a letter home to parents or caregivers. The children who need dental work will be referred to care. The highest priority cases will start treatment Oct. 12.

Students who have a regular dentist and dental insurance can see their provider. Students who do not have a dentist will be referred to East Hill Family Medical for treatment. There they can use their dental insurance or Medicaid, or their families can work with the center to get low-cost or no-cost treatment.

Students can receive district transportation to East Hill and will be accompanied by a case worker during the trip so they won't be alone, Elser said.

"The bottom line is we want to make sure they have access to treatment," she said.

Elser said it can be difficult for students to concentrate on learning and social interaction if they have a painful dental issue, such as an untreated cavity or dental disease. Dental pain can also make it extremely hard to sleep at night, which makes for tough days in school.

Sometimes, dental exams and treatments are too expensive for a family to afford, Elser added.

"The way the economy is, some things just go by the wayside," she said. "Unfortunately, sometimes that's dental."

Sandy Lalonde, the school nurse at Genesee, said she sees evidence while performing her everyday duties that some of the children need dental attention.

"There are a lot of times a child will ask me to check (his or her) throat or they have a toothache," Lalonde said. "I'm able to see their cavities. We frequently have students who complain of tooth pain."



Sam Tenney / The Citizen

Toothbrushes will be distributed to students at Genesee Elementary School as part of its new dental program.

Lalonde said she is especially excited that students will be able to get treatment so soon after having their dental issues identified.

"The limited wait time is the big deal for us," she said. "We're talking less than a month from the time they're actually screened to when the first kids start seeing the dentist."

Brush to Crush is a collaborative effort among the Cayuga County Health Department, Genesee Elementary, the Auburn Enlarged City School District at large, the Cayuga County Health Network and East Hill Family Medical. In addition to this collaboration, several local businesses and organizations also donated supplies such as toothbrushes, floss and toothpaste.

Joan Knight, director of community health services at the county health department, said that if the pilot program goes well at Genesee, the county would like to explore options for expanding the program to other schools or districts.

Deanna Hoey, public health educator at the health department, cited some alarming statistics that support launching the program. She pointed out that 60 percent of Cayuga County third-graders screened between 2002 and 2004 had untreated dental decay. Part of the problem is that the county does not have fluorinated water, Hoey said.

Another part of the problem, however, is related to teaching children how to take care of their teeth and make them last a lifetime. Lalonde said she is just as thrilled about the education aspect of the program as she is about the screenings and treatment options.

"It's actually putting the focus on good oral health," she said. "It's important to preserve their teeth."

Staff writer Kelly Voll can be reached at 282-2239 or kelly.voll@lee.net. Follow her on Twitter at [CitizenVoll](https://twitter.com/CitizenVoll).

Tuesday October 5th, 2010

Local elementary schools 'Brush to Crush Cavities'

Poor dental health is the most common chronic disease in children and because of this, the New York State Department of



Elane Daly

Health has identified the oral health of children as one of the health priorities for the state. Beginning last year, the state requested the School-Based Preventive Dentistry Programs conduct another three-year-long survey to assess the oral health status of third-grade students statewide.

The Cayuga County Health Department oversees the School-Based Preventive Dentistry grant

for the county. During the 2009-2010 school year, the dental hygienist surveyed third-grade students in Moravia and Port Byron schools. This school year, the dental survey will be conducted in Genesee Elementary and Seward Avenue schools.

The New York State Department of Health has surveyed the oral health of third-grade students in past years. Data collected from the 2002-2004 survey shed light on the oral health status of Cayuga County third-graders. The three-year-long survey showed the percentage of Cayuga County third-grade children with caries (decay) was 72.2 percent, which is 41 percent higher than the state rate of 51.3 percent, and 47 percent greater than

the upstate rate of 49 percent. The percentage of the third-graders in Cayuga County that had untreated caries at the time of screening was 60.2 percent, almost twice the state rate of 33.1 percent.

As we await the new survey results, local community organizations, including the Cayuga County Health Department, the Cayuga Community Health Network, East Hill Family Medical Inc., the Auburn Enlarged City School District and Genesee Elementary are teaming up this school year to present "Brush to Crush Cavities" to elementary students. These organizations recognize that the oral health of students impacts their ability to study, learn and

eat nourishing food, and it affects their self-esteem.

As part of this pilot program, a dental hygienist screened kindergarten through second-grade students at Genesee Elementary in September. Other components include notifying parents of any oral health issues and referring them to their own dental provider or East Hill Family Medical. Any students identified with an oral health issue who selects to go to East Hill Family Medical will be transported to their appointment by the Auburn Enlarged City School District. East Hill Family Medical has a case manager that will work with families to schedule appointments and transportation. The case man-

ager will also work with the families of students who do not have dental insurance to provide low-cost or no-cost treatment.

As important as it is to get any oral health problem treated and resolved, it is equally important to teach the students proper oral health hygiene. The Cayuga County School-Based Preventive Dentistry Program has a dental hygienist who is conducting the screenings for this program. The dental hygienist and the public health educator will be teaching proper oral health hygiene to the Genesee Elementary students.

Starting this week, students at Genesee will begin brushing their teeth once during the school day. Children in younger grades will have daily

supervised brushing. Due to the generous donations from the Allyn Foundation, Americhoice, Auburn Educational Foundation, Branches, Walmart, Dr. Michael Keating, Patterson Dental, Upstate Medical University, Nick Nebold and an anonymous donor, students in grades K-5 will receive toothbrushes (for school and for home), toothpaste, dental floss and a storage container. Thank you!

Remember: Children's teeth are meant to last a lifetime! With proper care, a balanced diet and routine dental visits, children's teeth can remain healthy.

Elane Daly is director of health and human services for Cayuga County. She can be reached at 253-1560 or cchealth@dca.state.ny.us

In-Class Education & Distribution of Supplies

In October, Deanna Hoey and Kim Abate, Health Educators with Cayuga County Health Department provided in class education to students on the importance of brushing and flossing daily, how to brush and floss properly and snacks that are healthy for their teeth. Each child was given a storage pack for school with supplies (toothpaste, toothbrush, toothbrush cap, floss, timer) and they were also given a bag with supplies for home.



A mascot was introduced to the students, Max Molar. Max would make announcements about brushing on the school intercom. Posters with pictures of Max Molar were posted throughout the school to remind students to brush their teeth at school each day.

The poster is included on the next page.



Max Molar says,
AT GENESEE
ELEMENATRY
Make sure you.....



Brush to Crush Cavities!

- * Brush your teeth two times a day! ***
- * Floss your teeth one time a day! ***
- * Visit the dentist two times a year! ***

Take good care of your teeth... They are meant to last a lifetime!

NO EXCUSES for not taking care of your teeth!

Brush to Crush Cavities One-Month Challenge

In April, SUNY Cortland Health Education Student Teacher Margaret Hartmann gave classroom presentations on oral health and healthy eating. She reinforced the importance of daily brushing and helped coordinate the one-month school-wide brushing challenge.

The one-month challenge in April was a school-wide competition to re-energize the students and teachers. Each student was given a calendar to verify the daily brushing took place. At the end of each week incentives were distributed to the classes who brushed the most. The incentives included mini-apples donated from Wegmans, baby carrot sticks donated from Tops, tooth-shaped silly bands and stickers. At the end of the one-month challenge, pizza parties were held for classes that brushed the most during the entire month.

A copy of the calendar is included on the next page of this report.

April 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3 Brush All Week – Get an APPLE!	4 	5 	6 	7 	8 	9
10 Brush All Week - Get Carrot Sticks!	11 	12 	13 	14 	15 	16
17 	18 19 20 21 22 Max Molar says, “Don’t give your teeth a break... BRUSH & FLOSS YOUR TEETH ALL WEEK!”					23 
24 Brush All Week - Get A Silly Band!	25 	26 	27 	28 	29 	30 Classes who brush the most get a pizza party!

Brush to Crush Cavities Pilot Program
Genesee Elementary
Feedback from Teachers

In May 2011, surveys went out to the teachers and below are the questions and responses from ten teachers:

1. In September, when this program was introduced, did you understand the program and its purpose?
YES (10) NO (0)
2. Were you aware of the oral health needs of the students of Genesee?
YES (8) NO (2)
3. Do you feel school staff should play a role in providing students with this daily brushing opportunity?
YES (9) NO (1)
4. Did you implement the in-school daily brushing?
 - a. If yes, how did you implement it in your classroom?
 - Worked it in throughout the day
 - Brushed after lunch during story time
 - Brushed at the end of the school day
 - Set up by the sink in classroom, children signed up to brush teeth, so there was order (1 child @ a time)
 - Some students brushed in the morning, some brushed at the end of the day (due to time and too many students we didn't do it after lunch)
 - We brushed (tried) everyday in the afternoon
 - Class was broken into four groups and brushed at certain times of the day
 - Chose a time (1:30-1:45) daily to have students brush teeth
 - Students took turns at the end of the day
 - b. If no, what was your reasoning for not?
 - The sink in the class is used for hand-washing and filling water bottles, it was often too busy
5. What did you like most about this program?
 - The children's enthusiasm for it
 - That they actually brushed their teeth. Some come to school without brushing
 - Whatever the students needed was supplied. Group came to do a class lesson on care
 - Children were excited about teeth brushing. Health workers that came in to show children how to brush their teeth.
 - It was a lot easier than I thought it would be.
 - Students were given the tools to take care of their teeth
 - Opportunity to address a chronic health need
 - Students got excited and enjoyed brushing their teeth. It got them talking about brushing their teeth
 - Kids taking the responsibility of taking care of themselves. Their teeth are more healthy
 - Showing that tooth brushing is important

Brush to Crush Cavities Pilot Program
Genesee Elementary
Feedback from Teachers (continued)

6. What did you like least about this program?
- The cleaning and sanitizing of the storage containers
 - Some thought it was social time instead of brushing health
 - Cleaning the toothbrush trays – that still is disgusting to me
 - It was difficult to always fit in/concerned about the spread of germs
 - Facilities
 - Time consuming
 - The time, the storage, unsanitary storage
7. What suggestions do you have to improve this program?
- Maybe a mid-year toothbrush exchange (for new toothbrushes)
 - Make sure new toothbrushes are given out at certain times during the year
 - After Thanksgiving, Beginning of New Year, after winter and spring breaks
 - How are parents involved in the responsibility
 - More sinks, link to lunch or breakfast
 - Have kids do it at home and log it, get parents more involved

Other comments:

Thought it was very easy to manage, great for kids, and our nursing staff did a great job of making themselves available to help in anyway (cleaning out container, getting new brushes and extra paste)

Teacher Recognition Luncheon

On June 22, 2011 we hosted a luncheon for the teachers and other school staff. The purpose of the luncheon was to thank everyone involved for making the program successful this past school year. We took this time to recognize the teachers who went above and beyond to make sure they provided a time for the children to brush their teeth each day.

Chariman Peter Tortorici, Mayor Michael Quill, and Superintendent J.D. Pabis were present for the certificate presentation.

Teachers who were recognized included:

Mrs. Siddall
Mrs. Garrett
Ms. Vasile
Mr. Musso
Mrs. Ridley
Mrs. Gilmore
Mr. Zambito



Also recognized were Principal Gorney and Mrs. Lalonde, School Nurse.



Teacher Recognition Luncheon

Representatives from the Health Department, Joan Knight, Director of Community Health Services, Deanna Hoey, Public Health Educator and Kim Abate, Senior Public Health Educator lead a discussion. An explanation of why the pilot program was implemented and an overview of the program results was presented.

Teachers and school staff were asked to give honest feedback as to what their likes and dislikes of this program were, how they incorporated it into the school day and how the program could be improved.

Feedback was positive. Teachers asked that this program be introduced at the beginning of the school year so students can get into a routine. Kindergarten teachers requested that a volunteer assist with helping the children brush their teeth. It was hard for the Kindergarten teachers to supervise the class and assist students at the sink with brushing.

Teachers also thought more education would be helpful to the students. The thought would be to have Health Educators come more often during the school year.

Suggestions were offered for different supplies.



Oral health program benefits students

On behalf of the Cayuga County Health Department and the Cayuga Community Health Network, we would like to thank our partners East Hill Family Medical, Inc. and the Auburn Enlarged City School District, in particular Genesee Elementary School for helping us to pilot an oral health initiative for the students of Genesee Elementary school.

This educational program and daily in-school brushing campaign would not have been possible without the generous donations made by many community organizations and individuals.

Thank you to these agencies whose monetary donations were greatly appreciated:

- Branches
- Walmart
- Private donation from a local citizen
- Auburn Educational Foundation. Also, we would like to recognize the generosity of the following organizations and individuals whose donations of supplies were greatly valued and needed:

- Welch Allyn
- Americhoice/United Health Care & Jolene Stoutenger
- Dr. Michael Keating
- Dr. Rick Lesch
- Dr. Nangle
- Nick Nibold

A special thank you to the Auburn Enlarged City School District, Genesee Elementary teachers and school staff including Principal Ronald Gorney and school nurse Sandra Lalonde for allowing in-class education and daily in-school brushing to take place, Joanne Elser and Anne Musso for providing dental screenings to the students and to East Hill Family Medical, Inc. for providing restorative work to some of the students.

Without these community organizations and individuals recognizing the need for this program and their commitment to getting this program implemented, we would not have been able to positively impact the oral health status of the students at Genesee Elementary.

Thank you for all you do.

DEANNA HOEY
Auburn

Hoey is a public health educator with the Cayuga County Health Department

Sunday, June 26, 2011

The Citizen, Auburn, New York

The Future of Brush to Crush Cavities Program

For the 2011-2012 school year, we hope to continue the Brush to Crush Cavities Program for a second year.

Our goal for the coming school year for this initiative would be to continue the components of the first year but also to expand screening to include all the children at Genesee Elementary grades K-6. This expansion will give us the opportunity to begin evaluating the impact of the initiative on the overall oral health of the children.

This coming year will also see changes in the school-based preventive dentistry program. The Cayuga County Health Department did not apply for the new grant cycle of the New York State Department of Health funding that started July 1, 2011 opting to support the application submitted by East Hill Family Medical, Inc. While the final award announcements have not been made to date, we remain committed to improving the oral health our county children. We believe that the partnerships that have developed between public and private agencies and individuals to implement the Brush to Crush Cavities program has laid a strong foundation for a comprehensive preventive model that in time could be replicated in more schools throughout the county.