

# Work-In-Progress Presentation

**Dr. Barry Chang**  
**Yolo County**

**Thursday, April 8, 2021**



# Intro

- Barry Chang DDS, dental director at CommuniCare Health Centers in Yolo County
- CommuniCare is a FQHC (federal qualified health center), we served the low income and under served population in the community.

# Background

- The patients we served- around 65% are 100% or below poverty guideline
- For some of our patients- access for healthy food may not be ideal, the knowledge of healthy diet impact well being may not be fully understood, transportation for grocery shopping maybe challenging.
- More outreach activities on the understanding and practicing healthy living- can benefit the community.

*Goal – To expand access to and consumption of healthy food and beverages in the Yolo County community.*

# Overview

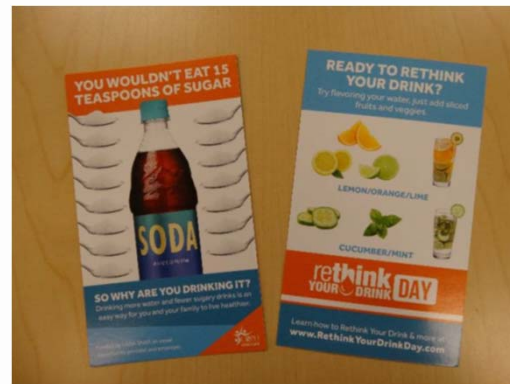
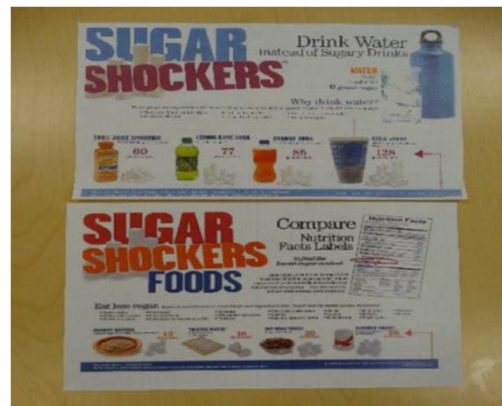
“The Food is Medicine Garden” - harvesting produce to share with patients at one of our sites. [June 2020](#)



For National Kid's Dental Health Month, we have a media plan that focuses on reducing sugary/acidic beverage consumption. This plan will include:

- **Media spots** for our 30-second video about reducing sugary beverage consumption that will play on a number of Media streaming sites, such as ABC, Peacock, and Hulu (and more) in some key zip codes. The ad can't be skipped and plays at regular hours (not at 2 am!). This is in lieu of a movie theatre ad [May 2020](#)
  - [Yolo County Rethink Your Drink movie theatre ad June 2020](#)
- **1/2 page print ad** in Around Town (a free Woodland publication that circulates to 30,000 homes) and a publication in one more community (TBD) [May 2020](#)
- **Oral health education lessons** from the ADA curriculum at Davis schools will launch [March 2020](#)

# Rethink Your Drink (RYD) promotion materials available to partners during May- coined as “RYD Month”



# Yolo bus ads educating about the harms of high amounts of acid/sugar in beverages

**SMILE**  
FOR LESS SUGAR

Be aware of how much SUGAR is in your favorite drink - it may be more than you think.

Drink	Sugar Content
Water	0g
Sparkling Water	0g
Tea & Soft	25g
Hot Apple Juice	25g
Soft Drink	35g
Energy Drink	35g
Flavored Water	35g
Energy Drink	35g

For a healthy, vibrant smile, choose water over sugary drinks.

**Drink WATER**

instead of sugary drinks

- calorie-free
- inexpensive
- nearly everywhere

**Benefit Your Body with Water!**

Water plays an important role in the functioning of your body:

- Hydrates tissues
- Regulates body temperature
- Lubricates joints
- Helps flush out waste
- Carries nutrients to cells
- Protects organs

**THE CLEAR CHOICE**

# Partnership

Partnership and collaboration with Yolo County Health Department started with the fellowship 2019.

- Multiple discussions occurred at Yolo County Oral Health Advisory Committee (monthly meeting)
- Worked closely with Yolo County Oral Health Program Coordinator, staff
- *Challenges*- Finding times for meeting and discussion for all the people involved.
- *Successes*- Great support and resources for the County office- the main reason we are able to move ideas into actions.



# COVID-19: Opportunities & Challenges

- Due to COVID, Dental Department had to shut down other than emergency care for almost 3 months last year. Staffing has been a challenge.
- COVID had shifted the focus in the workplace in the health care environment. We have to face the direct impact of the pandemic in our community, to care for our patients and taking all the protective measures. The PSE activities had to take a back seat to it.

# Future Areas for Consideration

- How to make sure the activities sustain momentum?
  - Stay connected with the County staff with future planning and outreach activities
- How to measure success or challenges?

**Thank You**

# Keep the Conversation Going

**Dr. Barry Chang: [BarryC@communicarehc.org](mailto:BarryC@communicarehc.org)**

# Thank you



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