

## Intensive Community Outreach Initiative (ICO)

- It is important that prenatal women maintain good oral health through their pregnancy.
- Poor birth outcomes, including increased pre-term deliveries and low-birth weight babies, have been associated with poor oral health, specifically poor periodontal health.
- The Connecticut Dental Health Partnership (CTDHP) established a prenatal outreach initiative.
  - CTDHP Dental Health Care Specialists (DHCS) assigned to specific geographical regions of the state performed telephone outreach to those prenatal clients not already in regular preventive care.
  - Success was measured as a client completing a regular preventive procedure.

*It is safe to have dental care when you are pregnant.*

**It was learned early in the initiative that there were significant barriers to achieving the desired outcomes.**

### **What Changes were made to ICO?**

- The CTDHP began a new intervention strategy in 2010 which focused on the oral health of perinatal women. The Intensive Community Outreach Initiative (ICO) seeks to leverage the existing relationships of community-based organizations with prenatal clients.
- Together, with community partners, we reached out to pregnant women to encourage them to see a dentist and ultimately, establish a dental home.
  - The preliminary findings of the intensive community outreach model were positive **and DHCS were more successful in reaching women and getting them into dental care than traditional telephone and mail outreach.**



Recently, CTDHP was one of three states in the country to receive a federal grant to help enhance what we have already begun in other parts of the state. We are in the process of replicating this intensive community outreach throughout Connecticut.

### **Who is CTDHP?**

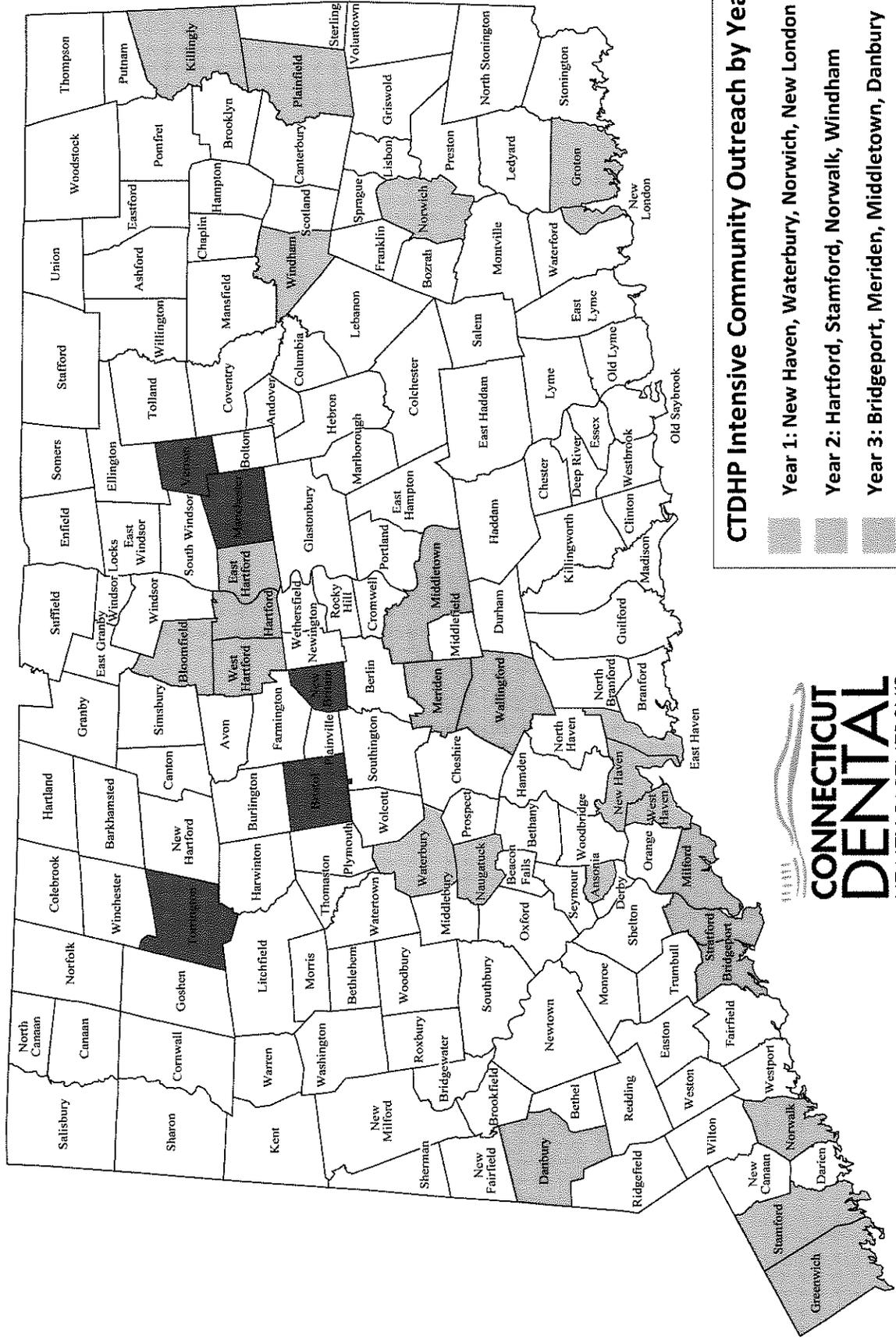
- The dental plan for everyone enrolled in HUSKY Health, the medical assistance plan for Medicaid and Children's Health Insurance Plan (CHIP) clients.
- More than 640,000 people are on the plan.
- CTDHP was created on August 1, 2008 by the State of Connecticut Department of Social Services.

**For more information, please contact:**

Beasha Bartlette, ICO Implementation Lead  
 Connecticut Dental Health Partnership  
 860-507-2335  
[beasha.bartlette@ctdhp.com](mailto:beasha.bartlette@ctdhp.com)



# Statewide Implementation Plan: Target and Neighboring Towns with 80% Medicaid Births by Mother's Residence Intensive Community Outreach



### CTDHP Intensive Community Outreach by Year

- Year 1: New Haven, Waterbury, Norwich, New London
- Year 2: Hartford, Stamford, Norwalk, Windham
- Year 3: Bridgeport, Meriden, Middletown, Danbury
- Year 4: New Britain, Manchester, Torrington

11 | 1111

**CONNECTICUT**  
**DENTAL**  
HEALTH PARTNERSHIP

the dental plan for  
**HUSKY Health**