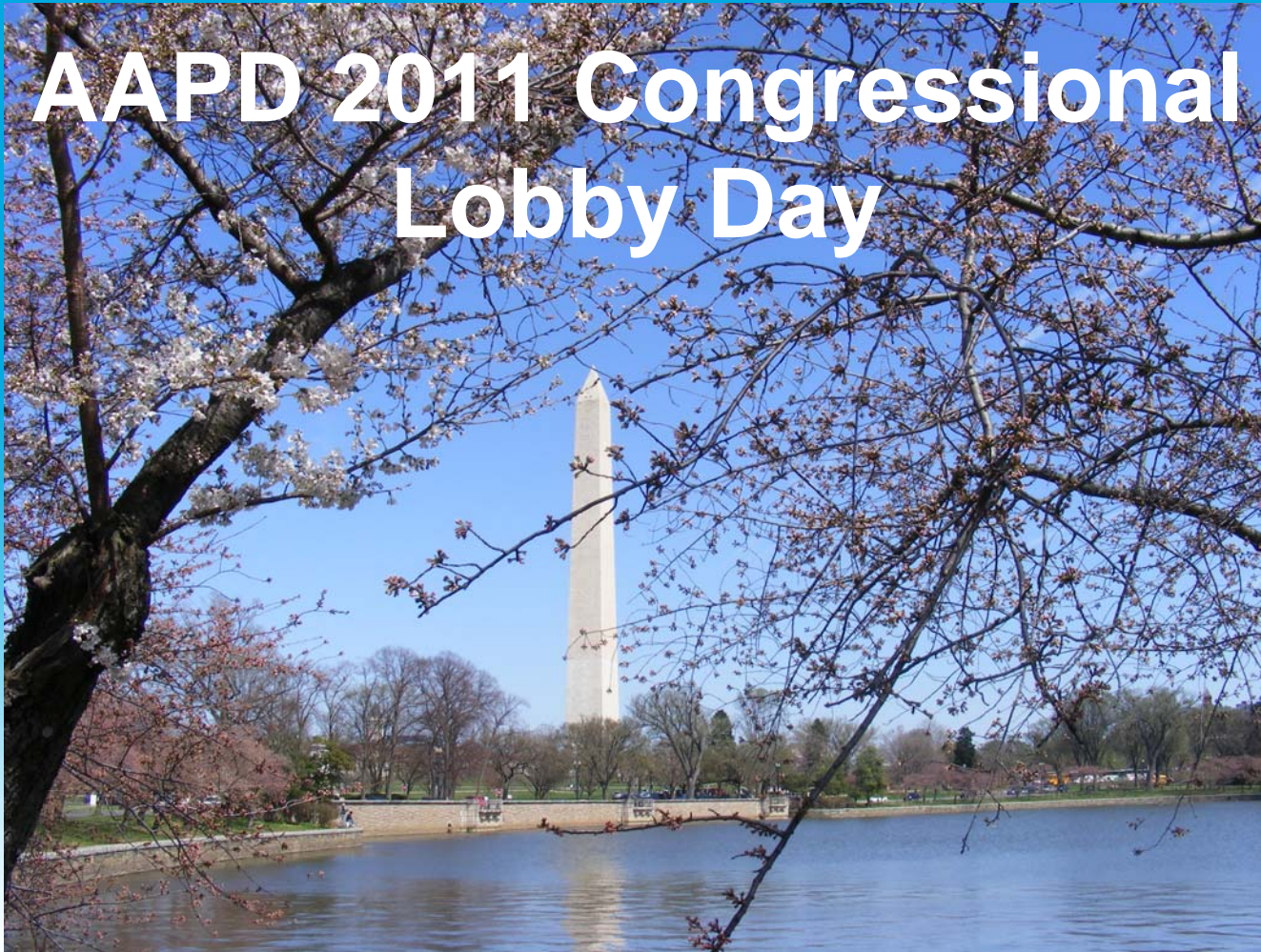


# AAPD 2011 Congressional Lobby Day



Your talking points for  
Congressional visits



# 1-2-3 Message for All Offices:

1. Ensure adequate definition of essential pediatric oral health benefits in health care reform regulations
2. Provide at least \$8 million for Title VII Pediatric Dentistry appropriations, out of the \$30 million recommended for the dental primary care cluster
3. Restore AAPD's role with Head Start Dental Home Initiative



# The Introduction

- Team leader or lead constituent (dentist who works or lives in House member's district) should introduce yourself and group
- Remind them you are a group of pediatric dentists\* from their state
- Your group is also representing the American Academy of Pediatric Dentistry



# \*AND

- Some groups have pediatric dentists in training (residents)



Briefly lay out the problem as illustrated by photos on Lobbying Folder:

- Dental decay is 5 times more common than asthma
- More than a quarter of all U.S. preschoolers have tooth decay- there is an increasing rate of disease in this group
- Early intervention prevents dental disease and reduces costs



# AAPD is committed to every child having a dental home by age one

- It is a critical part of our public awareness and media campaigns
- Our members are engaged in access solutions – AAPD member survey shows **70%** of pediatric dentists participate in Medicaid – and also provided significant amounts of free or discounted care



AAPD is committed to every child having a dental home by age one

- AAPD's Foundation, **Healthy Smiles, Healthy Children**, has funded \$200,000 in access grants the past two years for local efforts that promote this goal. These grants help train general dentists to treat children, and fund direct care at the local level to children in need



# Tell a quick story

Provide a real example from your practice to illustrate the oral health problems we are trying to address





# 1st issue: Health Care Law Regulation on Essential Benefits

- Essential benefits – determination of pediatric oral health care
- Pediatric oral health is in the law as part of the essential benefits package
- But the scope of the benefit is to be determined; AAPD model dental benefits policy is a good guide



# Health Care Law Regulation on Essential Benefits

- Dental insurance is different than medical, very prevention-focused, but . . .
- If a pediatric dental benefit is too narrowly defined the full potential improvement in children's oral health will not be realized



# Health Care Law Regulation on Essential Benefits

- If anyone asks how you feel about the overall law, say it had some good and some bad provisions, but that overall AAPD opposed because it significantly expanded Medicaid eligibility without fundamentally reforming the flawed Medicaid dental program
- HINT: Emphasize positives of pediatric dental benefit for Democrat offices; Emphasize Medicaid problem with Republican offices



## 2nd issue: Title VII Appropriations

- In the FY 2012 Labor-HHS-Education Appropriations bill, we support \$30 million overall and \$8 million for **Title VII Pediatric Dentistry funding**, to address the shortage of pediatric dentists (Title VII refers to health professions training funds)
- Note brief Title VII history on your fact sheet.



# Title VII Appropriations

- Thank them for supporting expanded dental Title VII authority under the new primary care dental cluster, especially faculty loan repayment!
- NOTE: if your program received a FY 2010 award, let them know (this applies to UCLA, U. of Washington, and others)



# Title VII Appropriations

- Especially profile the faculty loan repayment award if applicable – e.g. U. of Washington
- **Note that we do not support funding non-dentist demonstration projects (approx. \$5 million requested by President and included in FY 2011 Senate Democratic CR proposal) – best impact and proven success is from training real pediatric and general dentists who treat children**



# 3rd and final issue

## Head Start Dental Home Initiative

- Simply explain AAPD was making great progress for three years when OHS pulled the plug on the final two years of the contract
- If you are/were a state leader or regional consultant give personal perspective



# Head Start Dental Home Initiative

- AAPD wants to restore our efforts via a technical assistance center grant in coordination with American Academy of Pediatrics
- We want to keep Congress posted because this was an example of an outstanding partnership that developed networks of pediatric and general dentists, but is now falling apart because of Head Start's ill-advised decision





## For all visits . . .

- NOTE THAT IN A FEW OFFICES, AAPD\* WILL COME ALONG AND MAKE A VERY SPECIFIC REQUEST FOR FOLLOW-UP ACTION

\*Meaning Mike Gilliland, Heber Simmons Jr., Kate Smith, John Rutkauskas, and/or Scott Litch



# For team leader or visit leader MAKE THE ASKS

- You'll keep them posted on the Essential Benefits issue **AND MAY NEED THEIR HELP AT A CRITICAL TIME IN REGULATORY PROCESS**
- Can they support our proposed Title VII FY 2012 request?



# Ask them to send a letter

- Sample is included in your Blue Folder
- For those on the Appropriations Committee, they do not send letters – in those cases, ask them to put this request on their priority list



# The Wrap Up for Visit Leader

- Thank them for their time and consideration of your request!
- Ask if ok to contact them in a few weeks to follow-up on your requests
- Invite them to tour your office next time they are in the state/district



# Tips for a succinct presentation

- Keep eye contact and watch body language, listen for questions
- Move it along but don't rush
- Go over role for each person in group – be ready to speak



# Tips for fielding questions

1. Sympathetic
2. Difficult
3. Let's practice!

