



UTAH
ORAL HEALTH
— ALLIANCE —
STRONG SMILES. STRONGER UTAH.

INAUGURAL ALLIANCE MEETING

October 19, 2026

Today's Conversation



Welcome & Introductions



Utah Oral Health Alliance – Your Smile Matters Campaign



State Dental Director Update – Dr. Stacey Swilling



Medicaid Update – John Stamos



Closing Remarks – Dr. Jennifer Strohecker

Introductions

- Name
- Organization
- Interest/role in oral health in Utah

Did You Know?

Tooth pain is the leading cause of children missing school

Removal of water fluoridation will cause an increase in tooth decay

Untreated decay affects 20-25% of adults, 50% of those below the federal poverty level

63% of older adults have periodontal disease (Utah estimate)

33% of Medicare enrollees do not have dental coverage

Utah Oral Health Baseline

**Currently data poor,
gathering data in 2026**

**Utah children with tooth
decay is above the
national target**

**Medicaid youth who
have had a dental visit is
½ of national target**

**Utah children with
sealants is below the
national target**

Utah Oral Health: History

Utah Oral Health Coalition (UOHC)

- Networking, Fluoride advocacy
- Anti fluoride movement
- UOHC – work to keep fighting for good oral health

CareQuest Grant Opportunity

- Funds oral health promotion/advocacy
- Your Smile Matters Campaign 2025-2027

Utah Oral Health Alliance – Q4 2026

Statewide Utah Oral Health Plan – Q4 2026

Utah Oral Health Coalition



Something to Smile About



UTAH
ORAL HEALTH
— **ALLIANCE** —
STRONG SMILES. STRONGER UTAH.

Your Smile Matters - CareQuest

Mission Statement

Your Smile Matters is a statewide campaign dedicated to improving the oral health of all Utahns by promoting prevention, education, and access to essential resources



Your Smile Matters - CareQuest

Increase public awareness of the importance of good oral hygiene, preventive care, and fluoride

Collect and share data on oral health trends

Build strong partnerships



Your Smile Matters – Billboard Campaign



Your Smile Matters – KSL Campaign

<https://youtu.be/uH3k4kfWM2Q>



Your Smile Matters – KSL Campaign

On air interviews

Amber Allred, RDH
December 2025



Your Smile Matters – Community/School Fairs



Your Smile Matters



BY THE NUMBERS

AUGUST 1, 2025 – OCTOBER 15, 2026

Improving oral health awareness, prevention,
and access to resources for Utahns—
one smile at a time.

 19,077,380 BILLBOARD IMPRESSIONS	 Over 208 KSL SPOTS	 1,451 WEBSITE SESSIONS	 1,065 UNIQUE VISITORS		
 20 COMMUNITY / SCHOOL FAIRS	 1,915 TOOTHBRUSH KITS DISTRIBUTED	 90 FLUORIDE VARNISHES	 3 COUNTY HEALTH DEPARTMENT MEETINGS	 2 SCHOOL DISTRICTS ENGAGED	 TOGETHER, WE ARE MAKING A DIFFERENCE. Thank you to our volunteers, partners, and community members who help spread the message that oral health matters for every Utah smile!

Healthy smiles.  Stronger communities.

 LEARN MORE
yoursmileutah.org



 
@yoursmileutah

Your Smile Matters – Data Collection



Funding additional oral health questions in the Behavioral Risk Factor Surveillance System (BRFSS) survey

Preparing for the 2029 Basic School Screening of 3rd graders

Your Smile Matters



YourSmileUtah.org

Utah Oral Health Community - Current

**Utah Department of
Health & Human Services
– 2 full-time staff**

**Utah Dental Association

Utah Dental Hygiene
Association**

Community providers

Insurance

**Dental Schools

Dental Hygiene Schools**

Gaps and needs

2025 Planning Decisions

Increase the number of organizations that are involved in improving oral health – more partners.

Inject oral health objectives in their business plans

Seek input from new partners on gaps and needs

Utah Oral Health Alliance

A shared platform for improving oral health across Utah.

COMMON VISION

FOCUS ON ACCESS

COLLABORATIVE

BROAD BASED PARTICIPATION

**COORDINATE WITH
DHHS ORAL HEALTH
PROGRAM**

METRICS

**PARTICIPANTS EACH
CONTRIBUTE TO THE
UTAH ORAL HEALTH
PLAN EFFORTS**

Our Vision & Mission

VISION

Families, patients and providers are **knowledgeable** about and involved in improving oral health for Utah residents, including people with special needs

Treatment is accessible, timely, affordable, of high quality and integrated into the overall health and well-being of the patient

Prevention is emphasized, and the oral health needs of families, patients, and providers are met

The state of oral health in Utah is **monitored and regularly evaluated**

MISSION

Convene oral health stakeholders and coordinate their efforts

Increase community awareness of needs

Promote oral health education and prevention

Improve access to oral health services

Track progress on State Oral Health Plan

Utah Oral Health Alliance Strategies



Building links & partnerships



Improving surveillance



Communicating with policy makers



Build sustainability



Communicating with the public



Increasing community capacity



Promoting oral health awareness, education, prevention.

Utah Oral Health Plan

**Prevention and education
DHHS and UOHA**

**Data and infrastructure
DHHS and UOHA**

**Access and workforce
DHHS and UOHA**

**Policy and legislation
UOHA**

Utah Oral Health Plan Outcomes

- Lower rate of decay
- Higher % of overall and vulnerable populations receiving care
- Improved access to care including surgical facilities
- Best use of resources
- Data to support decisions

UOHA Partners/Members

UDA, UDHA, UAPD, UMA, DHHS, UHPP & others

Dental schools, hygiene school, public school districts, upper-level education program

County Health Departments, AAA, Advocacy orgs

Legislators, School nurses, Insurance companies

Community clinics, non-profit orgs







Ways to Support the Utah Oral Health Alliance



Include oral health in business plan



List UOHA on website; List partner on UOHA website



Share information with clients, patients, members, etc



Host presentations, other outreach opportunities



Increase access to care

Utah Oral Health Alliance Organization

Executive Committee

Advisory Board

General partners/individuals

Executive Director

Utah Oral Health Alliance Planned Activities



Create statewide oral health plan and work the plan



Quarterly Alliance meetings –reporting on progress, new information, goals etc



Monthly webinars, focused discussions, etc



Annual Summit



Quarterly e-newsletters/Updating Website

Utah Oral Health Updates

**Department of
Health and
Human Services**

**Children's
utilization of
Medicaid oral
health services**

**Rural Health
Association of
Utah
Presentation**

Oral Health Updates - Grants

**UDHA Pilot Program
Murray Smiles**

**Pre-natal and oral health
learning collaborative**

**National Peer Support
program**

**CareQuest –
Coalition building**

**Health Resource &
Service Administration
(HRSA) – Mobile dental
unit**

Mini Medicaid Grant

Summary

State of oral health in Utah

History

Your Smile Matters Campaign

Utah Oral Health Plan

Utah Oral Health Alliance

Oral Health Updates

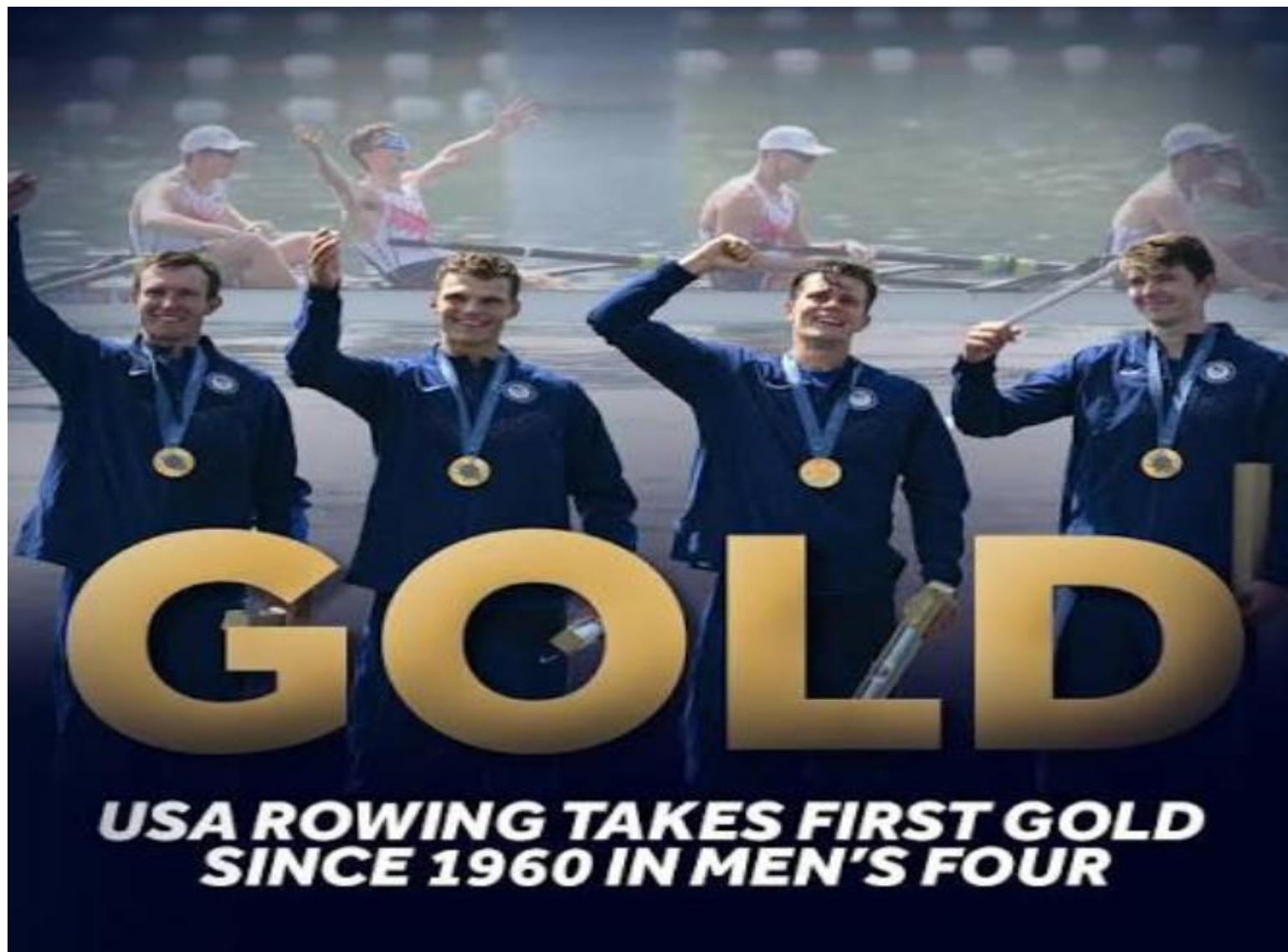
Where do we go from here . . .

Medical/dental integration

Better access to care

More Utahns seeing the dentist

Less decay





UTAH
ORAL HEALTH
— ALLIANCE —
STRONG SMILES. STRONGER UTAH.

State Dental Director Update

Department Activities

Grants

Other information

Dr. Stacey Swilling



Medicaid Update

Upcoming changes
Enrollment information
Other information

Jim Stamos



UTAH
ORAL HEALTH
— ALLIANCE —
STRONG SMILES. STRONGER UTAH.

Why this matters. . .

Dr. Jennifer Strohecker

**Strohecker Health Solutions
Utah Oral Health Ambassador**



UTAH
ORAL HEALTH
— ALLIANCE —
STRONG SMILES. STRONGER UTAH.

Attendee information sharing



UTAH
ORAL HEALTH
— ALLIANCE —
STRONG SMILES. STRONGER UTAH.

Thank You

Together, we can build a healthier Utah.