



CAMOSUN COLLEGE
School of Health & Human Services
Dental Programs

DHYG 291 Community Dental Health 3
Winter 2012

COURSE OUTLINE

The Approved Course
Description is available on the
web @

<http://www.camosun.bc.ca/calendar/current/web/dhyg.html#DHYG291>

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records.

1. Instructor Information

(a) Instructor	Melissa Schaefer
(b) Office hours	By appointment
(c) Location	Dental 003
(d) Phone	370-3193 Alternative: _____
(e) E-mail	schaefer@camosun.bc.ca
(f) Website	n/a

2. Intended Learning Outcomes

On completion of this course the student will be able to:

1. Describe partnerships between special population groups and health professionals that contribute to building healthy communities.
2. Describe the role of the dental hygienist as an agent for change.
3. Describe a systems approach to community dental health programming.
4. Describe marketing strategies for community dental health education and promotion.
5. Describe epidemiological concepts and trends as they relate to oral health.

3. Required Materials

(a) Texts

Canadian Community As Partner, 3rd Edition. Vollman, A., Andersen, E., & McFarlane, J. Lippincott Williams & Wilkins. 2012

DHGY 291 Community Health Course Pack 2012

Optional

Concepts in Dental Public Health, 2nd Edition. Jill Mason Lippincott Williams & Wilkins, 2010

(b) Other

Health Canada Website: <http://www.hc-sc.gc.ca>

Public Health Agency of Canada Website: <http://www.phac-aspc.gc.ca>

World Health Organization Website: <http://www.who.int/bulletin/en/index.html>

4. Course Content

This course builds upon the community health concepts introduced in DHYG 290. The focus is on the role of the dental hygienist as an agent for change, planning programs and marketing oral health. Current community dental health research is also reviewed.

On completion of this course the student will be able to:

1.0 Describe partnerships between special population groups and health professionals that contribute to building healthy communities.

1.1 Describe community health partnerships:

- discuss advantages and disadvantages of inter-agency service systems

1.2 Describe the relationship between literacy and health:

- define functional illiteracy
- discuss major health issues for people with low literacy
- describe ways of determining the readability level of health publications
- discuss ways of making health information more accessible to people who do not read well
- describe skills used to choose, rewrite and develop health materials that may be easily read

1.3 Describe community partnership with First Nations People

- briefly explain the history of First Nations culture in Canada and BC
- describe federal and provincial policies and legislation that have negatively affected First Nations people
- discuss inequities in First Nations people's health care
- discuss the current dental status of First Nations people
- recall current dental preventive programs for First Nations people and possibilities for the future from DHYG 290

1.4 Describe the relationships between poverty and oral health

- discuss examples of partnerships between health professionals and low income groups to address inequities in health care

2.0 Describe the role of the dental hygienist as an agent for change in oral health.

2.1 Describe influence and change:

- discuss situations when you would attempt to change the way other people think about an issue
- discuss factors to consider when attempting to influence other individuals or groups

2.2 Describe the participation of dental hygienists in health initiatives.

- define "health initiatives"
- explain the history of dental hygiene involvement in health initiatives
- discuss how health initiatives develop from an idea phase to an action phase
- discuss how dental hygienists can become active partners in existing health initiatives
- discuss how dental hygienists can launch health initiatives of their own

3.0 Describe a systems approach to community dental health program planning.

- 3.1 Describe planning for community dental health programs.
 - define "planning"
 - explain the importance of planning with the community for dental health programs
 - recall basic procedural steps for community dentistry program planning
- 3.2 Describe assessing the dental health needs of a target population.
 - describe the purpose and method of a needs assessment
 - define "target population" and "target population profile"
 - explain information that needs to be obtained from a needs assessment survey
 - describe appropriate questions for obtaining the information needed
 - explain the need for socioeconomic data
 - explain the use of indices and statistical data for determining need
- 3.3 Describe determining priorities.
 - describe the analysis of needs assessment data to further define the target population and its dental health problems
 - explain the importance of incorporating the perceived needs of the community when determining priorities
- 3.4 Describe developing program goals and objectives.
 - differentiate between program goals and objectives
 - define "outcome objectives" and "process objectives"
 - explain the importance of developing measurable program objectives
- 3.5 Explain how to identify community resources.
 - identify personnel, facilities and equipment needed for the program
 - describe appropriate media strategies for marketing and education
- 3.6 Describe how to determine alternative strategies.
 - explain why alternative strategies are necessary
 - describe factors to consider when anticipating the effectiveness of alternative strategies
- 3.7 Explain planning for evaluation.
 - describe using formative and summative assessment processes for program evaluation
- 3.8 Describe involving community members in the planning phase.
 - explain the importance of collaborating with community members when planning for community dental health programs
 - describe involving community members to determine dental health priorities and blocks or constraints to achieving program goals, including possible solutions
 - explain methods of informing community members about planned services and gaining their support for the proposed program
 - explain the purpose of identifying and enlisting the support of community members who might serve as sources of information, community influence or financial support
- 3.9 Describe implementing, and evaluating community dental health programs.
 - describe strategies for implementing a program that meets each of the program objectives
 - explain monitoring the program and modifying the program objectives based on feedback
 - explain reasons for evaluating programs
 - relate summative evaluation findings to the original needs of the program recipients
 - describe end-of-program reports including possible recommendations that could be made

4.0 Describe marketing strategies for community dental health education and promotion.

4.1 Describe the marketing process.

- define "marketing"
- describe components of the marketing process
- differentiate between and give examples of internal marketing activities and external marketing activities
- discuss ethical issues relating to marketing in dentistry

4.2 Describe the role of the dental hygienist in marketing.

- explain why dental hygienists are in an excellent position to market dental health to their patients
- relate marketing to the promotion of health and wellness and career satisfaction
- describe marketing activities the private practice dental hygienist may become involved in
- relate private practice marketing to community dental health promotion

4.3 Describe mass media activities pertaining to community dental health education and promotion.

- recall knowledge of Dental Health Month activities (from DHYG151)
- define "mass media"
- explain the strength and weaknesses of various forms of mass media used for health education and promotion
- explain the concept of persuasion with respect to mass media used for health promotion
- criticize various forms of mass media for their ability to convey a message (issue, etc) to the mass population
- for each form of mass media describe criteria for effectively conveying a message (issue, etc) to the mass population

5.0 Discuss dental needs, demands for dental care and utilization of dental services in Canada.

5.1 Define "need, demands for dental care and utilization of dental services"

- explain perceptions of "dental need" from the viewpoint of the dental professional and public
- recall knowledge of mutual goal-setting for self-care (from DHYG160, 161)
- relate concept of mutual one-on-one goals to inter-sectoral collaborative community health care

5.2 Discuss personal, political, social and economic factors influencing need, demand for and utilization of dental services.

- discuss the fact that those who frequently need the most care receive the least
- discuss types of predisposing factors, enabling factors and need factors
- discuss the interaction of these factors their affect on the utilization of dental health services
- discuss factors that can be changed through community health education programs to increase utilization of dental health services
- discuss possible future need, demand and utilization trends for dental services

5.3 Discuss barriers to the utilization of dental services.

- discuss the effect of geographic, economic, linguistic and educational barriers to the utilization of dental services
- discuss the influence of culture on the utilization of dental services
- discuss age-related barriers to the utilization of dental services
- discuss the significance of prejudices and value judgments on the dental professional's assessment of group "need"

- 5.4 Discuss strategies to effect change in the need, demand for and utilization of dental services, especially for community groups with special needs.

A schedule of weekly topics, assignment details and due date(s), and exam dates will be provided in the first week of classes.

In-Class Workload: 1.5

5. Basis of Student Assessment (Weighting)

(a) Assignments

Briefing Note (15 marks)

Presentation (40 marks)

(b) Exams

Final exam (45 marks)

6. Grading System

(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)

(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)

☒ Standard Grading System (GPA)

☐ Competency Based Grading System

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.

<http://www.camosun.bc.ca/policies/E-2.5.pdf>

A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-	Passing Grade	4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.