

Minnesota Oral Health Coalition

Mission: To support Minnesota's oral health community through partnerships, resources and outreach

Vision: Optimal Oral Health for All Minnesotans

Goal 1: Encourage and Leverage partnerships to build a strong foundation for oral health promotion and access in Minnesota

Strategies

- Continually seek out partnerships that add value to the mission and vision of the MOHC
- Understand, acknowledge and respect the mission and values of our partners
- Design and uphold a culture of collaborative entrepreneurship
- Maintain open communication that preserves and protects trust among partners
- Celebrate and extol the relationships between the MOHC and its partners

Objective 1: Serve as the “hub” in a wheel and spoke model

Tactics

- A. Participate in meetings, projects, groups, and programs with oral health stakeholders and other organizations that promote public health when possible and practical
- B. Include partner organizations and oral health stakeholders in MOHC projects, groups and programs
- C. Maintain a close relationship with the Association of National Oral Health Coalitions (ANOHC)
- D. Participate in Oral Health 2020 and other national oral health initiatives
- E. Act as a clearing house for technology, educational, special skills, and other resources with partners and oral health stakeholders

Success Criteria

MOHC will participate in at least three coordinated projects with a partner in 2019 and 2020, and then reevaluate

Resources

Our partners, ANOHC, Oral Health 2020, conferences and regional meetings, educators and experts in various fields

Objective 2: Educate and share information on oral health public policy with partners and other stakeholders

Tactics

- A. Identify educational opportunities for MOHC membership about grassroots advocacy
- B. Utilize the Policy & Learning Committee for discovery of initial policy topics
- C. Include membership in all policy information sharing
- D. Network with others who are working on oral health policy
- E. Develop a plan to connect partners toward the common goal or join in with others' efforts
- F. Evaluate each legislative session and outcomes of efforts

Success Criteria

The MOHC will disseminate at least 12 learning and informational opportunities by January 1, 2020

Resources

Policy & Learning Committee, MDH, other oral health policy partners, safety net policy groups and membership

Goal 2: Develop programs, products and systems to enhance and support Minnesota's oral health community

Strategies

- Collaborate with membership to identify solutions for the common good of the majority of Minnesota's oral health community
- Programs, products and systems are created with input from diverse and experienced members
- Members' needs are understood, and outcomes are trusted and valued by the oral health community
- Activities of the MOHC are evaluated to determine their value to the oral health community

Objective 1: Create a statewide public information campaign to raise awareness about oral health

Tactics

- A. Create a committee to develop the campaign
- B. Determine the correct type of campaign
- C. Write communication and evaluation plan
- D. Develop messaging
- E. Execute plan
- F. Evaluate campaign effectiveness

Success Criteria

Public information campaign is created and shared with membership by January 2020

Resources

Google, GoDaddy and other internet technology analytics, Outreach Committee and Membership

Objective 2: Create a Catalog of Oral Health Programs & Initiatives in Minnesota

Tactics

- A. Define "oral health program/initiative"
- B. Determine key factors to collect
- C. Brainstorm partners & options for info gathering
- D. Select methods of information gathering
- E. Develop method for updating information

Success Criteria

The MOHC begins collecting program & project surveys by January 31, 2019
Analytics of catalog use will be shared annually beginning January 1, 2020

Resources

Website analytics, Outreach Committee, MDH, Membership and evaluator

Objective 3: Identify, Make Available and Disseminate Evidence-based Oral Health Educational Materials

Tactics

- A. Determine what materials are needed

- B. Search for materials created elsewhere
- C. Seek out the most qualified source of information
- D. Evaluate their use and relevance

Success Criteria

Educational materials are shared with membership beginning January 2019

Resources

Website analytics, Outreach Committee, MDH, and Membership

Objective 4: Create a media toolkit for oral health

Tactics

- A. Create of list for the contents of the toolkit
- B. Seek out partners to help with information
- C. Determine dissemination methods

Success Criteria

Media toolkit is created and shared with membership by January 2020

Resources

MDH, membership, media partners and partner organizations

Goal 3: Engage Minnesota Oral Health Coalition membership

Strategies

- Increase member and staff innovation and experimentation in the creation of new opportunities for engagement
- Increase membership engagement by identifying and eliminating barriers to participation and through technological innovation
- Create opportunities for professional growth by offering training opportunities to meet the changing needs of members
- Continue to enhance a web presence that engages members and the public
- Design an environment that values and supports collaboration

Objective 1: Increase attendance at Annual Conference & Regional Meetings

Tactics

- A. Work with Outreach Committee and conference planning volunteers
- B. Select dates, locations, themes & sponsors
- C. Advertise/market
- D. Hold events

Success Criteria

The MOHC hosts or co-hosts up to 4 membership events per year beginning January 1 to December 31, 2019

Recruit 3 additional volunteers and raise an additional \$5,00000 in funding for these events

Resources

Outreach Committee, membership, planning volunteers, MDH, other partners

Objective 2: Create an Oral Health Leadership Program with the goal of developing state-wide leaders

Tactics

- A. Find funding sources and apply for grants
- B. Work with MPH intern on assuring the program fits the needs of emerging leaders
- C. Share the program with others prior to it being presented

Success Criteria

The MOHC will apply for at least 3 grant opportunity annually
 When funded, the MOHC will conduct 1 cohort annually

Resources

Oral and public health leaders, content experts, MOHC Board of Directors, partner organizations and funders

Objective 3: Offer media training for oral health partners statewide

Tactics

- A. Create a list of media skill needs
- B. Develop any materials needed
- C. Identify best method or location to conduct training

Success Criteria

Media training materials are available by June 1, 2019
 The MOHC will conduct media training to at least 50 people annually until January 1, 2021 and then reassess the needs of membership

Resources

Outreach Committee, MDH, memberships, media and partners

Goal 4: Organizational Excellence: MOHC operates effectively, efficiently, creatively and in a socially responsible means to accomplish its mission

Strategies

- A. Develop and sustain the resources to ensure the vitality of the coalition, its programs and services
- B. Enhance the coalition's organizational structure to meet the changing needs of members
- C. Assess and continually improve products and services to better serve current members and to attract new members

Objective 1: Board of Directors and staff are fulfilling their responsibilities to the board and membership

Tactics

- A. Establish clear job descriptions
- B. Policies such as ethics, expectations of behavior and conflict of interest are strictly followed
- C. Support and make available continuing education
- D. Conduct job reviews yearly in the form of surveys and personal meetings
- E. Enact the goals of the most current strategic plan

Success Criteria

Board members and staff meet the expectations placed on them by the bylaws and governance rules of the MOHC as a 501(c)3 organization based on year-end surveys
 Job reviews demonstrate expectation of roles are being met annually based on year-end

surveys

Board members and staff participated in at least one continuing education opportunity annually

Resources

Minnesota Council on Nonprofits and other training providers for nonprofits, external consultant or educator(s), and executive director

Objective 2: Organization is fiscally prudent and abides by fiduciary responsibilities as stated in Minnesota Statute Chapter 317A

Tactics

- A. Finances are kept up to date in QuickBooks or with a similar program
- B. Financial reports are provided at each board meeting
- C. Taxes and other reports filings meet deadlines and represent the finances of the organization truthfully

Success Criteria

Executive Director provides financials reports at each board meeting
Board of Directors report they understand the financial health of the organization annually based on year-end surveys

Resources

Bookkeeper or QuickBooks practitioners, tax preparer and executive director

Approved by MOHC Board of Directors December 7, 2018