



FRAMING STRATEGY

Annotated Talking Points

- **Oral health is inextricably linked to overall health.**
- **It affects physical and mental health.**
 - People with poor oral health face higher risk of cardiovascular disease, stroke, complications in pregnancy and childbirth, and other conditions.
 - People with visible signs of oral disease are negatively judged and socially stigmatized, which affects mental health and wellbeing.
- **And it affects social outcomes too.**
 - People with untreated dental problems, for example, often have difficulty finding jobs, which lowers employment.
- **Oral health affects our entire society.**
 - Poor oral health translates into lost earning potential, which decreases tax revenues and economic activity.
 - And it leads to increased health care costs borne by society.
- **We need to support oral health for all people. But how?**

These talking points open by expanding the scope of oral health beyond the teeth and gums.

Explanation and detail show how oral health affects overall health.

- **Accessing good oral health is like going through a series of locked doors. These doors open up to systemic factors that influence oral health like:**

- fluoridated water and nutritious food,
- insurance that covers dental benefits,
- and dentists who accept different kinds of health insurance.

This point compares access to oral health to going through locked doors.

This point gives examples what is behind the locked doors—the structural supports people need to access good oral health.

- **Some people have all the keys they need to unlock the doors to oral health, but others are missing some keys.**
- **Without a full set of keys, people won't be able to access good oral health—no matter how hard they try.**

- **To build a healthier nation, we need to make sure all people have the keys they need to access good oral health. This is what a just oral health system looks like.**

These statements show that the barriers to good oral health are systemic, taking blame off of individuals.

- **We can create a more just system meeting people's unique needs.**

This point uses the value of **Targeted Justice** to call for systemic reforms.

- Some people can only get to the dentist on nights and weekends. We need a system that offers flexible scheduling during nontraditional hours.
- Some people don't have their own cars or can't drive on their own. We need a to ensure people have access to safe, reliable transportation.
- Some people don't speak English. We need to ensure that they can see providers who speak their language or have access to translation services.

- We can also reduce the cost of oral health by stopping problems before they start.
- Prevention programs help people avoid serious problems like gum disease that are expensive to treat. And they help people catch potentially serious problems like cancer before they progress.
- We need to make sure that all communities have strong prevention programs in place so we can reduce the cost of health care and avoid unnecessary expenses.
- If we take these steps increase access to care and reduce its cost, we will create a stronger, more just oral health care system—and a stronger, more just society.

This clause makes the economic case for prevention with the value of **Responsible Management**, which was shown to be effective in boosting support for prevention programs.

Explanation and detail deepens understanding of the need for prevention programs.

End the discussion with a solution statement and/or a call to action.

Widen the discussion to show how good oral health benefits us all.