

ADVOCACY STEP BY STEP GUIDE TO CREATING AN ONE-PAGER



AN ADVOCACY ONE-PAGER is an effective tool at informing decision makers on complex policy issues. The document clearly and concisely makes a policy recommendation, provides brief background on the issue and includes analysis backed up by facts and data on why that policy recommendation will help solve the policy question at hand.

FIRST: ASK YOURSELF THESE QUESTIONS

What is
the topic?

Who is
the audience?

Why is
this important?

What is
the call to action?

SECOND: START DRAFTING

TITLE: Grab the attention of the reader and let them know exactly what you are going to talk about.

INTRODUCTION: Provide 1-2 sentences with a brief overview of the policy issue. State the problem you hope to solve or the objective you hope to achieve and map where your argument will take the reader by explicitly outlining your thesis/key point.

ASK #1: Brief statement. Your policy priorities should be underlined or highlighted to indicate a new section and draw readers' attention.

Background – A brief history of the policy issue

- Offer 2-3 points to persuasively outline why your policy recommendation(s) will solve the problem or achieve the objective you highlighted in your introduction.

- TIP: Use research, case studies and data to support your point. Include citations so your reader can look refer back to the resource.

CONCLUSION: Reinforce and restate your policy recommendations with a persuasive argument, summary statement and 'action item' such as "please vote for" or "please support".

ABOUT YOUR ORGANIZATION: Who are you? What mission or vision is guiding your public policy priorities? What issues do you care about that this legislator can refer to you in the future?

CONTACT INFORMATION: Provide your organization's website, a contact name and email

FINALLY, PERSONALIZE IT!

The one-pager should be visually pleasing and easy to read - include bullets instead of lengthy paragraphs. Make this document your own and stylize it with your organization's logo and colors.

ADVOCACY STEP BY STEP SAMPLE TO CREATING AN ONE-PAGER



TOPIC:

Older adults are coming of age without oral healthcare

AUDIENCE:

Legislators; Decision Makers

WHY?

Publicly funded dental coverage reduces public health costs, improves quality of life and is important to voters.

CALL TO ACTION:

Integrate a comprehensive dental benefit in Medicare; Maintain/Reinstate/ Establish an extensive Adult Medicaid Dental Benefit



OLDER ADULTS COMING OF AGE WITHOUT ORAL HEALTHCARE

With an expected 72.1 million seniors living in the United States by 2030, Oral Health America recommends continued action to ensure America's growing population of seniors age healthily and independently.

INTEGRATE COMPREHENSIVE DENTAL COVERAGE IN MEDICARE

Background: Currently, 55 million Americans access healthcare services through Medicare; however, Medicare does not cover routine or preventative dental services.

- ✓ **Consumers Want Coverage.** Despite cost concerns, 93% of older adults claim dental coverage is a top priority compared with other non-covered services such as long-term care, vision, and hearing.
- ✓ **Oral Health Impacts Overall Health.** Individuals with chronic conditions who regularly received recommended dental care, cleanings, or periodontal treatment saved an average of \$1,307 on their medical claims compared with those with chronic conditions who did not receive recommended dental care or no dental care at all¹.
- ✓ **Quality of Life.** Older adults believe teeth impact more than health. Poor oral health affects your image and how you feel about yourself.

[REINSTATE/ESTABLISH/MAINTAIN] AN EXTENSIVE ADULT MEDICAID DENTAL BENEFIT

Background: More than 7 million older adults rely on the Medicaid program for their health insurance, and oral health benefits. Unfortunately, dental coverage is an optional benefit under Medicaid and each state determines the extent of coverage. Adults unable to afford routine dental care share a disproportionate share of oral disease and, in turn, have elevated risks for chronic conditions such as diabetes and heart disease.

- ✓ **Coverage: A Key to Access and Health.** Almost 50% of older adults cite cost as the primary reason they do not visit the dentist, and this percentage skyrockets to 69% of low income adults. Providing coverage reduces this barrier to getting care and realizing improved oral health.
- ✓ **Cost-Effective.** Without Medicaid dental coverage, older adults are left to seek care in hospital emergency departments, where care is typically limited to pain relief or a meager supply of antibiotics for infection. While ineffective, the average cost of an emergency room dental visit is \$749 – 10 times more expensive than preventative care.
- ✓ **Comprehensive Medicaid dental coverage saves states money.** With a comprehensive dental benefit, those who receive oral health coverage through Medicaid for health coverage will experience fewer oral health-related emergency visits,² reduce medical costs of chronic diseases and other health issues,³ and thus reduce healthcare costs within the Medicaid program.

While improvements in oral health across the lifespan have been observed in the last half century, long-term concern is warranted for the 10,000 older adults retiring each day. **Publicly funded dental benefits in Medicare and Medicaid strengthens our communities and supports our mission of equitable access to oral health.**

Oral Health America is a national non-profit organization with a mission to change lives by connecting communities with resources to drive access to care, increase health literacy and advocate for policies that improve overall health through better oral health for all Americans, especially those most vulnerable. We envision a future where every person can attain a healthy mouth.

QUESTIONS? For more information, please visit oralhealthamerica.org or contact our Public Affairs Team, at advocacy@oha-chi.org.

¹ Oral Health America & American Dental Association Health Policy Institute. (2017). Results of instant-feedback qualitative sessions conducted by Wakefield Research on June 20 and 22, 2017, among Americans 50+. Retrieved from <https://oralhealthamerica.org/blog/2017/11/oha-adrelease-new-infographic-on-dental-coverage-in-medicare>.

Title: Should grab attention and let the reader know exactly what you are going to talk about.

Introduction: Set up the policy issue with a brief environmental scan or surprising fact.

Recommendations/Policy Priorities: A clear, concise statement, formatted to stand out

- *Background: A brief history of the policy issue*

- *2-3 persuasive points on WHY a dental benefit is important*

- *Format text to draw readers' attention*

Analysis: Cite research to support the policy recommendation

Conclusion: Summarize and restate the recommendations and impact. Include a call to action.

Who are you?: Share the mission and vision of your organization.

Add relevant contact information:

Be a resource to your decision maker in the future.