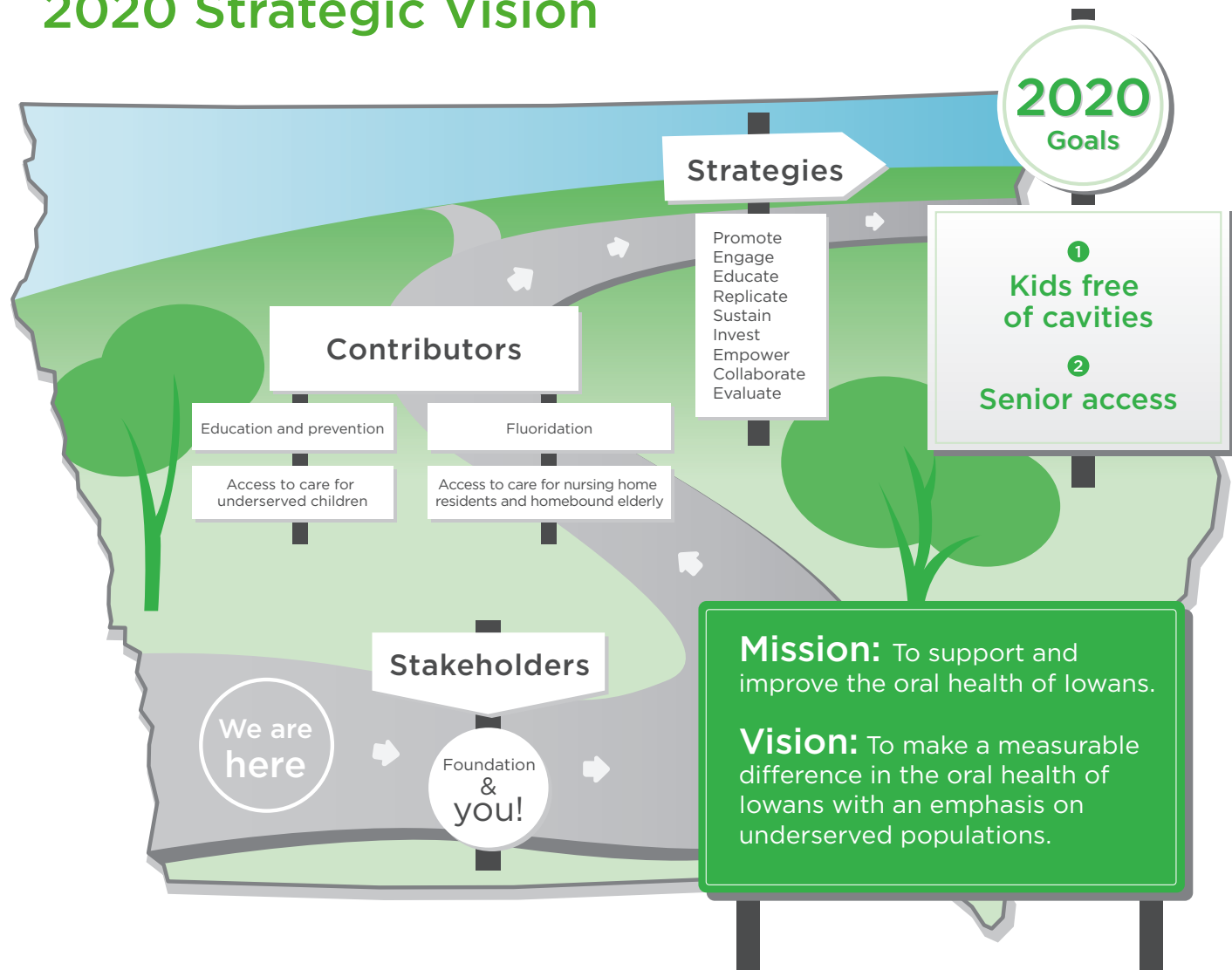




# Creating a Healthier and Happier Iowa.

2017 Delta Dental of Iowa Foundation,  
Public Benefit and Community Giving Annual Report

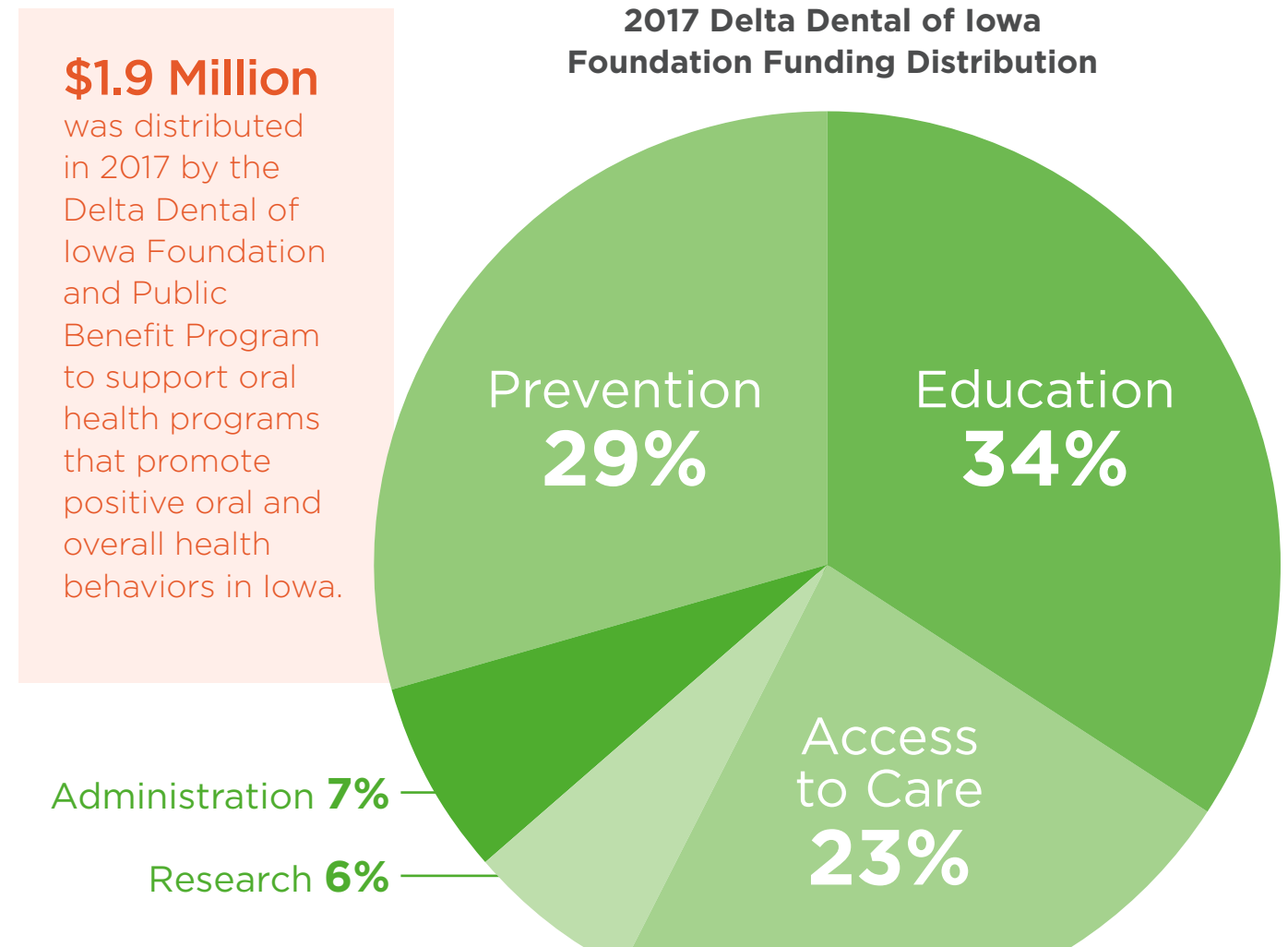
# Delta Dental of Iowa Foundation 2020 Strategic Vision



The Foundation's strategic vision is to proactively reach its long-term goals that support and improve the oral health of underserved Iowans.

# Breaking Down Barriers: Improving the Oral Health of Iowans

As a not-for-profit insurance company, Delta Dental of Iowa's mission is to improve the health and smiles of the people we serve. Through the Delta Dental of Iowa Foundation and Public Benefit Program, Delta Dental invests in projects that improve our communities and support oral and overall health initiatives.



# Dentist By 1™



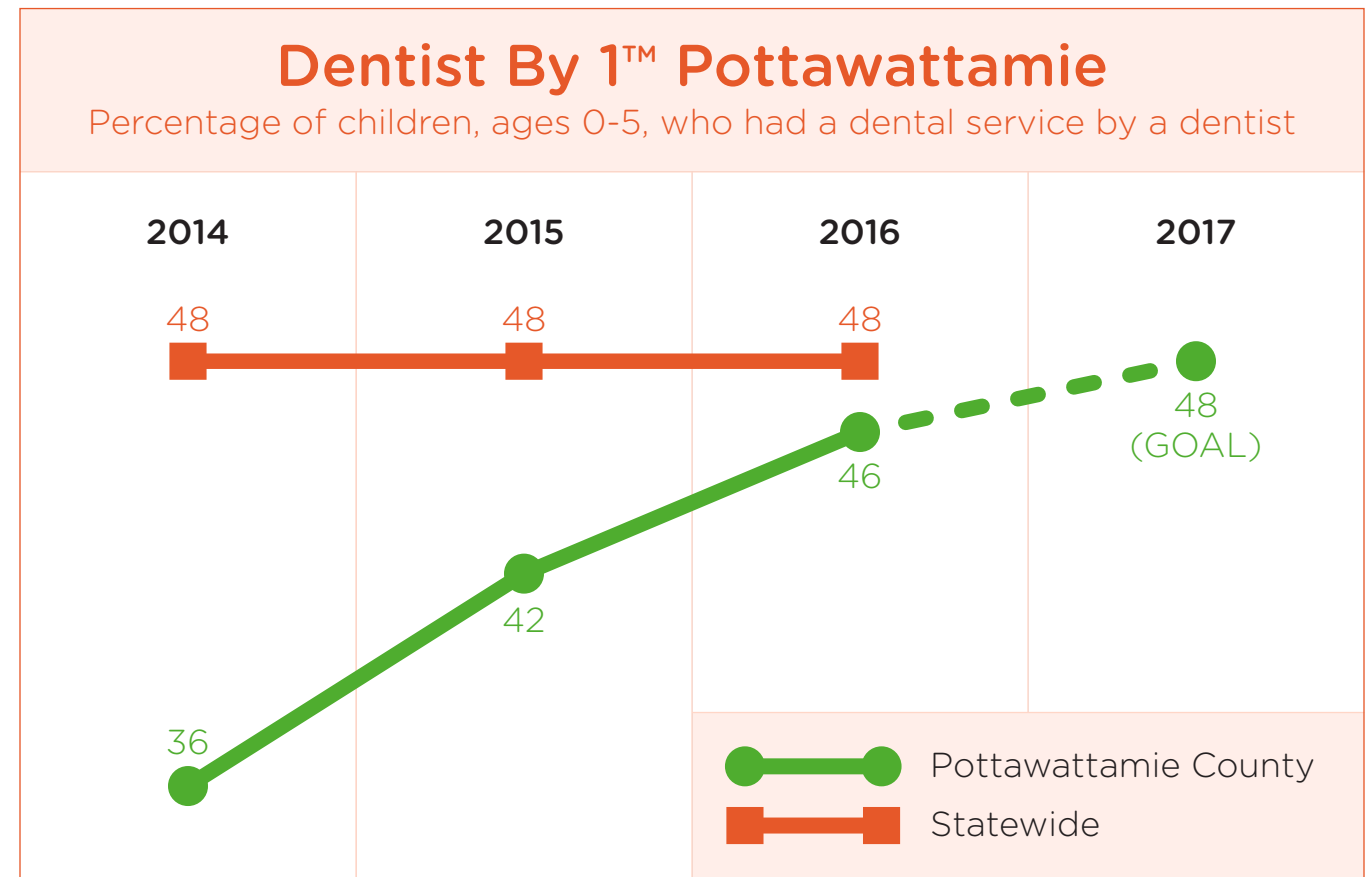
## Pottawattamie & Southwest Iowa Counties

An early visit to the dentist sets the foundation for a lifetime of good oral health. The Foundation is proud to support Dentist By 1 to help educate parents and caregivers about the benefits of taking children to the dentist by the age of one. Delta Dental began the Dentist By 1 campaign and project funding in Pottawattamie and other surrounding southwest Iowa counties beginning in 2015.



The Foundation invested more than **\$163,000** in Pottawattamie and surrounding southwest Iowa counties in the Dentist By 1 public education campaign. A partnership with FAMILY, Inc. and local community organizations enables effective grassroots communication and outreach efforts.

The percentage of children, ages 0-5, who had a dental service in Pottawattamie county has increased throughout the three-year campaign.



Source: Early and Periodic Screening, Diagnostic and Treatment

## School-Based Dental Sealants

The Foundation provided **\$200,000** in 2017 and continued its collaboration with the Iowa Department of Public Health as part of a long-term partnership to continue expansion of their school-based dental sealant programs in Iowa. Since 2013, **\$871,800** has been invested to help expand program services from 27 to 93 counties throughout Iowa. Four counties are covered by other school-based dental sealant programs, and two counties remain.

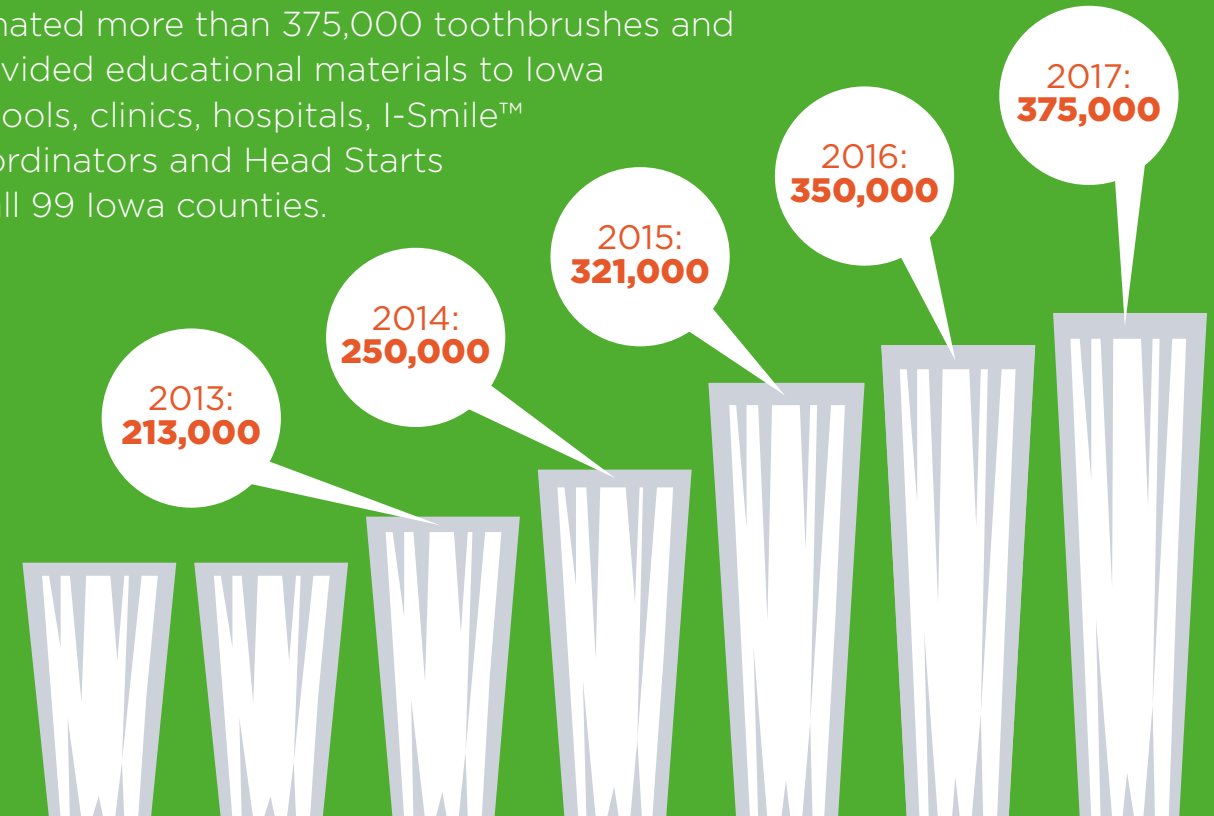


An I-Smile™ Coordinator applies fluoride varnish to a student at the Head Start at First United Methodist Church in Marshalltown.

Photo by Sara Jordan-Heintz

## Oral Health Prevention and Education in all 99 Iowa Counties

To help establish Iowans' oral health habits, the Foundation donated more than 375,000 toothbrushes and provided educational materials to Iowa schools, clinics, hospitals, I-Smile™ coordinators and Head Starts in all 99 Iowa counties.



# 1.5 MILLION

toothbrushes donated through all 99 Iowa counties since 2013.

# RETHINK *your* DRINK

“Rethink You Drink” aims to get more kids drinking water throughout the day to support their oral and overall health. The Foundation provided \$230,000 to 54 schools across Iowa. The selected schools received a new water fountain/bottle filling station and reusable water bottles, bookmarks and toothbrushes for students and staff. In addition, more than 40 schools applied and received \$500 for an educational campaign to encourage students to drink more water.



**BRUSH  
2X A DAY**



**DRINK  
WATER**



**BE  
ACTIVE**



**BE  
HEALTHY**

A student from Lincoln Elementary School in Spencer fills up his water bottle from a new water bottle filling station.

Photo © 2018 Spencer Daily Reporter, Spencer, Iowa.



## Statewide Fluoridation

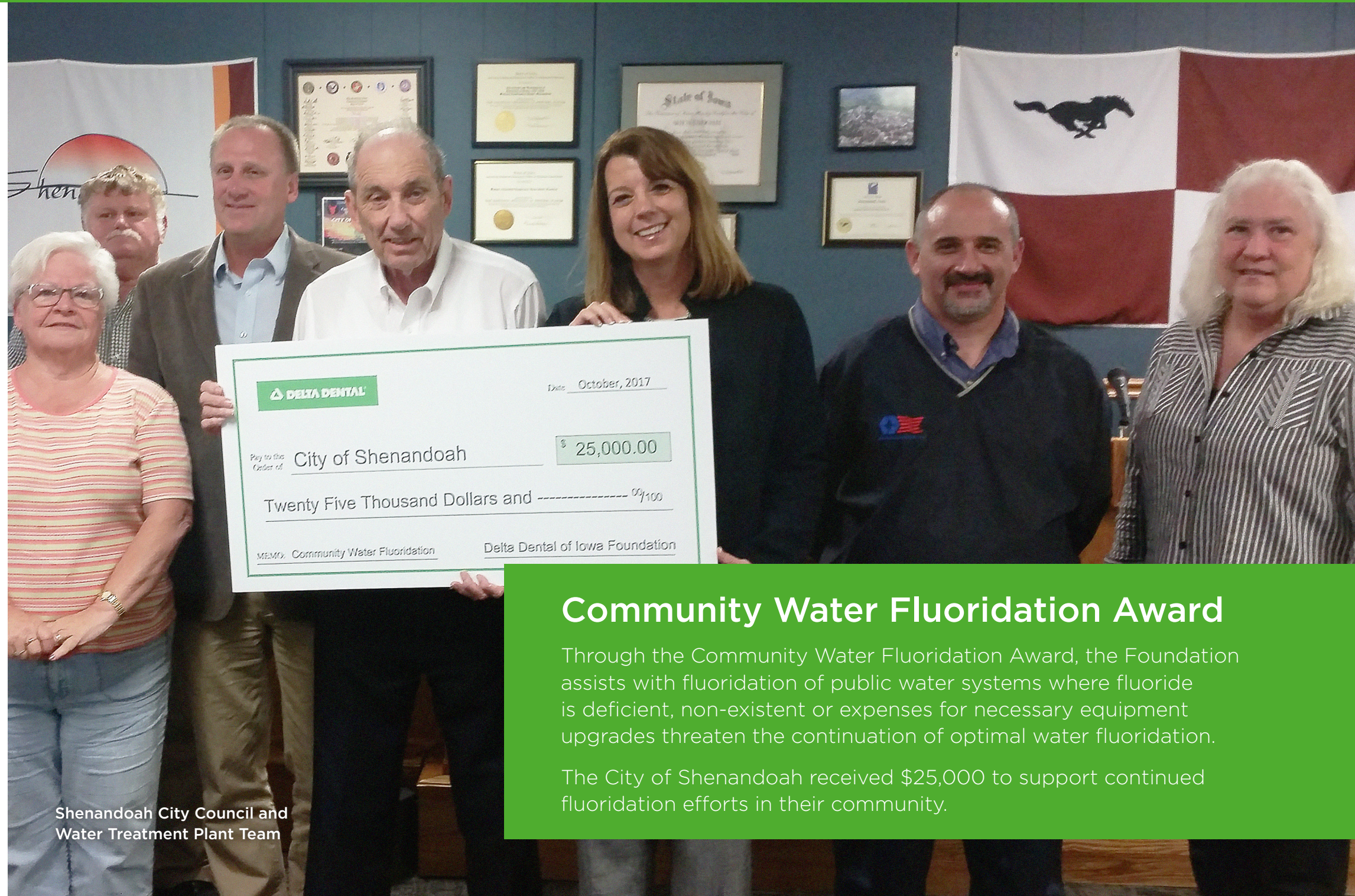
**Community water fluoridation is a safe and healthy way to effectively prevent tooth decay.**

In 2017, the Foundation provided \$24,999 to the Iowa Public Health Association to support Iowans for Oral Health, a statewide coalition focused on maintaining community water fluoridation as a public health benefit for Iowans.

The coalition provides support, fluoridation educational resources and access to funding opportunities.

90.2%

of Iowans have access to fluoridated water



Shenandoah City Council and Water Treatment Plant Team

## Community Water Fluoridation Award

Through the Community Water Fluoridation Award, the Foundation assists with fluoridation of public water systems where fluoride is deficient, non-existent or expenses for necessary equipment upgrades threaten the continuation of optimal water fluoridation.

The City of Shenandoah received \$25,000 to support continued fluoridation efforts in their community.



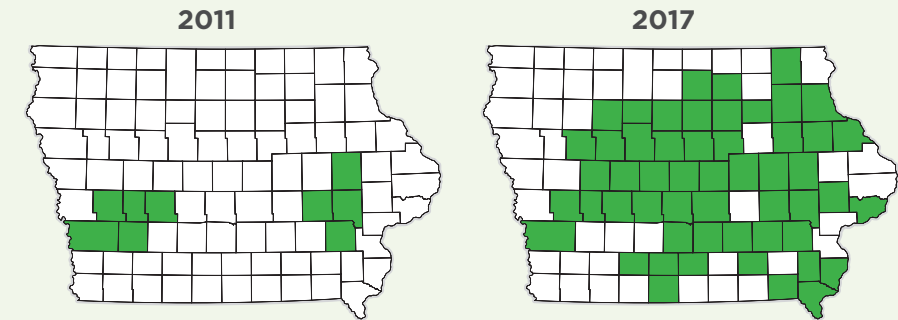
Carlita, Des Moines, IA



# LIFELONG SMILES

Oral Health Access for Aging Iowans

Since 2011, counties with dental public health initiatives specifically targeting older adults have expanded from 9 to 42 counties.



The Foundation supports initiatives of the **Lifelong Smiles Coalition**.

**\$1.2 million** provided in grant funds since 2013 to advance oral health for older Iowans.

**\$203,455** was funded in 2017 to the Iowa Department of Public Health's I-Smile™ Silver - a community-based pilot project in Des Moines, Lee, Scott and Van Buren counties that connect older adults to oral health education and care.

**\$64,460** was awarded in 2017 to the Iowa Department of Public Health and The University of Iowa College of Dentistry and Dental Clinics to support oral health research of older Iowans. This research complements the ongoing Lifelong Smiles Coalition projects.

## FIND and Delta Dental of Iowa Loan Repayment Programs

Dentists in these programs practice in one of Iowa's designated dental high priority areas and allocate at least 35 percent of patient services to vulnerable populations including uninsured and underinsured Iowans.

Awarded \$80,000 each to Dr. Kaci Vela of Mount Pleasant and Dr. Jarod Johnson of Muscatine for the repayment of dental education debt through the FIND program. In addition, Dr. Cassie Berens received \$50,000 through the Delta Dental of Iowa Loan Repayment Program.



Dr. Kaci Vela  
Mount Pleasant, Iowa



Dr. Jarod Johnson  
Muscatine, Iowa



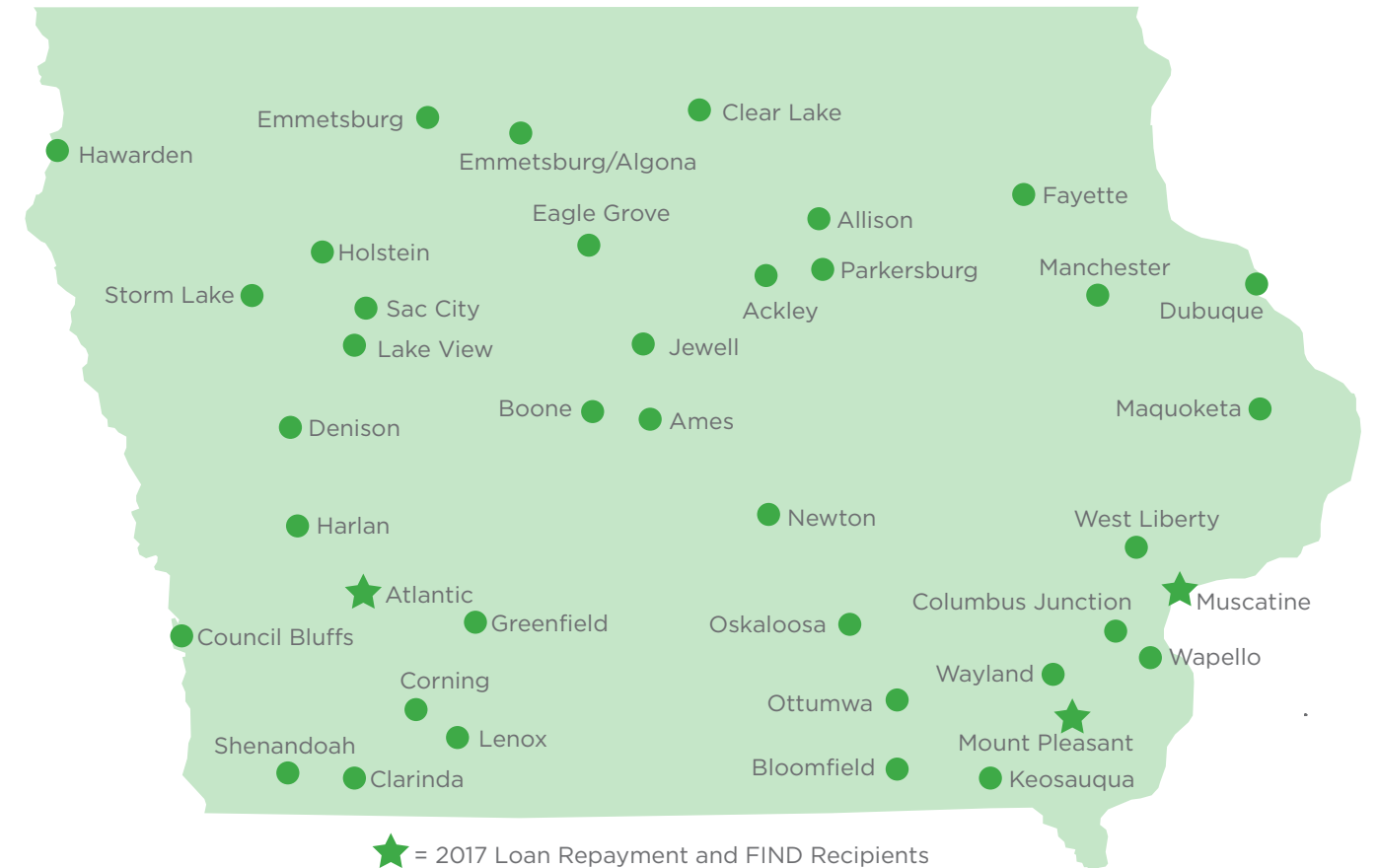
Dr. Cassie Berens  
Atlantic, Iowa

# FIND

## FULFILLING IOWA'S NEED FOR DENTISTS



Since 2002, 35 private-practice dentists have participated in the Loan Repayment and FIND programs to provide **139,000 patient visits** and more than **418,000 dental services** to underserved Iowans.



★ = 2017 Loan Repayment and FIND Recipients  
● = Past Loan Repayment and FIND Recipients



## Community Events and Engagement

Delta Dental proudly supported and participated in many community events such as: 2017 Healthiest State Initiative Walk, Komen Greater Iowa Race for the Cure, United Way of Central Iowa, Variety - The Children's Charity, and the Iowa Mission of Mercy event.

Delta Dental's Corporate Giving Program supports giving back and helping bring smiles to Iowans. **In 2017, more than \$280,000 was invested across the state to charitable programs and events.**



Healthiest State Walk, Cedar Rapids, Iowa  
Republished with permission © 2017 The Gazette, Cedar Rapids, Iowa



Komen Greater Iowa - Race for the Cure



Variety - The Children's Charity - Bike Build



Dental Triage

Iowa Mission of Mercy

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*Department Head, Department  
of Preventive & Community  
Dentistry, The University of  
Iowa College of Dentistry and  
Dental Clinics, Iowa City*

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Johnston*

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*Director of the Geriatric &  
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Geriatric Fellowship Program,  
The University of Iowa College  
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*Vice President of Finance and  
Controller, Delta Dental of  
Iowa, Johnston*



# How to Apply for Funding

The Foundation invests in projects that support its 2020 oral health goals and focuses on four critical areas: education and prevention, fluoridation, access to care for underserved children, and access to care for nursing home and homebound elderly.

To apply for funding or for more information on a specific program, visit [deltadentalia.com/foundation](https://deltadentalia.com/foundation) or contact the Foundation at [IA\\_Foundation@deltadentalia.com](mailto:IA_Foundation@deltadentalia.com).

## Foundation Team



**Suzanne Heckenlaible**  
Executive Director



**Beth Jones**  
Public Benefit  
Manager



**Maren Lenhart**  
Public Benefit  
Planning Analyst



**Lana Lichtenstein**  
Executive Assistant,  
Boards

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### Delta Dental of Iowa Foundation

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Johnston, IA 50131  
[deltadentalia.com/foundation](https://deltadentalia.com/foundation)

