

## Logic Model

### Outcomes

- Improving oral health literacy and increasing positive oral hygiene habits in the hispanic population of Birmingham

### Outputs

- Create an oral health initiative by curating and distributing bi-lingual educational videos covering various informational topics in dentistry

### Activities

- Meetings with multiple Hispanic and Latino organizations in the Birmingham area to spread the word about our initiative and upcoming opportunities for oral healthcare

### Inputs

- Coordination with multiple speciality clinics to create useful scripts for patient education in their respective fields of expertise
- Specialty video equipment and editing software provided by UAB, bilingual student and resident volunteers

## Introduction

This project was focused on the disparities in oral health affecting the Hispanic /Latino population. Major factors at play in this scenario include language barriers and cultural values.<sup>1</sup> Current models show that not only are Latino families less acculturated to health norms in the U.S.<sup>2</sup>, but they also face familial pressure against seeking oral healthcare.<sup>1,3</sup> These, along with other compounding factors, have led to this population having higher prevalence of untreated decay, significantly decreased utilization of dental services, and being more vulnerable to edentulism.<sup>3,4</sup> The goal for this year was to increase access to informational content for the Spanish-speaking population, in effort to increase oral health literacy and encourage routine screenings and preventative care.



Our videos were shot at various locations inside the UAB School of Dentistry, using bilingual audio and closed captioning for our target audience

## Impact

Throughout this project, we were able to curate over 20 social media videos about oral health that were dispersed to multiple Hispanic and Latino organizations in the Birmingham area. These organizations worked with us by posting the videos to their organization social media pages, as well as providing them as sources to be shared at any local events being held. The outreach on social media was very impactful, as each series generated very successful viewership and interaction. Below is a graph outlining this data:

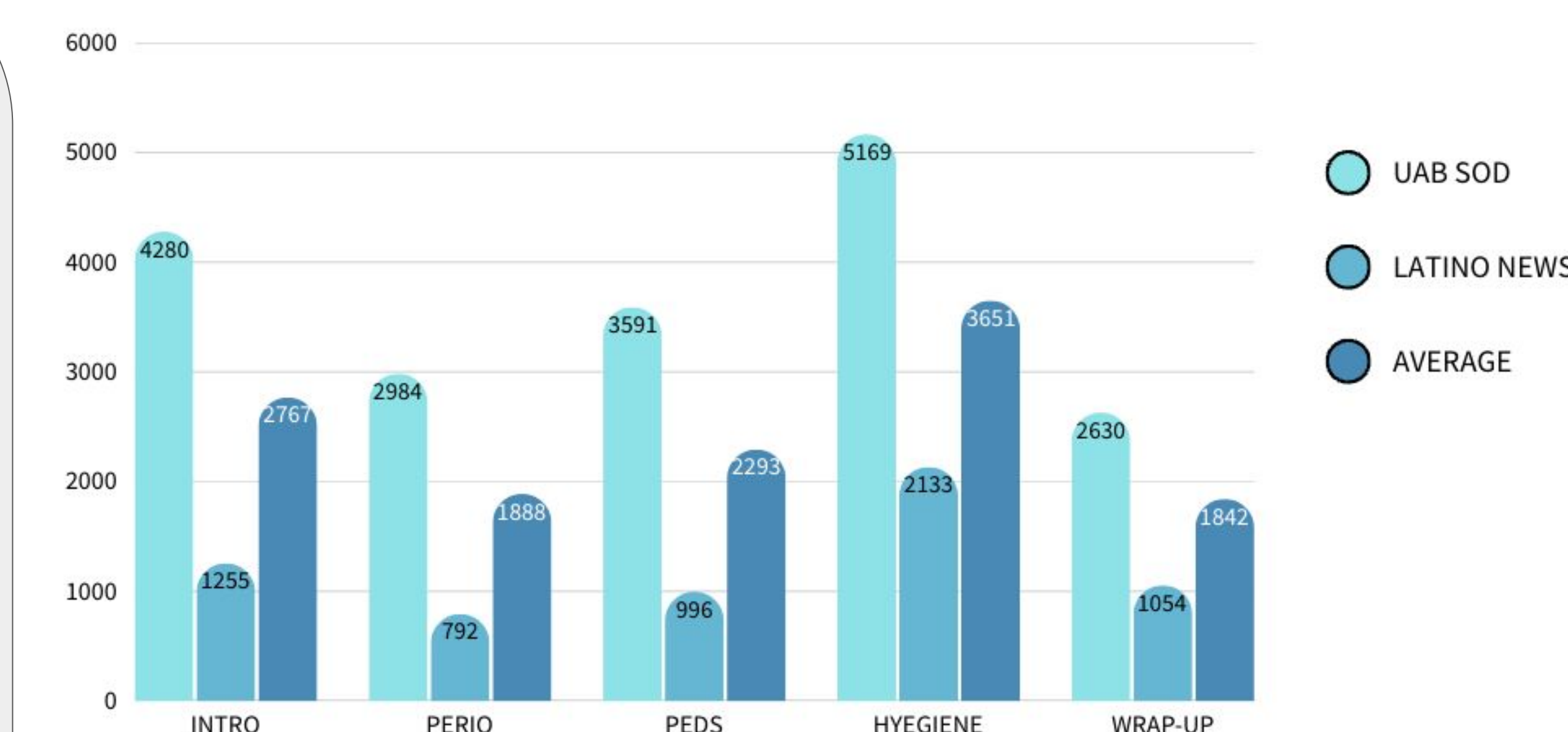
## Critical Assessment

The largest barriers encountered during this Fellowship year were lack of communication / follow-up from local organizations and limited opportunity for data collection from members of the community.

The tools to determine output for this project wer patient-based surveys and social media response. However, due to the limited time available in the clinic during appointments, some patients were reluctant to complete the surveys.

One thing we have learned as providers during this time period is that it takes very little effort to make a drastic difference in patient perception. Providing informational tools in multiple languages not only increases access but improves patient relations and treatment outcomes.

## Outreach Data



Views generated from each group of videos from the two primary accounts that shared weekly across their instagram platforms

## Acknowledgements

We would like to thank the UAB School of Dentistry Dean, Dr. Nico Geurs, as well as Dr. Raquel Mazer, Dr. Augusto Robles, Dr. Ethan Madison, Dr. Priscila Sosa, Dr. Quietly Torres, Dr. Mia Geisinger, Mary Sims, Lynne Jarreau, and the LatinoNews Team for their contributions to our project

## References

