



A Video for New Moms- Your Baby's Dental Health

UnitedHealthcare is pleased to be able to share this new exciting video, *Your Baby's Dental Health*. The video, originally created in partnership with UnitedHealthcare Community and State of Arizona, and the UnitedHealthcare Marketing team, and with the approval of Rhode Island Executive office of Health and Human Services (EOHHS) is available, with closed captioning, in both English and Spanish.

The video targets new parents, especially new moms. The intent is to supplement more general information being provided on infant health and home care, with materials focusing on the importance of dental health. Providing this, along with other background on infant health, underscores the significance of dental health as part of overall well-being, starting when children are very young.

In this short, 2:10 minute video, a number of vital dental topics are touched on. These include: the impact of dental caries (tooth decay), home care for newborns, the importance of not putting infants to bed with a bottle of liquid other than water, steps to avoid transmitting decay causing bacteria from parent to child, recommendations to schedule the baby's first dental visit between the time the first tooth erupts and that child's first birthday, the value of fluoride varnish, and finally a reminder to parents to look after their own dental health.

The video is designed to target a variety of settings. These might include:

- Hospitals, for example their maternity departments. New moms in the hospital are often shown videos covering various aspects of care for their new baby. This is also a good time to provide them with information on dental care;
- Our community MCO partners, for distribution to their network physicians,
- Direct distribution to FQHCs to use as a patient education tool, or in reception areas while the member is waiting to get into care;
- Network dentists, particularly pediatric dentists and general dentists known to treat very young children.

UnitedHealthcare will also look for opportunities to measure the impact of the video. Opportunities could include surveying members and staff at distribution sites, as well as looking at utilization (D0145) at clinics and offices showing the video, to gauge its effect.

UnitedHealthcare hopes that you too will see the value of this video and gives approval for its inclusion at your facility. We believe that this as a creative opportunity in outreaching to our RIte Smiles families and to improve access. We look forward to new opportunities in developing additional videos, as mutually agreed on, other impactful topics of interest.

Link: <https://app.box.com/s/3ckah5y2rm19tadq9v57x4r5w496ijqz>

Thank you.