Empowerment & Knowledge	Equitable Access	Systemic Change & Advancement
Activities that strengthen the connection of oral health to overall health and wellness for individuals, families, and communities.	Activities that meet individuals where they live, work and play; prioritizing health equity and social determinants of health.	Activities that test innovative ideas that challenge existing oral health processes and can be successfully replicated.
How we measure success:	**How we measure success:**	**How we measure success:**
Funded projects increase numbers of participants reached via education efforts - project increases participant knowledge or skills (social and/or behavioral) around oral health. Should provide specific numbers if possible and describe the source of the data. **Funded projects increase participant's oral health knowledge** - project measures the extent that outreach and educational campaigns effectively build awareness and oral health knowledge among the general population. A percentage or specific number who completed pre and post program assessment and the percentage of increased knowledge should be used. **Funded research projects expand the knowledge base for the community -** project creates publications, curriculum, or tools that are shared with the public.	**Funded projects collect data on the number of unduplicated individuals served as a result of funding** - project outlines the number of patients served as a result of new or expanded programs or facilities. **Funded projects collect data on the number additional services provided as a result of this funding -** project outlines the number of treatment services provided as a result of new or expanded programs or facilities. **Funded projects focus on Social Determinants of Health -** project addresses the social determinants of health (such as health insurance inequalities, education, cultural norms, income, limited access to healthy foods, unemployment, and or transportation). **Funded projects create collaborations that coordinate access to wrap-around services -** project collects data on the extent and/or number of collaborations to be created or strengthened both within and outside the oral health system. Should include information collected about referrals or other collaborative efforts. **Funded programs reach underserved communities -** project has a service location within a [Dental Health Professional Shortage Area](#)	**Funded projects reach system leaders*** - projects target system leaders to increase their knowledge or skills around oral health. Should provide specific numbers reached and describe the source of the data. **Funded projects deliver new policies and practices by oral health leaders, providers, and/or system agencies** - projects working with system leaders to adopt new policies or strategies that positively create social and/or behavior change in oral health. **Funded projects offer oral health best practices that are replicated -** projects have the ability for replication of evidence-based initiatives or best practices throughout the state of Arkansas. **Sustainability -** projects ensure the oral health initiative can continue to grow, endure challenges, and is supported by multiple funding sources. Other secured or solicited funders and amounts should be included. *System Leaders are defined as direct service providers, administrators, policymakers, and other relevant stakeholders with the ability to influence oral health system changes*