



Healthy Mouths, Healthy Kids



Learn how you can help children achieve their best by supporting oral healthcare organizations.

At Patterson Dental, we place a high priority on children's oral healthcare and partner with a number of organizations dedicated to advancing children's dental health. In honor of the American Dental Association's (ADA) National Children's Dental Health Month in February, we invite you to learn more about this event and other organizations that work hard all year to ensure that every child, no matter his or her socioeconomic status, grows up with a healthy, beautiful smile.

Why is children's oral health important?

- > In the U.S., oral disease causes kids to miss 51 million school hours and their parents to lose 25 million work hours annually.¹
- > Oral disease disproportionately affects children from low-income families and these children have almost twice the number of decayed teeth that have not been treated by a dentist as compared to others in the general population.¹
- > Left untreated, the pain and infection caused by tooth decay can result in problems with eating, speaking and learning, and early tooth loss can result in reduced self-esteem and failure to thrive.²
- > Children and adolescents with oral health problems are more likely to have problems at school and less likely to do all homework, compared to those without oral health problems. They are also more likely to feel worthless and inferior, shy, unhappy, sad or depressed.²
- > When children's acute oral health problems are treated and they are not experiencing pain, their learning and school attendance records improve.²

National Children's Dental Health Month

Every year in February, the ADA encourages dental professionals across the U.S. to turn their attention to helping children develop a lifetime of good dental habits. The ADA produces a series of educational materials around a common theme – this year, the theme is "Join the Super Smile Team!" – and provide the resources to dental teams, teachers and schools, and parents and guardians. The adults use resources like activity sheets, story books and videos to engage kids in learning about taking care of their teeth.

➔ Check out the ADA's available resources at ada.org.



America's ToothFairy

As a program of the National Children's Oral Health Foundation, America's ToothFairy provides programs and comprehensive resources to deliver community-based educational, preventive and treatment services for children of vulnerable populations.

Corporate underwriters, like Patterson, take care of operational and program expenses, and ensure that 100 percent of donations go to providing care. In 2012 alone, volunteer support from America's ToothFairy helped to provide:

- 679,000 sealants to children in need
- 398,700 screenings
- 187,350 cleanings
- 237,000 children with fluoride treatments
- 632,000 children with oral health education

➔ Visit ncohf.org to learn more.



2min2x

Several years ago, the ADA and 36 other dental-related groups formed the Partnership for Healthy Mouths, Healthy Lives. Together with the Ad Council, a private, nonprofit organization that produces, distributes and promotes public service campaigns on behalf of nonprofit organizations, the 2min2x campaign was developed. The campaign features eye-catching photos and scenarios to create awareness among adults and children about the importance of taking time to brush teeth.

➔ See all of the ads in the campaign at 2min2x.org/campaign-materials.

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Fall for Smiles

Every fall, dental professionals take part in Oral Health America's Fall for Smiles program, which educates Americans about healthy food choices, avoiding tobacco, brushing and flossing twice daily, and visiting a dental professional at least twice yearly. Participants encourage families to include oral health in their back-to-school and fall routines, leading to a lifetime of healthy smiles.

OHA's ideas for spreading the word about healthy choices can be used all year long in your practice:

- Host an open house, inviting the public to get to know your practice and learn more about the importance of oral health
- Provide pro-bono care for a day
- Volunteer at an elementary school in your community and provide oral health education
- Sponsor a brush-a-thon or a smile-a-thon

➔ Visit oralhealthamerica.org to learn more.



Dental Lifeline Network

Dental Lifeline Network (formerly the National Foundation of Dentistry for the Handicapped) is a national humanitarian organization providing access to comprehensive dental services for people with disabilities or who are elderly or medically at-risk.

The Donated Dental Services (DDS) program is a collaborative, direct way that the dental profession reaches out to individuals with special needs. A national network of direct service programs involves 15,000 volunteer dentists and 3,200 volunteer labs, who take care of the patients; DDS does everything else including coordinating between the patient, the labs and the dentists, with the goal of returning patients to good oral health and enabling them to reach an affordable maintenance level.

Another program of Dental Lifeline Network is DentaCheques, a dental product value book available for purchase by dentists and specialists.

The dental practice and lab receive an invoice credit from their supplier for their purchase, plus hundreds of dollars worth of free product and thousands of dollars in rebates on supplies that they already purchase. 100 percent of the purchase price supports comprehensive dental care for vulnerable people in need.

➔ Visit nfdh.org for more information.

¹: <http://www.healthymouthshealthyvives.org>.

²: <http://www.mchoralhealth.org/PDFs/learningfactsheet.pdf>.