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Pennsylvania Dental Association

NOGOTIUM

NATIONAL CHILDREN'S DENTAL HEALTH MONTH SOARS THROUGH PENNSYLVANIA

By Sara Mattrick, Communications Coordinator

Flashing their capes, the American Dental Association's (ADA) oral health heroes, the McGrinn Twins, Flossy and Buck, and the Smiley twins, Den and Gen, soared into classrooms throughout Pennsylvania with one mission in mind: to fight for good oral health. To promote this year's National Children's Dental Health Month (NCDHM), the twins encouraged students to "Join the Super Smile Team," and shared with them the super powers you can attain from taking good care of your teeth. Their one easy rule for joining the Team was "2min2x"—code for "brush your teeth two minutes, two times a day."

The distribution of lesson plan kits was conducted electronically once again this year. They were made accessible to more than 1,500 schools who were contacted for participation. The kits contained a lesson plan featuring dental health discussion topics, fun classroom activities, interactive games and activity sheets. A complimentary "Join the Super Smile Team" poster was offered to each classroom featuring the ADA's Super Smile Team of oral health heroes.



Third-Grade Poster Contest

Included in the lesson plan kits were instructions for entering the PDA-sponsored, third-grade poster contest. For decades, the contest has encouraged Pennsylvania third-grade students to demonstrate what they learned during their NCDHM classroom lesson by drawing a poster that reflects their oral health knowledge. PDA annually awards \$850 in monetary prizes to the students who design the top three posters. More than 150 clever, well-designed posters were submitted to the PDA Central Office for judging this year.

Third-grader **Hannah Hulton** of Octorara Elementary in Chester County is our first place winner. Hannah's colorful poster shared a slogan that simply encourages taking control of your oral health: "Be the Boss, Brush and Floss." Below the message was a happy tooth being hugged by a string of floss administered by a human-like floss dispenser and a toothbrush with toothbrush arms and legs. Hannah will be presented with her framed winning poster and \$500 prize by a PDA member dentist at an upcoming school awards assembly. Octorara Elementary and Hannah's teacher, Miss Jenny Lasak, also will receive \$250 each for participating in PDA's contest.



Christine Robinson has been the certified school dental hygienist at Octorara Area School District for over 20 years and has presented and participated in the NCDHM program since its inception. She has enjoyed this contest because of the creativity and learning experience that it provides for the students.

"The enthusiasm of the third-grade students developing their own dental health poster creates a memory that lasts for many years. Some of the high school students in the district still joyfully recall the posters they made in third-grade," Robinson said.

Second place winner **Tucker Carrigan**, a third-grade student of Linglestown Elementary in Dauphin County, created a poster that demonstrated the importance of keeping a healthy smile. Tucker included the message: "Brushing two minutes, twice daily, you can't go wrong—to keep your teeth healthy and strong!" and illustrated teeth engaging in physical activities that would improve their health and strength. Tucker will receive a \$250 prize.

Depicting the oral health battle between good and bad, our third place winning poster was created by third-grader **Olivia Blight** of Solomon Plains Elementary in Luzerne County. In her poster, Olivia shows two teeth kingdoms: healthy and decaying. The healthy teeth are fighting the decaying teeth with a toothpaste cannon. The message is simple: "Protect Your Teeth." Olivia will receive a \$100 prize.

The following students were among the Top 10 entries and will receive an Honorable Mention:

- Ava Gower - Age 9, Colonel John Siegfried Elementary, Northampton
- Shayla Dailey - Age 8, Linglestown Elementary, Harrisburg
- Tyler Kauffman - Age 9, Colonel John Siegfried Elementary, Northampton
- Sam Lightner - Age 9, Dillsburg Elementary, Dillsburg
- Grace Marshall - Age 8, Kistler Elementary, Wilkes-Barre
- Hugh Salva - Age 9, St. Michael the Archangel School, Coopersburg
- Jay Youn - Age 8, Solomon Plains Elementary, Plains

NCDHM Events

The success of NCDHM is greatly accomplished through the promoting of awareness by our member dentists during a wide variety of events and activities. District and local dental societies, dental offices, community organizations and elementary schools sponsor and hold these educational promotions. With their outreach to the children and parents who reside within our local communities, they are able to share valuable knowledge about the importance of oral health.

"It is vital to promote dental health to our children in order to decrease dental disease. Proper oral hygiene along with a balanced diet will help reduce this potential epidemic,"

said Dr. Sam Mansour, PDA's statewide NCDHM chair.

"Our role as educators is but a small segment but an important one nonetheless. It is through the efforts and willingness of so many PDA members donating their precious time that makes this event such a success. In Pennsylvania, it is evident by the continued annual increase in our NCDHM participation."

The following are just a few examples of the many ways that PDA member dentists contributed to the 2014 NCDHM program.

Pam Tur, hygienist for Dr. Richard Galeone, engages students on the topic of good oral health at LifeSpan Child Care in East Greenville.



Second District

- Dr. Frank Prezioso printed NCDHM activity sheets from the PDA website and placed them in the waiting room of his office. He encouraged patients waiting to be seen for their checkups to pick one up and complete them while they waited. During the month of February Dr. Prezioso treated an estimated 50 children. To help promote the campaign, he also made NCDHM related posts on his office's Facebook page.
- On February 28, Dr. James Stevenson visited Jarrettown Elementary in Dresher, to speak to students about the importance of good oral health. During his 30-minute presentation, he educated students on how many teeth they have, demonstrated the proper way to brush, showed a "Dudley the Dinosaur" video and handed out toothbrushes and toothpaste. Dr. Stevenson said he enjoyed giving the presentations and believes the children got a lot out of it as well, providing them with an increased comfort level for visiting the dentist.
- Throughout February, Dr. Barry Cohen and his staff visited local preschools and kindergarten classrooms. He has been making these visits to teach children the importance of maintaining a healthy smile for more than 20 years. This year he and his staff spoke to more than 400 children in four different schools. The presentations included a review of home care, a mouth healthy diet and what to expect during a visit to the dentist. Children had fun learning a dentist's and hygienist's jobs by role playing and dressing up. One classroom visited the office for a more hands on experience. Dr. Cohen said all participants had great time during the visits, which never fail to put a smile on the children's faces.



- "It is always such a pleasure to reach out to the children of our community during NCDHM," Dr. Richard Galeone said. His office's major effort was organized by one of his hygienists, Pam Tur. During the month of February and some of March, she visited surrounding nursery schools and kindergartens. During her visits, she showed "Dudley the Dinosaur" videos on brushing, distributed goodie bags that included toothbrushes, toothpaste, floss and take-home ADA brochures for the child's parents. Pam saw more than 400 children this past year at 15 different schools — a new record for Dr. Galeone's office.

The students of the Kaiserman JCC preschool had a blast playing dentist during their visit with hygienist Anna Cohen of Dr. Barry Cohen's office.

Third District

- Amy McBride, EFDA, of Dr. Louis Genello's office, conducted presentations for children ages three and four at two different locations. She demonstrated to the children how to brush and floss properly, read "The Bernstein Bears Visit the Dentist" and handed out activity sheets and toothbrushes.

"We participate in NCDHM to initiate awareness about the proper oral health for children that may not have already seen a dentist," Dr. Genello said. "We hope the children will perpetuate this practice onto other children."

- Members of the Scranton District Dental Society held several NCDHM events throughout the month of February. The events were held at different locations,

including local libraries and McDonald's Restaurants. During these free educational events, children enjoyed dental hygiene presentations, a visit from the Tooth Fairy, face painting, storytelling and goodie bags.

Members prepared 7,000 dental care bags that included educational activity sheets and dental hygiene products. The bags were distributed at the above events and any additional events members held on their own.

- Dr. Nancy Willis and her office look forward to NCDHM each year, during which they reach out to local preschools and third graders. Dr. Willis and hygienists Dina Fisch and Regina M. Karoscik visited 12 schools this year, and instructed more than 250 children in brushing techniques, nutrition and visiting the dentist.



Dina Fisch, hygienist for Dr. Nancy Willis, visits with children at the Hildebrandt Learning Center in Lackawanna County.



The Tooth Fairy paid a visit during the Luzerne County Dental Society's NCDHM event. Pictured from left to right are: Dr. Ann McDonough, Caitlin McDermott (tooth fairy & dental assistant student), Dr. Samantha Abod and Dr. John Evans.

- The Luzerne County Dental Society says NCDHM is a time to promote an awareness of the importance of taking care of children's teeth to the child themselves and their parents/guardians. They held their annual NCDHM event at the Wyoming Valley Mall in Wilkes-Barre. The free community event was held on February 22. The event featured dental exams for children, visits and photos with the Tooth Fairy, a coloring contest, prize opportunities and the distribution of toothbrushes and educational materials.

Fourth District

During NCDHM, members of the Berks County Dental Society served 33 schools with third grade presentations done by nine hygienists and the following member dentists.

- | | |
|-----------------------|---------------------------|
| — Dr. Valerie Deibler | — Dr. Louis Palacios |
| — Dr. Connie Gallen | — Dr. Christian Reinecker |
| — Dr. Jeffrey Grove | — Dr. Brian Schwab |
| — Dr. Yosoon Kim | — Dr. David Schwartz |
| — Dr. Edmund Kotula | — Dr. David Szymanski |
| — Dr. William Laubach | — Dr. Douglas White |

In addition, the following members volunteered at the Give Kids a Smile clinic at St. Joseph's Dental Clinic in Reading, providing dental care to children in need in Reading on Saturday mornings in February.

- | | |
|---------------------------|--------------------------------|
| — Dr. David Auchter | — Dr. Laura Snyder Hottenstein |
| — Dr. Valerie Deibler | — Dr. Cheryl Lynn Miller |
| — Dr. John DeSantis | — Dr. Louis Palacios |
| — Dr. Connie Gallen | — Dr. Richard Reddy |
| — Dr. Kristin Gordos | — Dr. James Schmoyer |
| — Dr. Samuel Greenlee | — Dr. Brian Schwab |
| — Dr. Jordon Hottenstein | — Dr. David Schwartz |
| — Dr. Stephen Hottenstein | |

Fifth District

- The Alliance of the Lancaster County Dental Society held its annual dental kit assembly and distribution once again this year. The dental kits included toothbrushes, toothpaste, floss and mouthwash. An estimated amount of more than 2,100 kits were assembled and donated to area shelters, day care centers and clinics. The families of PDA member dentists were on hand to assemble the kits, in addition to Boy Scout Troops 99 and 102.

Additionally, the Alliance held a poster contest this year. The artwork of the winners was showcased in their dentists' offices, and all other submissions were on display in the offices of member dentists of the Lancaster County Dental Society. Monetary prizes were awarded to the top three winners. First prize was \$50, second was \$35 and third was \$20.

- Hygienist Robin Martin of Dr. Joseph Wolfe's office visited Central Fulton Elementary School on February 18 and 19 to speak to the students of the Pre-K program. During her visits, Robin showed "Dudley Visits the Dentist" and explained to the students what a visit to the dentist would entail. She also educated students on good nutrition for healthy teeth and demonstrated proper home care.



Alliance members Stephanie Grambau, Anne Chikes, Cherrise Feddock and Brenda Coffin help bag supplies.



Dr. Edward White with 1st place winners (ages 5-7 and ages 8-10) Gregory Gillespie and Mia Gillespie.

- Dr. Jeffrey Eby and Katrina Rynier, the Eby Dental office administrator, gave an NCDHM presentation to students at Diamond St. Preschool in Akron and St Paul's Preschool in Lititz. The presentation included an overview of proper brushing and flossing, followed by a Q&A with the children on the topic of healthy foods and drinks versus unhealthy ones. The presentation concluded with a fun hands-on activity that involved brushing hard-boiled eggs that were soaked in Coca-Cola. All children received goodie bags filled with coloring pages, toothbrushes and toothpaste, floss and a small toy.

- The dental staff of Smilebuilderz reached out to local child day care centers, with kids ranging in age from Pre-K to elementary students to hold educational presentations. Several office hygienists provided instructions on the importance of developing good brushing and flossing habits as well as incorporating good nutritional foods into their diet. The Smilebuilderz team says they participate in NCDHM because they believe that developing good habits at an early age and scheduling regular dental visits helps children get a good start on a lifetime of healthy teeth and gums. The presentations were held on February 12 and February 18.

Smilebuilderz hygienists also participated in two Sealant Saturdays held by the Lancaster, Lebanon, York Area Dental Hygienist's Association (LLYADHA). On February 1, two hygienists donated their time and talents to help at Sealant Saturday, held at Welsh Mountain Dental Clinic. Additional staff members participated in the Water Street Health Services Sealant Saturday on February 8. LLYADHA's Sealant Saturdays served 586 uninsured children.

- Dr. Matthew Kingston's office, Healthy Smiles Dental, held an NCDHM poster contest to raise awareness among his patients and the community. The contest was for children in kindergarten through fifth grade. A winner was selected from each grade level, and from those selected an overall winner was chosen to receive a grand prize of \$25. All other grade-level winners received \$10.
- For the 32nd year, Dr. Robert Berstecher spoke to 234 third-grade students in the Brecknock, Blue Ball and New Holland Elementary Schools of the Eastern Lancaster County School District. The presentation allowed for students to participate in a presentation on healthy snacks for a healthy mind and body. To reinforce what they had learned during the presentation, students watched "Dudley and Dee Dee in Nutrition Land." Each student received a hygiene kit and a pamphlet on healthy snacking.



Sixth District

- On February 21, orthodontic assistant, Barbara Walker of Dr. Albert Stush's office spoke to the students of Meadowbrook Christian School. Students ranged in age from preschool to fifth-grade. She conducted fun, educational activities with the students that demonstrated the importance of fluoride, sealants, flossing and brushing. Dr. Stush's office staff says they enjoy participating in NCDHM because they have the ability to spread the message of promoting healthy smiles for a lifetime!



The afternoon kindergarten class at Meadow Brook Christian School was all smiles during Dr. Stush's visit with them to learn about the importance of good oral hygiene.

Seventh District

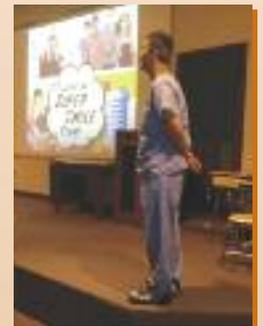
- Dr. Nicole Oravec held NCDHM presentations at three different preschools in Cresson Area. Children aged from three to five enjoyed learning about oral care, visits to the dentist and diet. "Dudley the Dinosaur" was shown and "Alligator" brushing and flossing demonstrations were done. Children dressed up in masks and gloves to play dentist with Dr. Oravec as their patient, to explain the steps in a dental visit. To educate the importance of healthy snacks and drinks, examples of each were shown. Every child was given dental health activity books, posters, bookmarks and toothbrushes. In total, Dr. Oravec visited with 113 children during NCDHM.



Preschools students had a fun learning during Dr. Nicole Oravec's presentation on dental health.

Ninth District

- Throughout the month of February, Dr. Dennis Finton promoted NCDHM by handing out educational activity booklets to his young patients as they were seen.
- Dr. Sam Mansour gave educational presentations to classrooms at Fairview Elementary School and South Hills Elementary School with students ranging from three to eight years old. "I truly enjoy educating these children and watching their faces, both the excitement and surprise, as I go through my power point," Dr. Mansour said. "Parents routinely inform me that I have motivated their child in brushing their teeth. It is these words that I enjoy hearing; the words that keep me involved yearly."



Dr. Mansour reviews an educational power point presentation with students at during one of his visits for NCDHM.

Tenth District

- Dr. Michael Korch and his staff visited with 125 first-grade students at two elementary schools in Hampton Township School District to educate them on good oral health. They begun by showing a video, "Goofy Over Dental Health." In small groups, they then demonstrated the proper way to brush and floss. To encourage students to feel comfortable and calm any fears they may have about a dental visit, they had items that they may encounter in a dental office on display. A hands-on experiment using a Coca-Cola stained egg, toothbrush and toothpaste was conducted to demonstrate the importance of brushing. Students left with goodie bags filled with a toothbrush, timer, toothpaste, floss, bookmarks and posters.



GIVE KIDS A SMILE®



The University of Pittsburgh School of Dental Medicine held its 12th Annual "Give Kids A Smile Day" on February 7 and provided more than \$16,000 of free dental care.

Give Kids a Smile® (GKAS) is a national program run by the ADA to provide access to care to low-income families. Although GKAS is traditionally celebrated the first Friday in February, GKAS events occur throughout the year. In addition to NCDHM, many PDA members chose to donate their time to GKAS events.

The Montgomery Bucks Dental Society partnered with the Abington Police Athletic League, Abington School District and state Rep. Madeleine Dean of the 153rd District to treat the underserved children in their township. In its third year, the March 1 GKAS event was held at the offices of Drs. Jay Freedman and Cary Limberakis. Exams, cleanings, X-rays, sealants, fluoride, simple restoration and simple extractions were divided and performed between the two offices and the dental professionals who volunteered.

"Hundreds of man hours went into the planning, publicizing and executing of our GKAS event—all volunteers, community and dental professionals—but we change lives for the better," Dr. Freedman said.

More than \$14,000 in donated dental

services was provided to the 32 children in need who were seen that day. In the past three years the event has been held, an estimated \$35,000 in services has been donated.

When reflecting on the event, Dr. Limberakis said that the very words that come to mind are "appreciation" and "gratification." The patients and their parents were most appreciative and the dental health providers were most gratified to help those in need.

The University of Pittsburgh School of Dental Medicine faculty and students provided free dental care at the 12th Annual "Give Kids A Smile Day" on February 7, where local children received diagnostic testing and treatment. The program's theme this year was "Outer Space: Your Smile is Out of This World!" The pediatric dental clinic was transformed to resemble outer space as a way to increase the comfort level of children while seeing a dentist. Included was a "command center," a rocket ship and education station that taught children how to properly brush their teeth, and the importance of healthy

food choices.

This year's event allowed over 85 patients to receive more than \$16,000 worth of free dental care over two days. To enable the students, faculty and residents to provide this much needed treatment, the School of Dental Medicine closed many of their clinics for those two days to accommodate all of these patients. In addition to dental school faculty, participating groups included the school's Student Chapter of the American Academy of Pediatric Dentistry and the American Student Dental Association (ASDA).

Dr. Jennifer Davis and Dr. Fredrick Johnson, held their 5th annual "Give Kids A Smile Day" on March 8 at their office in Cleona. With the help of their dental staff, they provided more than \$2,200 in dental services. They started preparations in January, by completing dental exams for students in the Annville-Cleona School District. Students seen during the school dental exams who had decay or areas of dental need had a letter sent home to their parents informing them of the areas needing attention and inviting

them to the office's GKAS event for restorative treatment. Children not seen during the scheduled school exam but who heard about the event through advertisement also were seen on March 8 to receive a free exam/prophylaxis.

For any areas of need that were not

addressed on the GKAS Day, children were scheduled for a follow-up to receive those services free of charge. A total of more than \$2,000 in services is estimated to be donated for treatment of those who will be seen for follow-up care.

The children who attended the event

also enjoyed visits with Timmy the Tooth and the Lebanon County Dairy Maid and Miss. The special guests informed children of the important role dairy foods play in establishing good oral health.

Thank You for Volunteering — *It goes without saying that that our members are largely responsible for the continued success the program has had for PDA. We express our sincerest gratitude for the generosity and support our members extended to this year's program. Every contribution that was made is significant in making a difference in the oral health of Pennsylvania's children.*

With the success of another year, it is essential that we also recognize Dr. Sam Mansour for his role as the NCDHM statewide chair. Dr. Mansour's passion for the program and drive to ensure its success are invaluable qualities that keep the program running so efficiently.



Dr. Fredrick Johnson examines patient Ashley Smith.



Dr. Jay Freedman, State Rep. Madeleine Dean and Jan Harris, Dr. Freedman's office manager during the March 1 GKAS event.



Dairy Maid Angela Fair, Timmy the Tooth and Dairy Miss Alayna Harrell at the GKAS event at the office of Dr. Jennifer Davis and Dr. Fredrick Johnson.



Dr. Davis completes a restorative treatment on patient Molly Bauman while assistant Jeseen Bauman assists.

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