

NEWSRELEASE



Because every child deserves a healthy smile™

IMMEDIATE RELEASE:

Contact: Aleta Worzella
Phone: (704) 350-1600
Fax: (704) 350-1333
E-mail: aworzella@ncohf.org

4108 Park Road
Suite 406
Charlotte, NC 28209
(704) 350-1600
Fax (704) 350-1333
www.ncohf.org

University of Miami Dept of Pediatrics Becomes NCOHF Affiliate

CHARLOTTE, NC, March 23, 2009—The National Children's Oral Health Foundation (NCOHF), *America's Toothfairy*, is proud to announce a new Affiliate member: **The University of Miami Dept of Pediatrics**.

University of Miami Dept of Pediatrics Program Manager, Brian Guerdat, shared with NCOHF that his group's mission is to "improve the oral health of preschool aged children in Miami-Dade County, Fla through screening, prevention and education." Pediatric residents and medical students are trained in oral health assessment and fluoride varnish application in order to work with local Head Start Centers.

As an Affiliate of NCOHF, the University of Miami Dept of Pediatrics will receive from NCOHF award-winning educational materials aimed at reaching preschool and school-aged children with messages of prevention. They will also have access to funding in the form of Toothfairy Grants as well as free dental products that are made available by dental corporations and manufacturers. The new Affiliate will also become part of the national network of nearly 60 Affiliates, sharing best practices and information as NCOHF guides this national effort to eliminate pediatric dental disease.

NCOHF continually works to provide funding to Affiliates and constantly solicits financial support from companies, corporations, manufacturers and individuals in order to continue providing care to underserved children. The "**Adopt the Care of A Child**" program offers caring citizens the opportunity to provide much-needed funding where it's needed most: at the Affiliate level, taking care of children. Thanks to generous underwriters, 100% of all donations made to NCOHF and the "**Adopt the Care of a Child**" program go directly to programs serving children. The public is encouraged to visit www.AmericasToothfairy.org to donate, making an immediate difference in the life of a child who would otherwise suffer needlessly.

Pediatric dental disease is the number one chronic illness among our nation's children. Millions of children suffer from it, and the numbers are rising. It is the number one reason children are taken to the emergency room, and is responsible for more than 51 million missed school hours. The potential health-related, societal and economic-side effects are alarming. The U.S. Surgeon General calls it a "silent epidemic" because most Americans have no idea that it is so widespread.

“Millions of children experience sleepless nights, have trouble eating, and are unable to concentrate and learn in school due to mouth pain. They are at risk for serious health problems from poor nutrition and life threatening infections,” said Fern Ingber, President and CEO of National Children’s Oral Health Foundation. “Our Affiliates deliver the oral healthcare education and services that our nation’s most at-risk children so desperately need. We welcome the University of Miami Dept of Pediatrics to our Affiliate network, making it possible for more children to receive the critical care they need. Our ultimate goal is to make sure that every child has a healthy smile,” said Ingber.

ABOUT THE NATIONAL CHILDREN’S ORAL HEALTH FOUNDATION (NCOHF)

The National Children’s Oral Health Foundation was established with the sole purpose of eliminating the number one chronic childhood illness—pediatric dental disease. Fortunately, dentistry has the cure. With this in mind, NCOHF is dedicated to raising awareness of this debilitating disease, facilitating much-needed comprehensive pediatric oral health services, and eliminating it from future generations.

By drawing on vast national resources and distributing them to not-for-profit local community-based dental centers, stand-alone clinics, universities, and mobile units throughout America, millions of at risk children will receive quality comprehensive oral health services. Pediatric dental disease can be controlled and eradicated with treatment, preventive services, and educational programs.

For more information, call (704) 350-1600 or visit www.ncohf.org or www.AmericasToothfairy.org.

###