

NEWSRELEASE



Because every child deserves a healthy smile™

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National Children's Oral Health Foundation and the American Dental Hygienists' Association urge all dental hygienists to become Toothfairies

CHARLOTTE, NC, September 25, 2008—The National Children's Oral Health Foundation (NCOHF) and the American Dental Hygienists' Association, urge all dental hygienists to participate in the *Dental Hygienist Toothfairy Campaign* to help eliminate pediatric dental disease. The national program invites all hygienists to "earn your wings" and with a minimum contribution of \$25, they can also enter a raffle to win up to 12 pairs of Sybron Orascoptic Loupes, (valued at \$1425 each).

"NCOHF and ADHA are moving aggressively to raise awareness of the widespread nature of pediatric dental disease and most importantly, provide practical solutions, said Margaret Lappan Green, RDH, MS, Past President of the ADHA, and Founding Chair, *Dental Hygienist Toothfairy Campaign*. I hope all dental hygienists and students enthusiastically support the *Dental Hygienist Toothfairy Campaign*, a fabulous initiative that will bring health and well being to millions of our nation's at-risk children."

Pediatric dental disease is the number one chronic illness among our nation's children and is completely preventable. 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.

"As most hygienists know, millions of children experience sleepless nights, have trouble eating, and are unable to concentrate and learn in school due to mouth pain," states Fern K. Ingber, NCOHF's President and CEO. "We are so grateful to the ADHA for helping to mobilize hygienists who are on the frontline of defense – where care begins."

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

The National Children's Oral Health Foundation's (NCOHF) mission is to eliminate and break the cycle of preventable pediatric oral disease. By drawing on vast national resources and distributing them to a rapidly growing national network of not-for-profit, community-based Affiliates, more than half a million at-risk children are already receiving compassionate and comprehensive oral health services.

ABOUT THE AMERICAN DENTAL HYGIENISTS' ASSOCIATION (ADHA)

ADHA is the largest national organization representing the professional interests of the more than 150,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health.

For more information on how to be part of the solution, call (704) 350-1600 or visit <http://www.ncohf.org/RDHToothfairy.php> or www.adha.org.

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