

Fall for **SMILES[®] 2010**

A lifetime of healthy smiles!

Sponsored by
Oral Health America,
Oral Healthcare Can't Wait, Patterson Dental,
and corporate, nonprofit and association partners




PATTERSON
DENTAL

Do your part to inspire a lifetime of healthy smiles

Oral Health America and Oral Healthcare Can't Wait® invite you to participate in this year's Fall for Smiles® promotion. Beginning in September, we'll *Fall for Smiles*—and we hope you will join us! There are many ways that you can participate. By supporting *Fall for Smiles*, you will encourage families to include oral health in their back-to-school and Fall routines, leading to a lifetime of healthy smiles.

Do your part this Fall by taking a few extra minutes to promote healthy oral care habits to your patients. Together with Oral Health America, Oral Healthcare Can't Wait, Patterson Dental, dental practices across the United States, and many other corporate, nonprofit, and association partners, we can ensure that Americans make oral health a priority.

As an industry leader for more than 130 years, **Patterson Dental** takes responsibility for working to improve healthcare access and treatment options for everyone. We are partnering on *Fall for Smiles* in the belief that it's never too late to establish good oral care habits. Find out more at www.pattersondental.com.

Oral Health America (OHA) is a national nonprofit organization whose mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. Find out more at www.oralhealthamerica.org.

Oral Healthcare Can't Wait is a Dental Trade Alliance initiative promoting patient awareness at www.oralhealthcarecantwait.org.



Patient Messages

> “Don’t Forget to Brush Your Teeth!”

This is one of the first and most frequent health messages we hear, even when we are too young to understand why.

Why then, is tooth decay the number one unaddressed childhood disease in the United States? Dental-related illnesses cause children to lose over 51 million school hours, and adults to lose over 164 million work hours each year.

We still have a lot to learn about our mouths. Most adults (82%) are unaware of the role that infectious bacteria can play in tooth decay or cavities.¹ A recent survey from Oral Health America, Plackers dental flossers, and Oral Healthcare Can’t Wait, found that nearly nine in 10 parents (87%) say children should brush their teeth twice a day or more, however, just 64% of children say they brush their teeth that often.

Fall for Smiles reaffirms the messages that you communicate to patients every day:

- Brush and floss your teeth as part of your daily routine
- Visit your dental office regularly
- Choose healthy foods for a nutritious diet and healthy mouth
- Do not use tobacco products

It’s a fact: having a healthy mouth depends on patients and dental care providers working together. Just under two-thirds (63%) of parents say that a trip to the dentist is an extremely or very important part of getting children ready to go back to school.² **Let’s ensure that everyone is including oral health in their Fall routines, and the next time you remind your patients to brush and floss their teeth, let them know why!**



¹Oral Health America survey conducted by Harris Interactive, 2008.

²The survey was conducted on-line within the U.S. by Harris Interactive in May and June 2010 among 1,144 U.S. parents and 1,346 U.S. children ages 8-18.

Running a Promotion

> Tips and Tricks

There are many ways that your office can *Fall for Smiles*! Even if you are brand new to social media sites like Facebook and Twitter, this is the year you can start! Our social media guide makes it easy to start posting and tweeting right away!

- Is your office in touch with patients via email or through your website? Visit www.fallforsmiles.org and download our electronic messaging guide for step-by-step instructions on how to promote oral health on-line
- Post the *Fall for Smiles* Web button and link to www.fallforsmiles.org on your office website
- Share your support on Facebook and Twitter!
- Promote *Fall for Smiles* in your newsletters or e-newsletter
- Participate in the *Fall for Smiles* contest by submitting photos of your staff and/or patients showing off their healthy smiles. Email photos to melissa@oralhealthamerica.org. Winners will be selected by Oral Health America and notified in October. For more information, visit www.fallforsmiles.org

Additional Resources:

- Promote *Fall for Smiles* throughout your practice by placing the enclosed poster where patients can see it.
- Engage patients with the campaign by giving them the *Fall for Smiles* Quiz on page 5.



Quiz

Almost everyone loves a fun challenge. The following quiz is for you to give to patients to help to educate them about oral health. Playing the quiz could lead to helpful conversations about oral health! Patients who answer three questions correctly can get a “prize” (toothbrush or other giveaway provided by your office).

1. True or False?

Tooth decay is caused by germs that can be passed from one person to another.

Answer: True

2. Name two health conditions that are associated with poor oral health.

Possible answers:

- Heart disease
- Stroke
- Diabetes
- Pneumonia
- Memory loss

3. True or False?

A dental sealant is a plastic coating that is often applied to children’s teeth to help prevent tooth decay.

Answer: True

4. What is the most common chronic childhood disease?

- A. Hay fever
- B. Asthma
- C. Tooth decay

Answer: Tooth decay

5. What is the most common type of facial injury sustained during participation in sports?

Answer: Dental injuries, the majority of which are preventable through the use of a mouthguard



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Talk to your dentist or hygienist for tips on creating your own healthy smile and visit www.fallforsmiles.org!



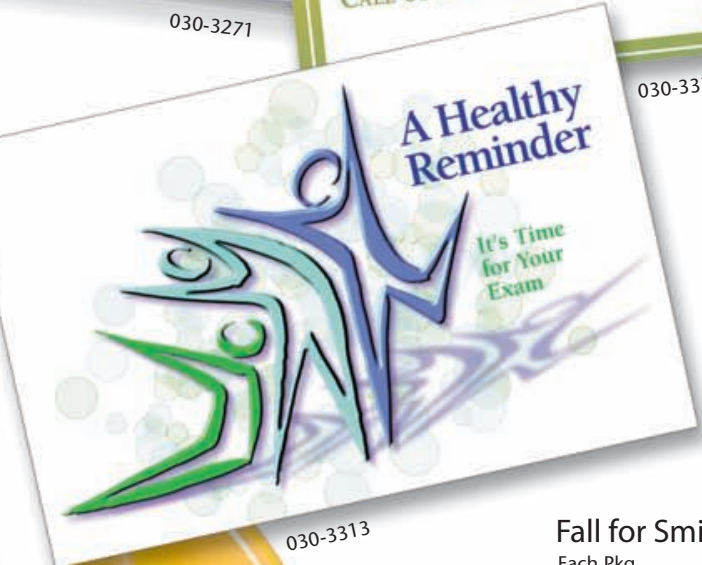


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Join Oral Health America, Patterson Dental, Oral Healthcare Can't Wait and other industry organizations to support the 2010 Fall for Smiles campaign!

This fall, motivate your patients to think about the importance of self care, good nutrition, regular dental visits and tobacco avoidance in maintaining oral health.

When you purchase the Fall for Smiles practice kit from Patterson Office Supplies, you receive one package each of buttons, brochures and two postcard designs to encourage patient participation in practicing good oral health.

Oral Health America is a national nonprofit organization based in Chicago with a mission to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. Oral Healthcare Can't Wait promotes patient awareness of oral health.

Contact your Patterson representative, local branch or call **1-800-637-1140** to place your order today!

Fall for Smiles Kit

Each Pkg030-3289 **1@ \$34.75**

Also For Sale Individually:

Postcards, Laser, 100/Pkg

A Healthy Reminder .030-3313

Polish That Smile030-3339

Each PkgSee item **1@ \$10.95**

Brochure, 50/Pkg

Each Pkg030-3271 **1@ \$8.75**

Fall for Smiles Button, 10/Pkg

Each Pkg030-3297 **1@ \$6.50**



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www.fallforsmiles.org



Patterson Dental has a long history of supporting Oral Health America and its programs. Patterson supports the Fall for Smiles campaign by generously donating the design, printing and distribution of this booklet.