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Youngsters visiting the downtown shopping mall in Kalamazoo, Mich, received a friendly greeting from "Mighty Molar," as the area's dental assistants, in co-operation with the dental society, launched the dental health week observance. Laura Haynes accepts a balloon from the molar, Mrs. David Conrad, a dental assistant. Mrs. E. J. Hart, Sr., president of the dental assistants organization, makes the introductions. The photograph appeared in the *Kalamazoo Gazette*.

National Children's Dental Health Week 1968

Bureau of Dental Health Education

"National Children's Dental Health Week is a reminder to all—parents, teachers and children—that good dental health results from proper care at home every day of the year."

These words from the report of a dental health week chairman for 1968 sum up the purpose of the annual observance. This was the 20th National Children's Dental Health Week. Each year the program has grown; it has spread beyond the borders of the United States to many other countries.

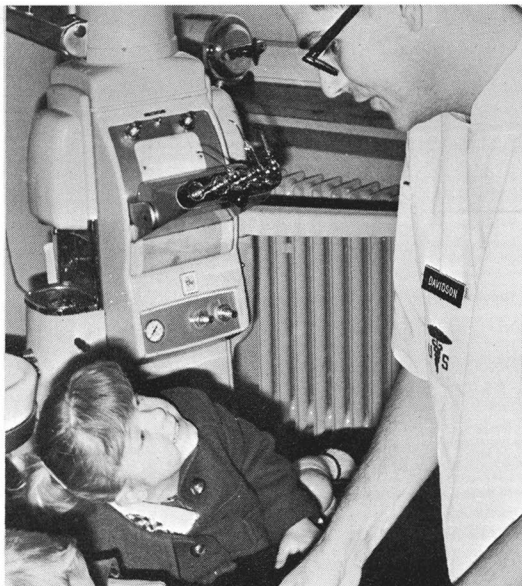
For use in their 1968 programs, dental societies

and other groups obtained from the American Dental Association approximately 6,500 dental health week kits, 600,000 posters, 1,350 outdoor advertising posters, 31,381 car cards, 3,720,000 miniature posters, 45,700 window displays and several hundred sets of television spot announcements, television and radio scripts and radio programs.

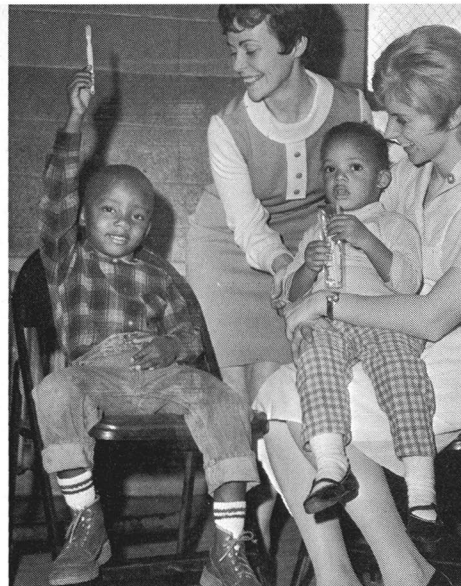
The report that follows describes only a small part of the many dental health week programs. It attempts to stress ideas that other dental societies may wish to use in their programs in future years.



Students in the dental assistants course in the Flint Hills Area Vocational Technical School presented a skit to all the grade school children in Emporia, Kan. Dell Kohler played the title role in the skit, "Miss Lily White Tooth Saves Her Smile." This photograph appeared on the cover of the eight-page picture section of the February 3 issue of the *Emporia Gazette*.



But first a question—from one of the youngsters touring the dental clinic at Mannheim, Germany. Dental officers at a number of armed forces posts here and abroad invited children to tour dental clinics. The purpose was to familiarize youngsters with dental equipment and to prepare them to accept dental treatment without the fear a totally new environment and new experience may cause.



Mrs. Ronald W. Niklaus, a member of the Women's Auxiliary to the Harrisburg (Pa) Dental Society, presented toothbrushes to youngsters at the Howard Day Homes Community Center. At left is 4-year-old Garry Wright; Mrs. Daniel Hoffman of the Visiting Nurse Association holds 2-year-old Donna Wright.

Television and radio

■ **Denver:** The Metropolitan Denver Dental Society got in touch with all television and radio stations well in advance to discuss possibilities for programs. The society sent a list of suggested questions to radio and television personalities planning to interview dentists on their shows. A copy was sent to the dentist being interviewed. He also received a fact sheet on the new dental school that will be built in Denver. Most interviewers used questions from the list. One question frequently discussed on various programs was the use of X rays in dentistry.

A communications committee, whose members were dentists' wives, was formed to monitor television and radio stations during the week to check the effectiveness of the society's publicity efforts.

Among the programs were the following:

Mrs. Courtney Graves, the reigning Mrs. Colorado and a practicing dental hygienist, gave a toothbrushing demonstration on the KLZ-TV morning children's cartoon program. "Hoppy the Horse," a three-minute dental health puppet sketch Mrs. Graves wrote and produced, was taped and used on television stations throughout the state during dental health week.

Mrs. Graves also was a guest on Radio KQXI's Breakfast Club from the Bear Valley Shopping

Center on February 6. The *Rocky Mountain News* ran an interview with her.

KLZ-TV's children's program ran a daily drawing contest. Subjects of the drawings were "You and Your Dentist" or "You With a Great Big Healthy Smile."

Radio Station KFSC taped an interview with a dentist in Spanish and played the tape twice on February 8.

■ **Austin, Tex:** Members of the women's auxiliary wrote two programs, one for the primary grades and one for the intermediate grades, which were presented on educational station KLRN-TV. The programs were viewed in many classrooms during the dental health week.

Auxiliary members also wrote adaptations of nursery rhymes which were used as spot announcements on station KHFI-TV. While a woman dressed as "Mother Goose" spoke, the camera focused on scenes, made with dolls, which illustrated the dental health rhymes.

Two puppet shows concerning dental health were shown on station KTBC-TV.

■ **Broome County, NY:** Three second-year dental hygiene students at Broome Technical Community College appeared on the Officer Bill Children's Show during the dental health week.

One student told the story of Lenny the Lion,

The *Denver Post* published this photograph with one of the dental health week posters and an article headlined: "Dental Group Gears Campaign for Teens." The children, who match those in the poster, are Lisa Steele, David Larson, Michele Pierre, Bill Lininger and Annette Lubchenco. The dog's name is Clyde.



which was written by an instructor at the college. It told the story of a lion that had not cared for his teeth and how he reformed and promised always to care for them. The story was illustrated with drawings of Lenny and his friends.

Another student appearing on the program asked children to eat a chocolate cookie and then look at their teeth. The children also ate apples and thus learned how detergent foods help to remove sticky food particles.

The third student, with the aid of posters and models, demonstrated a proper method of toothbrushing. Children appearing on the program were given toothbrushes and followed the dental hygiene student's instructions for brushing.

The final program during the dental health week was devoted to safety. The three students appeared with posters and slogans concerning protection of the teeth from injury.

■ *Portland, Ore:* During the dental health week National Educational Television visited Portland to film a portion of an educational documentary, "Dental Health—America."

The subject of the Portland filming was a preventive dentistry program unique in the United States, according to the Oregon state chairman. Six thousand children in nine elementary schools, Project Head Start, Project Follow Through, and the Albina Child Development Centers are participating in a fluoride mouth rinse program. At weekly or monthly intervals, children rinse their mouths for one minute with a 0.2% sodium fluoride solution. The teachers and classroom aides, supervised and assisted by dentists and dental hygienists, administer the classroom program.

The program is a cooperative one involving the Portland school district, the city bureau of

health, the Oregon State Board of Health and the Dental Health Center, US Public Health Service.

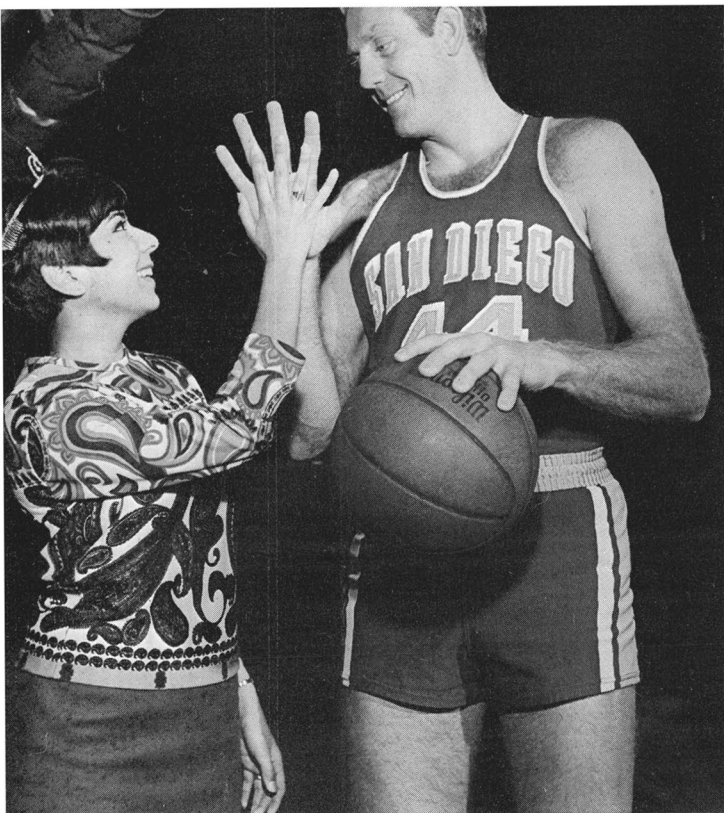
A similar program in Sweden has yielded caries reductions of 20% (when the children rinsed their mouths every two weeks with the fluoride mouth rinse) and 50% (when the mouth rinse was used daily). Those working on the Portland program hope to develop guidelines for a sound preventive dental program that will be simple and economical for use in many Oregon communities.

School programs

■ *Harrisburg, Pa:* The Harrisburg Dental Society arranged for the leader of a popular local singing group to tape a one-minute message on dental health which was played during a homeroom period in all the area high schools. A large poster of the group as the "Honorary Chairmen for Children's Dental Health Week" was given to each school for display. The local chairman reported: "This seemed to be very well accepted. High school students are a group we have not reached in the past."

■ *Pocatello, Idaho:* All dental hygiene classes were cancelled by the department of dental hygiene at Idaho State University during National Children's Dental Health Week, so that the students could participate in a program for special groups of children from the Pocatello schools.

Approximately 600 children attended the open house in the department of dental hygiene. The special classes and groups selected to attend were those involved with the dental hygiene students' special assignments in the community dental



Stephanie Castro reigns as the San Diego County Dental Society's "Miss Perfect Smile" of 1968. Don Kojis, star forward of the San Diego Rockets basketball team, served as honorary dental health week chairman for the dental society this year.

health course and the dental health education aspect of the clinical dental hygiene courses.

Children were brought to the university by school bus (one group each hour; 20 to 30 in each group). After an opening talk by a dental hygiene student, the youngsters were divided into groups of from five to eight and taken to see the table clinics. Among the subjects covered were orthodontics, the causes and prevention of dental caries, comparative dental anatomy (prehistoric and present-day men and animals), toothbrushing and the use of disclosing tablets, diet and dental health, and oral prophylaxis and topical fluoride demonstrations.

Teachers, principals, and parents who accompanied the children were introduced to dental health, to the career of dental hygiene, and to the department's facilities and activities.

■ **Washington, DC:** Some 200 educators attended a workshop sponsored by the dental health education committee of the dental society and the local dairy council. The workshop created interest in a year-round dental health program, now being developed.

■ **Minneapolis:** The director of school lunchrooms for the Minneapolis schools returned from a trip to Brazil with songs, entitled "Album Musical da Campanha Permanente de Higiene Dentaria," that had been written in Portuguese for dental health week in Brazil. The songs have been translated into English and will be made available to teachers in Minneapolis who want copies of them.

■ **Austin, Tex:** The committee on dental health of the Austin District Dental Society and Auxiliary compiled a booklet that it gave to each teacher in the Austin school district. The committee planned the booklet after consulting with supervisors for the three grade levels (primary, intermediate and junior high school).

The booklet, entitled "Supplementary Instructions of Tooth Development, Dental Problems and Care of the Mouth," has four sections. They are: "All About Teeth" (for grades 1 to 3), "Dental Health Guide" (for grades 4 to 6), "Dental Education and Experiments" (for junior high science classes) and "Dental Health Literature."

■ **Mercer County, NJ:** The Mercer County Dental Society gave a luncheon for school nurses in Trenton on January 24. Speakers included the president and past president of the dental society, the executive director of the Visiting Nurse Association and director of nurses, Trenton city health department, and the assistant coordinator, dental health program, New Jersey state department of health. Lesson plans designed to aid in the teaching of dental health at the elementary school level were distributed to the school nurses.

The dental society launched the program December 19 with a letter to all school superintendents in the county, advising them of plans for the luncheon. A similar letter was sent December 28 to all school nurse supervisors in the county. Invitations were mailed January 10 to more than 115 school nurses, school nurse supervisors, and school superintendents. The luncheon also was widely publicized by newspapers in the area.

■ **Baltimore:** The state chairman for Maryland instituted a pilot project to involve an entire elementary school with dental health education. With two other dentists and three dental assistants, he planned and carried out a coordinated program for the Mount Washington Country School for Boys.

The school was divided into four groups of two



Dr. Ross Padgham, dental health week chairman for Wichita, Kan, shows two Wichita Children's Home residents how to brush with the electric toothbrush that the dental society presented to the home. The photograph was published in the *Wichita Eagle*.



Romper Room guest, Dr. Samuel Friedman, explains proper toothbrushing procedures to 5-year-old Maryann Frederick as the teacher, Miss Betty, looks on. Dental health was featured on Romper Room television programs throughout the nation during the dental health week.



There are no standard size outdoor advertising billboards in the Panama Canal Zone. However, the Fort Clayton Training Aids Unit made six 20 X 9 ft billboard backings for displaying outdoor posters during dental health week. The Officers' Wives Club purchased the six posters and 7,000 miniature posters, which were distributed to elementary school children.

grades each. The dental assistants spoke to the first and second graders, while one of the dentists spoke to each of the other three groups. Three groups were assigned a subject for a poster contest; the seventh and eighth graders wrote compositions on dental health. A school-wide contest was held to choose a Smile Cadet.

■ *Suffolk County, NY:* The Suffolk County Dental Society sent an announcement to all dental hygienists and dental hygiene teachers that it was making available posters, booklets, and other literature for distribution in schools during dental health week. The announcement listed 20 dentists in various towns in the county from whom the hygienists and teachers could pick up the literature.

The name of the dentist from whom dental health films, filmstrips and recordings could be obtained also was listed. The announcement pointed out that these audiovisual materials are available throughout the year for dental health programs in schools.

■ *Boise, Idaho:* Thirty Boise public and parochial schools and four in a nearby school district cooperated with the dental society in arranging assemblies for more than 9,000 third to sixth graders. At each of the 41 assemblies (some schools required 2 in order to accommodate all the children) a 15-minute dental health education film was shown, and a dentist gave a 15-minute talk. Twenty-nine local dentists, almost half the members of the society, took part in the program.

The assemblies were scheduled so that posters, literature, and teachers' guides could be sent to

the school about two weeks in advance. Women's auxiliary members delivered the four films used at the various schools.

■ *Winfield, Iowa:* Children in a special education class were taken to the office of a dentist, who talked to the youngsters about dental health and demonstrated how he gave dental treatment.

■ *El Paso, Tex:* The dental health committee of the women's auxiliary in El Paso made a dental health cartoon slide series which auxiliary members showed to third graders in the local schools. A toothbrushing demonstration followed. The auxiliary started the project during the dental health week but planned to continue it throughout the school year.

Posters and displays

■ *Mercer County, NJ:* In late December the dental health week committee of the Mercer County Dental Society initiated its program for distribution of posters. Posters were mailed, with a covering letter, to all dentists belonging to the society. With the cooperation of the Mercer County Medical Association and the Mercer County Pharmacy Association, posters, again with a covering letter, were distributed to physicians and pharmacists.

Posters were delivered by hand to the two major newspapers in the county, for posting on their bulletin boards. Posters were given to the station master of the Pennsylvania Railroad for posting on the station platforms. All banks in the area and

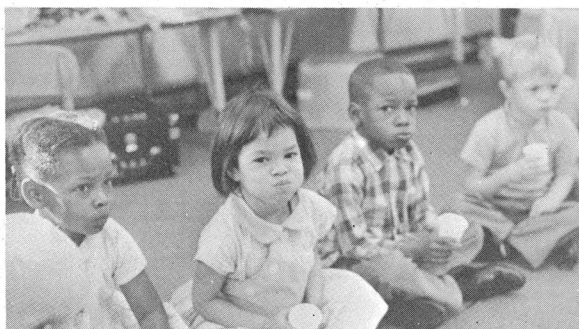


Actors appearing in "You're a Good Man, Charlie Brown," in San Francisco helped the California Dental Association publicize the dental health week. Schroeder (Ray Casstevens) flashes a winning smile, while Charlie Brown (Wendell Burton) beams and even Lucy (Janell Pulis) looks on approvingly. The three youngsters offering oversize toothbrushes to Schroeder are Alan Marcus of Burlingame, Julie Agee of Tiburon and Vicky Burns of San Francisco.



Florida's governor, Claude Kirk (right), is shown with the Palm Beach County dental health week chairman, Dr. Joseph Maloney, and Janice Huber, a dental hygienist, displaying the 1968 poster. The governor released the photograph through his official wire service.

In Portland, Ore, 6,000 children are participating in a fluoride mouth rinse program. At weekly or monthly intervals, the children rinse their mouths for one minute with a 0.2 % sodium fluoride solution. During the dental health week, National Educational Television filmed the program as part of an educational documentary, "Dental Health—America."



some 200 businesses also were given posters for display.

Early in January the dental society gave approximately 18,000 miniature posters to banks to be used as counter pick-ups and to dairies for distribution by milkmen.

■ *Fort Worth, Tex:* Fifteen businesses in the Fort Worth area put dental health messages on their marquees during the dental health week. A banner, with "Dental Health Week" in bold red letters, was placed on one of the busiest streets in downtown Fort Worth. Three dairies used milk cartons with side panels emphasizing dental health. One of the dairies also placed posters on its trucks and put banners above its grocery store display cases.

State programs

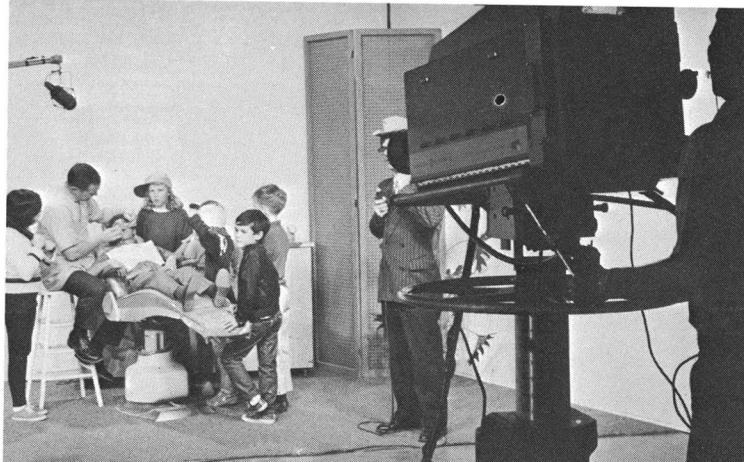
■ *Michigan:* Dental health week posters were displayed in the windows of nearly 3,000 stores in Michigan. The Michigan State Pharmaceutical Association again distributed posters to 2,200 pharmacies. Seven food store chains cooperated by displaying posters in 650 supermarkets. In addition, each of the 24 component societies in the state distributed posters to offices, stores, schools and libraries in their respective areas.

■ *Puerto Rico:* In August the committee for the dental health week was appointed. Included on the committee were the director of the division of oral health, the five regional dental officers and two University of Puerto Rico dental school faculty members—the chairman of the department of social dentistry and the producer of the WIPR-TV program "Sala Dental."

In October the committee met with representatives of the department of health to arrange for a combined effort to distribute materials and plan activities for the dental health week. During the following months some special aids were written or translated into Spanish.

Through the combined efforts of the Colegio de Cirujanos Dentistas de Puerto Rico, the division of oral health of the department of health, and the department of social dentistry of the school of dentistry, educational kits were compiled and distributed to local dentists, health educators, and teachers.

In January two outdoor advertising posters were placed, one in front of the school of medi-



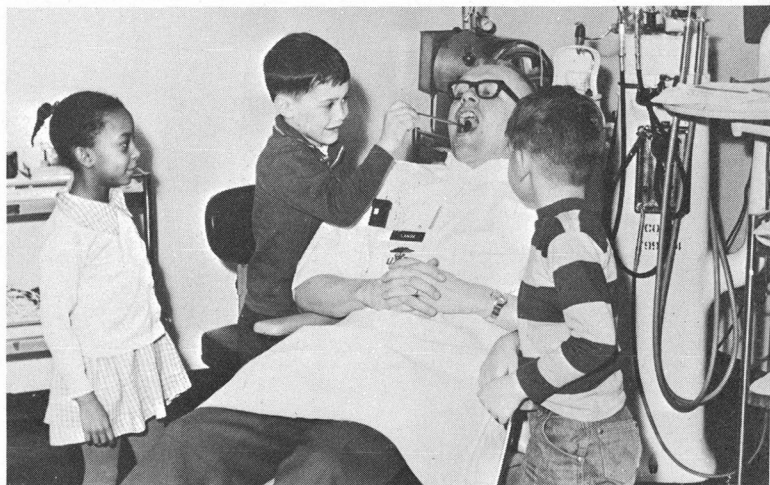
An original skit, "The Terrible Tale of Tommy's Tooth," was presented on Slam Bang Theatre, on Station KTVT-TV, Fort Worth, Tex. The skit explained the procedure that should be followed if a child has a tooth knocked out while playing, and promoted the use of mouth protectors. This was a continued drama, from three to six minutes per day Monday through Friday.



Major Bill Bourne from Binh Thuy Air Base distributes preventive dentistry kits to Vietnamese children in support of National Children's Dental Health Week. Lt Col Tu Hung Binh, 74th VNAF Wing dentist (center), had just completed a talk on oral hygiene to schoolchildren of the Ba-Se hamlet. Visits to schools are a regular part of the Seventh Air Force Civic Action program in Vietnam.

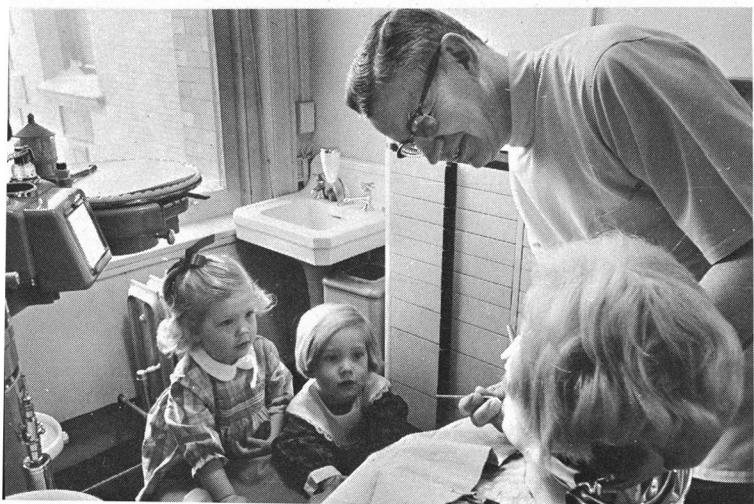


These youngsters were among the 1,330 third to sixth graders who attended the open house held at the Schofield Barracks Dental Clinic in Hawaii during the dental health week. Dental assistants served as guides for the children, who were divided into groups of eight to ten for their 45-minute tour of the clinic.

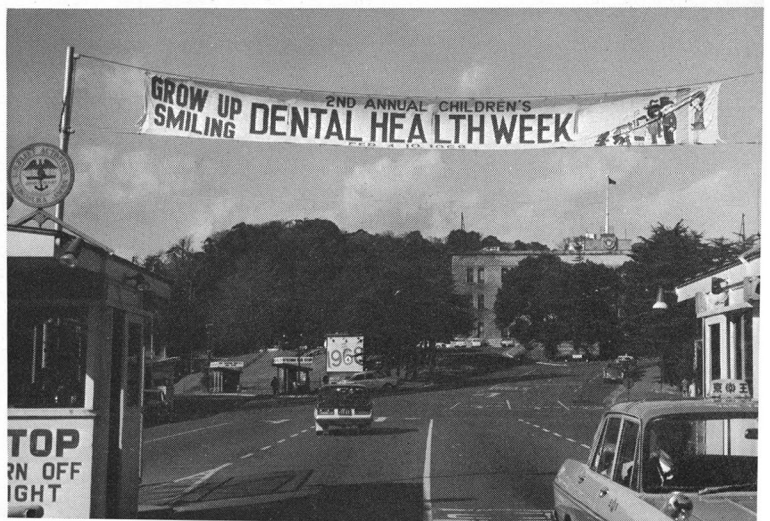


During their tour of the dental clinic at Bad Hersfeld, Germany, these second graders examined a dentist's mouth. All children enrolled in the Bad Hersfeld American Elementary School were taken through the clinic during the dental health week, and a dentist examined and cleaned their teeth and applied a topical fluoride.

A two-page picture story, headlined "Teeth Need Early Care," appeared in the magazine section of the February 4 issue of the *Syracuse (NY) Herald-American*. Caption for this picture read, in part: "Dr. Carl Schamu proves to two pretty blondes there's nothing to be afraid of. Much trouble is avoided by starting dental treatment at this young age."



A dental health week banner was displayed at the entrance to the US Fleet Activity in Yokosuka, Japan.



cine and dentistry, and the other at the department of health.

The oral hygiene division of the department of health distributed posters, car cards, miniature posters, and program planning kits to public health dentists, health educators, and teachers. Two student dental assistants handed materials to dentists attending the annual meeting in January. Members of the Delta Sigma Delta fraternity distributed other dental health week materials.

■ *Georgia:* *Georgia's Health*, the monthly publication of the Georgia Department of Public Health, featured on the first page of its January issue an interview with the director of the health department's branch of dental health.

■ *Connecticut:* On January 19 all local chairmen in Connecticut were sent a report on the statewide activities that were being carried out, together with copies of all materials that were distributed to television and radio stations and newspapers.

Spot announcements were sent to radio stations. A slide of the dental health week poster, with a spot announcement and special film clips, was sent to television stations. Dental fillers were supplied to all daily and weekly newspapers.

Pictures of the governor, the state dental health week chairman, and a dental assistant were submitted to newspapers, with a general story. The

governor signed a proclamation for the dental health week.

Local chairmen were requested to get in touch with local newspaper and radio and television stations to arrange, if possible, for additional local coverage. They also were asked to send reports on their programs to the state chairman.

Other programs

The National Dairy Council and its affiliated units again cooperated in the observance.

Ninety-two affiliated offices received a publicity kit with a section that provided background information on the dental health week and program tools and ideas for use in local programming.

A news release, "Healthy Teeth Mean Healthful Food Habits," was sent to all dairy council units, for submission to local newspapers.

The National Dairy Council used a special postage meter slug saluting National Children's Dental Health Week from January 28 through February 10. An estimated 6,500 pieces of first class mail carried this message during the two-week period.

The feature article in the February issue of *Nutrition News* was "Nutrition and Oral Health; Prediction of Dental Caries" by Bhim Sin Savara of the Child Study Clinic, University of Oregon Dental School. This publication has a circulation

At Fort Carson, Colo, Mrs. Carol Greiner (wife of a dentist) and her son Scott demonstrate that it is best for parents to brush the teeth of small children.



This display appeared in a department store window in Goldsboro, NC. A number of stores in Goldsboro and Wayne County cooperated by putting dental health displays in their windows during the dental health week.



This was one of nine photographs in a picture story which appeared in the February 4 issue of the *Macon (Ga) Telégraph and News*. Caption read: "Boys will be boys, but even they should remember that it's easy to break a tooth. So Melissa Thompson, ten, warns her younger brothers, telling Mark Thompson, eight, not to push Scott Thompson, six, at the school water fountain; it could result in a fractured tooth."



of 98,000, including educational and professional leaders.

Special dental health education materials were made available to leaders conducting programs in areas not serviced by an affiliated unit. The National Dairy Council distributed approximately 19,500 leaflets, posters, and booklets.

■ *DeKalb, Ill.*: The dental health week committee for the Fox Valley Dental Society in December mailed to each of the 182 members of the society a dental health week poster and several dental health education booklets. A covering letter urged that every dentist have these materials in his office. Enclosed with the mailing was a mimeographed price list and order blank for the booklets.

The society distributed 400 additional posters to schools, pharmacies and medical centers.

■ *Broome County, NY*: The dental health week committee of the Broome County Dental Society submitted an article, titled "Medicine and Dentistry, Interdependent Professions," for the February issue of *Broome County Medicine Magazine*. Two other articles will be used in future issues of the periodical. This is one of the ways the dental society is fostering a better relationship between dentists and physicians in the county.

■ *Denville, NJ*: The dental staff of St. Clare's

Hospital in Denville scheduled an all-day seminar at the hospital February 7. Dental assistants, hygienists, hospital nursing personnel and aides were invited to the seminar.

The program included 12 presentations, each 20 minutes long, by dentists on all phases of oral health. Speech titles were: "The Anatomy of the Mouth as Related to the Oral Examination," "Tooth Disturbance," "The Supporting Structures of the Dentition," "Prevention and Control of Dental Caries," "Oral Hygiene," "Oral Manifestations of Systemic Conditions," "Different Cysts of the Oral Cavity," "Pain of the Face," "Cancer of the Mouth," "Restoration of Dental Cavity," "Dental Problems in Children and Aged," and "Emergency Room Management and Newer Trends."

■ *Kingsley, Iowa*: A dentist took over the Children's Hour in the local library to talk to the children about dental health. At the conclusion of the hour, he presented a toothbrush to each child.

■ *Harrisburg, Pa.*: The Harrisburg Dental Society arranged for a dental health week exhibit at the William Penn Memorial Museum. Included were eight displays: four on fluoridation and one each on modern dental equipment, a modern laboratory, orthodontics, and cleft palate and cleft lips. The museum has a permanent exhibit of antique dental equipment, which was made part

Distribution of posters, oral hygiene lectures and showing of educational films were part of the dental health week activities at the University (District) Hospital in San Juan, Puerto Rico. Here a child in the pediatric ward holds one of the posters.

"See what happens if you don't brush?" was the caption on this *Tuscaloosa* (Ala) *News* photograph of 14-year-old Kim Hall and her horse, Tony. The caption continued, in part, "Kim has the last laugh, because she brushes her teeth and makes them sparkling white. Tony would rather munch grass than brush his teeth."

Programs, printed balloons, and toothbrushes were given to the nearly 2,400 youngsters who attended the two performances of a musical show sponsored by the Ladies Auxiliary of the Northern Virginia Dental Society.



of the dental health week exhibit. Women's auxiliary members, dental hygienists, and dental assistants staffed the exhibit during the week.

■ *Ohio:* The January issue of the *Ohio Dental Journal* featured on its cover the dental health week proclamation signed by Gov. James A. Rhodes. The proclamation was reproduced as a white scroll (with the message in black) against a red background.

■ *Denver:* A Foster Dental Patient Plan was launched in Denver during the dental health week. Under this plan a dentist may volunteer to assume total dental care of an orphan who is living in an orphanage or a foster home. The dentist will be responsible for all treatments, instruction on preventive care, and periodic recall of the child. The dentist's wife will provide care and transportation for the child when he goes to the dental office.

■ *Mercer County, NJ:* The Mercer County Dental Society, in cooperation with the *Trenton Times*, sponsored a forum discussion in the *Trenton Times* Community Room February 6 on the subject of "Careers in Dentistry." Invitations to attend the forum were mailed to 80 high school counselors and school superintendents. The newspaper published three advertisements concerning the forum, without cost to the dental society.

■ *Ames, Iowa:* Fourteen dentists each gave one-half day in his office to provide dental care for indigent children referred to him by the local welfare office.

Armed Forces

■ *United States Army, Europe:* The deputy dental surgeon and preventive dentistry officer for the US Army, Europe, reported:

"The 1968 National Children's Dental Health Week in Europe was a smashing success, with approximately 67,000 school children participating in the celebration. Many foreign children were also included in the dental health week activities. Programs were conducted in Germany, Italy, Belgium, Holland and Great Britain.

"Many of the children received caries prevention treatments during the week. However, this treatment is continuous throughout the year in this command.

"Many volunteers helped with this year's programs, providing a greater coverage of the military communities. The European Exchange System cooperated in placing dental displays and sales on dental items in most of the post exchanges throughout Europe.

"Preventive dentistry officers in USAREUR and Seventh Army conducted various activities in conjunction with all of the dependent schools and dental clinics in the European Command. These included poster contests, lectures, puppet shows, showing of films, conducted tours through dental facilities, and distribution of dental health educational materials. In addition to the American schools, several of the dental officers were able to lecture to the local national children in cooperation with local dentists. School nurses and teachers were given instructions and educational material to use in their classrooms throughout the year.

"There were scores of newspaper articles in local army newspapers and *Stars and Stripes*. Several articles on the dental health week were published in German and Italian newspapers. Radio and television spot announcements were given over all the armed forces network stations, and several special interviews and panel discussions on dental health were broadcast. Dental health week displays were set up in many of the commissaries, post exchanges, schools and dispensaries.

"The Commander-in-Chief, U.S. Army, Europe and Seventh Army, issued a proclamation for the dental health week which was distributed to all units of this command. Many of the women's clubs and other organizations donated funds to be used for prizes and educational materials for the dental health week."

■ *Nuremberg, Germany:* In cooperation with the program director at the Armed Forces Network in Nuremberg, dental officers prepared a series of 5- to 10-minute interviews concerning dental health for the "Tempo" program, for network coverage. Subjects covered were the dental health week, fluoridation, dental decay, modern dentistry, periodontal disease, the germ theory of oral disease, oral hygiene, military dentistry, and dental education and specialties. The programs were broadcast on a weekly basis during February and March.

■ *Yokosuka, Japan:* Dental officers at the US Naval Dental Clinic in Yokosuka gave stannous fluoride treatments to 2,703 dependent children



At the Kadena Air Base, Okinawa, Col Frank E. Marek, base commander (left), young Charles White and Col Wilfred E. Brown, Kadena dental surgeon, posed for a photograph to be published in the *Kadena Falcon*. The poster was made especially for use in the dental clinic.

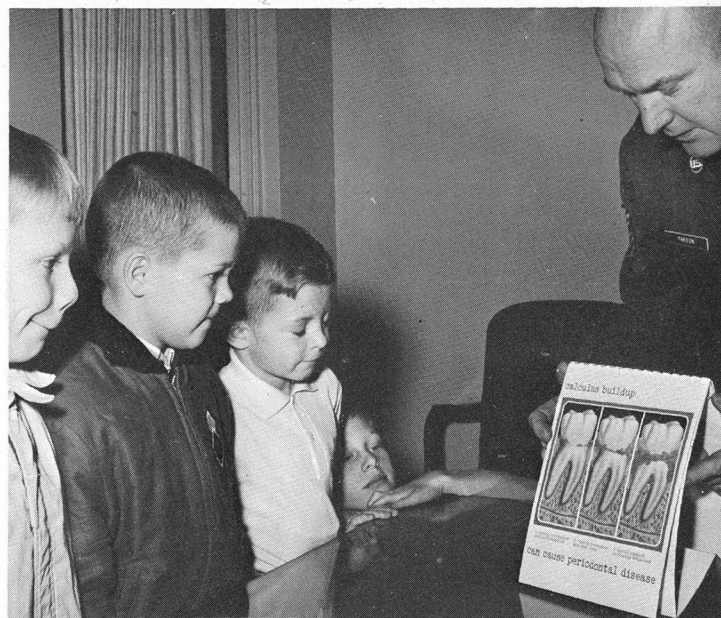
during the dental health week (part of its year-round program). The officers for the first time gave fluoride treatments to 172 Japanese orphans. The youngsters also saw a dental health film, which was dubbed in Japanese. It is anticipated that the program for the orphans will be conducted on a yearly basis, as part of the command's "People to People" and public relations programs.

■ *Tachikawa Air Base, Japan:* The art room of the elementary school at Tachikawa Air Base was transformed into a dental display room during the dental health week.

A local dental supply dealer lent a dental chair, dental unit and X-ray machine for use in the display. Dental officers used this equipment to give young children the opportunity to familiarize themselves with the atmosphere of a dental office.

Other displays included acrylic see-through models depicting the growth and development of the dental arch, casts showing the steps in the placement of gold and amalgam restorations, and a demonstration emphasizing the importance of athletes wearing mouthguards.

The interrelationship between poor hygiene, acid formation, bacterial activity and dental decay was shown through the use of disclosing tablets,



Military dependent children at Columbus Air Force Base in Mississippi were instructed in preventive dentistry techniques by technical M Sgt C. Parson during the dental health week.

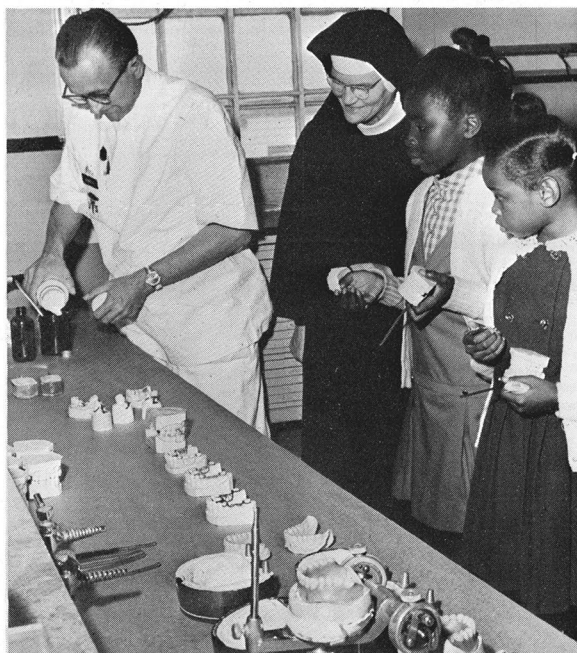
microscopic examination, and cultures of oral flora and decalcified eggs.

Continuous filmstrip projectors were used throughout the room to supplement a dentist's explanation as he guided each class through the exhibit.

■ *Kadena Air Base, Okinawa:* Dental personnel at Kadena Air Base recorded five-second spot announcements concerning dental health. When anyone dialed the telephone for the correct time, he heard one of the dental health announcements before the time was given.

■ *Fort Stewart, Ga:* Dental officers at Fort Stewart began the dental health week program in November, with lectures to each class. Films, filmstrips, recordings, colored slides, and tooth-brushing demonstrations were incorporated into the lectures.

Dental health week posters were placed in various facilities on the post. The local radio station, WGML, began broadcasting spot announcements on dental health. The post newspaper, the *Flight Trainer*, began printing weekly articles on dental care. The city newspaper, the *Liberty County Herald*, published several articles on fluoridation and



There are no on-post schools at Fort Gordon, Ga, but dental officers cooperated with the Augusta Dental Society in its school program for the dental health week. Poster contest winners and their teachers were given a tour of Fort Gordon dental clinics and the museum. Here SSG Edward Hranek demonstrates how artificial teeth are made.

on other aspects of dental health.

The aim was to present a complete dental health program before the poster and essay contests for grade school children were announced in January. In this way, enough information would be available for the youngsters to use in the contests.

The poster contest was for children in grades 1 through 3, the essay contest for children in grades 4 through 6. For each classroom the teacher selected the ten best entries. Dental officers then selected the winners.

The program ended with an assembly to announce the contest winners and a lecture to the

PTA. The dental officers believed that the lecture to parents and teachers was an ideal follow-up to their dental health education program. A demonstration of toothbrushing was given, plus a slide presentation on interceptive periodontal therapy.

■ *Ellington Air Force Base, Tex:* During the dental health week 200 dependent children were given individual toothbrushing instructions, oral examinations, prophylaxes and topical fluoride treatments at the Ellington Air Force Base clinic. Each child was given individual oral hygiene counseling and was, if necessary, referred to a civilian dentist for treatment.

After their treatments, the children took a dental health quiz, using a psychological testing machine which lights up when the right answer is given.

Table clinics covered periodontics, orthodontics, pedodontics, radiographic examination, restorative dentistry, prosthodontics, and oral hygiene. All the demonstrations had been prepared by members of the dental clinic staff.

Each of the children was required to bring a poster or other item concerning dental health as an admission ticket to the clinic. The grand prize-winner in the poster contest received a year's supply of toothpaste.

Conclusion

Each year much time and effort go into the planning of the hundreds of dental health week programs. Thousands of dentists and others make a real contribution to the dental health of the public through these programs.

Although reports on only a small number of programs could be given here, the Bureau will find all reports and comments that were submitted extremely helpful in making plans for next year.