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ADA NEWS

FEBRUARY 21, 2005

VOLUME 36 NO. 4

More to smile about

Dentistry across the country donates care on third annual GKAS observation, Feb. 4



Smiles for all: ADA President Richard Haught (rear, second from left) and GKAS youth ambassador Carly Patterson (rear, second from right) joined schoolchildren preparing for Give Kids A Smile activities at Public School 128 in New York City. Columbia University dental school students, residents and faculty spent the day screening and educating kids at PS 128. With Dr. Haught and Ms. Patterson are an unidentified PS 128 teacher and Elizabeth Jarpe (rear, right), PS 128 health coordinator.

BY KAREN FOX

New York—There was a party with balloons and many guests, but it was no ordinary birthday.

Olympic gold medal winning gymnast Carly Patterson, the youth ambassador for Give Kids A Smile, turned 17 on Feb. 4. The U.S. Olympic Committee's newly crowned "Sports Woman of the Year" spent the day with hundreds of children in New York to focus attention on the disparities in oral health care among children from low-income families.

Dressed in a U.S. Olympic warm-up suit—and sporting the gold medal she won in Athens in 2004 for All-Around Champion—Ms. Patterson moved among throngs of youngsters at the Columbia University Pediatric Dentistry clinic then later at New York Public School 128, just blocks from the clinic.

"I just want to let people know that



kids need dental care and a lot don't get it," she said.

"She's a great role model for children to look up to, and has an interest in a dental career of her own one day," said Dr. James Bramson, ADA executive director.

"I'm proud to join the 40,000 dentists and other volunteers taking part in Give Kids A Smile," said Ms. Patterson. "I hope we can raise awareness about access to dental care so we can give all kids the smile they deserve."

It was a day that the dental profession came together with dental industry to highlight the inadequacies of funding for dental care in underprivileged children. Some 40,000 dental volunteers participated in events across the country in 1,700 GKAS programs.

In Midtown Manhattan, Dr. Leslie Seldin, Columbia University faculty member and ADA consumer advisor, garnered a minute of air-time with Al

See NEW YORK, page nine

BRIEFS

Wanted: Your clinical input.

A new evaluation program for professional products will take flight next year.

But to get it off the ground, the ADA Council on Scientific Affairs needs your help.

"Clinical input from members will be critical to the success and credibility of the new ADA Professional Product Report," says Dr. Domenick Zero, CSA chair.

"We need practicing dentists' input," he adds, "to keep the information clinically 'grounded' and make the report clinically relevant. Practitioners' own experiences with products will be an invaluable supplement to ADA laboratory test results and other scientific data.

"Each quarterly report will review three product categories," Dr. Zero explains, "and we want the recommendations in each report to reflect the most accurate and up-to-date scientific and clinical information."

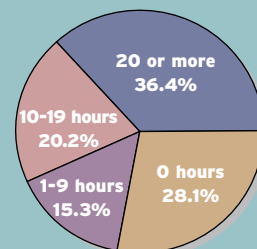
As a clinical group member, the dentist will be asked to answer telephone, online or written product-use surveys.

To participate, e-mail your name and contact information to "pprclinical@ada.org" or fax to 1-312-440-2536. For more information, contact Dr. Ron Zentz, CSA, by phone at Ext. 2522. ■

JUST THE FACTS

Child care

Hours per week spent by dentists on child care and related activities, 2003.



Source: ADA Survey Center

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\$100,000 available to catalyze recruitment, retention of new dental faculty nationwide

At a time when U. S. dental schools report more than 300 unfilled funded faculty positions and half of current faculty age 50 and older, recruitment and retention of new dental faculty is a high priority for the profession—and for the ADA Foundation and its grants program.

This year the ADAF will award \$100,000 in grants through its request for proposal “Enhancing the Dental School Faculty Workforce.”

The objectives of this RFP are to support innovative projects designed to foster and encourage students to pursue full- or part-time

teaching careers in dentistry, to increase the number of qualified faculty in dental education and increase the diversity of dental educators.

Grants will be awarded based on originality, creativity and innovation; potential to increase the number and enhance diversity of qualified faculty; potential to become a national model and other criteria. Qualified organizations encouraged to apply include accredited dental schools and advanced education programs, dental specialty organizations and national related dental organizations.

Go to “www.adafoundation.org” for details or to download the RFP application. Proposals must be postmarked no later than June 1.

In 2005 the ADA Foundation initiated an annual request for proposal program focused either on dental education, access to care or dental research.

The ADAF Board of Directors discontinued its unsolicited grants program effective Aug. 11, 2004. The Foundation will no longer accept unsolicited grant requests for research, education or access-to-care projects. ■



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Well-being survey results out

New programs tailored to members' needs on horizon

BY ARLENE FURLONG

Results from the first comprehensive dentist well-being survey may provide some surprises.

It aimed to gather information about dentists, to argue against perpetuating myths, to help identify useful programs and services.

Mission accomplished.

"We got the valuable missing data we need," said Dr. John Drumm, chair of the Well-Being Advisory Committee. "Association and state dental societies can now plan well-being programs to help our members."

ADA Executive Director James Bramson described the survey results as "long overdue."

"The ADA is strongly committed to supporting the personal well-being of our dentists," said Dr. Bramson. "We have to understand our members to do it."

The report includes dentists' opinions on issues including practice satisfaction, workload at home, medical conditions and addiction, and the effects of both personal responsibilities and health on work.

Among its findings:

- male dentists over the age of 40 have the highest levels of practice satisfaction;
- some 16 percent of male dentists and 22 percent of female dentists over 40 are involved in caretaking activities for elderly or disabled family members;
- female dentists over 40 report the greatest perceived levels of home stress; male dentists over 40 report the lowest;
- dentists' spouses are the primary caretakers of preschool children for 75 percent of male dentists and 13 percent of female dentists. The aver-

age amount of time dentists devote to child care is 19 hours per week for males under 40 and 45 hours per week for females under 40.

"This kind of data, on specific groups, such as newer dentists, seasoned dentists and men and women in each group is incredibly useful," commented Dr. Michael Stuart, chair of the ADA Council on Dental Practice.

"It provides us a wonderful opportunity to

better serve all of our members."

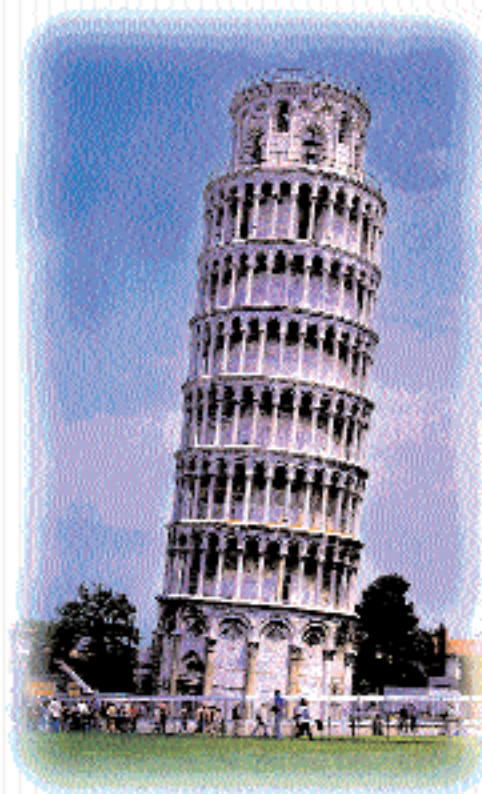
The survey was mailed in June 2003 to 5,032 professionally active dentists in the United States. Names were not associated with returned questionnaires so responses would be anonymous.

For more information about the survey, contact the ADA Survey Center toll-free, Ext. 2568 or contact Linda Keating, director of the Council

on Dental Practice's Well-Being programs toll-free, Ext. 2622.

To order a copy of the survey, call the ADA Survey Center toll-free, Ext. 2568, or go to "www.ada.org/goto/surveyresearch".

The cost of the report (catalog number 5DWB) is \$40 for ADA members, \$60 for non-members and \$120 for commercial firms, plus shipping and handling. ■



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and the Hinman Dental Meeting, Atlanta, GA • Mar. 17-19, 2005 Den-Mat Booth #2310

Correctional health care conference April 9-12

Las Vegas—More than 1,000 correctional health care professionals are set to gather at the Flamingo Las Vegas April 9-12 to attend the Updates In Correctional Health Care conference.

Sponsored by the National Commission on Correctional Health Care and the Academy of Correctional Health Professionals, the conference will feature daylong presentations of the 2004 NCCHC juvenile standards and 2003 jail and prison standards. The four day conference will also feature some 40 workshops, seminars, plenary sessions with national correctional health experts, a commercial exhibit and many networking opportunities for correctional health professionals. Medical and professional liability, nursing assessment, legal issues, mental health issues and many more topics will be covered.

For more information, contact the NCCHC by calling 1-773-880-1460 or log on to "www.ncchc.org". ■

Government

Dentists win exemption

Numerical limits on wastewater don't apply to dental offices

BY MARK BERTHOLD

Laramie, Wyo.—Interstate 80 stretches 2,909 miles from Teaneck, N.J., to San Francisco, but if you're looking for some drama along the way that affects dentistry, be sure to stop right here.

At a Laramie city council meeting Feb. 8, the city clarified that a pending ordinance change—to set extremely low numerical limits on the amount of mercury that may be discharged into city sewers—would not apply to dental office wastewater.

The city has reserved its right to revisit the question, but for now, “we’re just glad to get a letter from the city saying that we dentists will not be regulated,” says Laramie native Dr. Debra Shevick. “They aren’t going to impose numerical limits on dentists and they’re not looking at us right now.”

If council members had followed the initial advice of the federal Environmental Protection Agency’s Region 8 by including dental offices in the still-proposed ordinance, “we’d have been put out of business,” says Dr. Shevick, referring not just to herself but to all dozen dentists who practice in Laramie.

“There’s no way we [dentists] could comply with the city regulating us to

two parts per trillion,” she explains. “Even if dental offices followed BMPs and installed amalgam separators, we might not meet that numerical limit.”

In that scenario, every local dentist “would have to just shut down,” says Dr. Shevick. “Everyone would have to travel out of town for dental work; the closest place is an hour to an hour-and-a-half away.”

The city council says it retains the right to change its position if circumstances warrant. Thus, the negotiations now move to what steps the Laramie dentists will take in order to limit their discharge of amalgam waste.

In those negotiations, the city may demand of dentists everything from voluntary compliance with the ADA’s Best Management Practices to mandatory installation of amalgam separators. These issues will then have to be addressed, but Laramie dentists are hopeful that numerical limits, at least, will stay off the table.

“We still have more work to do,” says Dr. Shevick. “We’re going to be more proactive: train all our staff in BMPs, make sure all dentists are trapping and recycling their mercury, do more education—and document all of this.”

Dr. Shevick gives kudos to the ADA for its help. “[ADA staff] have been



Dr. Shevick: Optimistic that EPA, ADA together can develop “good strategies” on handling amalgam in dental wastewater.

absolutely awesome in coming out here to Laramie and going to bat for us. We couldn’t have done this without them.”

She also expresses optimism that city officials, the EPA’s Region 8 and the ADA “can come up with good strategies for mercury disposal; programs that are acceptable for the city and the EPA—and feasible for dentists to comply with.”

But if things don’t work out, Dr. Shevick says, she won’t leave her native Laramie. She’ll just close her dental office and retire early. ■

EPA’S Region 8 drafts mercury guidance

BY MARK BERTHOLD

Denver—A branch of the federal Environmental Protection Agency has issued a draft document on wastewater, which the ADA is concerned may be negatively influencing how local municipalities are dealing with mercury discharge by dental offices.

Titled “POTW Mercury Control Strategy,” the July 19, 2004, addendum to the EPA’s Region 8 strategy for developing local limits in the industrial pretreatment program is intended to be used by local “publicly-owned treatment works” facilities as a guide when dealing with specific entities that discharge mercury into wastewater. One section is dental specific.

But the guidance offered in the Region 8 draft document, the ADA is concerned, may dampen the ADA’s progress in promoting dentists’ voluntary compliance with Best Management Practices.

To avoid future conflicts, the ADA has requested national guidance from the federal EPA on the handling of mercury waste by dental offices.

“EPA, Office of Water has met with ADA a number of times to discuss options for reducing dental amalgam releases into the water,” says Benjamin Grumbles, assistant administrator, Office of Water for the EPA.

“EPA, Office of Water appreciates ADA’s interest,” he adds, “and plans to continue the dialogue on different ways to reduce these mercury releases into the environment. We will also continue to consider whether national guidance is necessary or helpful.”

The “Mountains and Plains” Region 8 of the EPA serves Colorado, Montana, North and South Dakotas, Utah, Wyoming and 27 Native American tribal nations. In them are Yellowstone, Glacier, Rocky Mountain, Badlands and Zion national parks. ■

Oregon board changes dental hygiene rules

Dental association seeks alteration

BY MARK BERTHOLD

Portland, Ore.—The state dental board has granted dental hygienists the power to make diagnoses and treatment plans for hygiene services, prescribe antimicrobials and take impressions.

Although the board’s new rule stipulates that such expanded duties remain under a dentist’s supervision, organized hygiene has sponsored a legislative bill to eliminate that caveat.

“Current rules prohibit a dental hygienist to diagnose and treatment plan,” says Patrick Braatz, the board’s executive director. “The new rule will make it permissible for the dentist to delegate the diagnosing and treatment planning for dental hygiene services. The hygienist must report the findings to the dentist, who must then authorize any treatment. This is what hygienists have been trained to do.

“This is not independent practice,” he adds. “Hygienists can diagnose and treatment plan for dental hygiene services only if they’ve been authorized by the dentists to do so, meaning hygien-



Dr. Benson: New rule does not reflect the public’s best interests.

ists are still under the general supervision of a dentist, and they may not diagnose and treatment plan other than for dental hygiene services.”

But that’s only part of the story, according to the Oregon Dental Association.

The board’s new rule, says Dr. Sean Benson, vice president of the ODA, also allows dental hygienists to prescribe fluoride, antimicrobial mouthrinses and resorbable antimicrobial agents. Hygienists also can take permanent impressions, including crowns, bridges, complete dentures and removable partial dentures.

“Our members do not think this proposal reflects the best interests of the public,” wrote the ODA in a Jan. 20 letter to the state’s dental board, regarding hygienists’ ability to diagnose and treatment plan for hygiene

services.

“The public’s right to a reliable comprehensive diagnosis is not served,” the letter continued. “Occlusal and restorative disciplines are integral in diagnosis and treatment planning. Many of the other disciplines are also just as important in providing the patient with the necessary professional standard of care.”

The ODA supports the board’s decision to allow hygienists to

prescribe fluoride and varnish, the letter noted. However, “we cannot support prescription writing authority for antimicrobial solutions or resorbable antimicrobial agents,” it read, because that authority “requires a broad base of formal classes” that “no weekend class or continuing education course will provide.”

The ODA also requested clarification on the board’s use of “permanent appliances” regarding impressions, and noted it cannot see a need for hygienists to take definitive impressions—especially considering the individual patient’s dental anatomy and management of oral tissues and saliva.

What’s more, “poor impression technique can and will directly affect the final fixed restoration,” the ODA letter stated. “Deficient restorations directly impact the periodontal health of the tooth/teeth involved ... increase the likelihood of decay at the margins ... and may impact occlusion.”

Says Dr. Benson, “We feel that comprehensive knowledge is needed to diagnose and treatment plan. Looking at it from only a hygiene perspective is limited in scope, and doesn’t give the patient the best overall treatment options. Plus, if the hygienist and dentist have different diagnoses and offer the patient different treatment options, that leaves the patient in limbo and adds to patient confusion.”

Adding to Dr. Benson’s concerns, a recently introduced bill in the state assembly seeks to authorize a limited-access permit for dental hygienists to provide services without the supervision of a dentist. This could, he believes, “set up a two-tiered system of patient care and safety” in the state.

Under HB 2426, hygienists would be allowed to render all services within the scope of dental hygiene at nursing homes, adult foster homes, residential care facilities, adult congregate living facilities, mental health residential programs, facilities for mentally ill persons and those with mental retardation, and local correctional facilities and juvenile detention facilities.

They could also work at nursery schools and day care programs, employment training facilities and primary and secondary schools.

In such situations, dental assistants could be under the supervision of the hygienist. ■

March JADA salutes dentists in military

BY CRAIG PALMER

The dental profession's contributions to the war effort will be the focus of a special report in the March issue of The Journal of the American Dental Association.

In "Voices From the Front: Dentists Share Their Stories of War," JADA readers will hear from active duty and reserve force dentists deployed to Iraq, Afghanistan and staging areas in troop support.

ADA President Richard Haught commended his colleagues and the coverage in JADA.

"Dentists in our military are serving our country and protecting our borders so we can preserve our freedoms," said Dr. Haught. "As ADA president, I am honored to represent these dentists."

"Our House of Delegates passed several resolutions this past session, both acknowledging and supporting these dentists for the tremendous sacrifices they are making to protect us. I hope the story about dentists covering the offices of those called to duty is happening in every case. We can feel like in some small way we are helping in the war effort."

"Another issue that concerns me is the suggestion that the military is decreasing the number of

positions for dentists in the service," Dr. Haught said. "We will focus our lobbying efforts to save the dental positions. Our troops must have good oral health to be effective."

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the underserved. Brave and patriotic dentists delivering care for our troops at war. Concerned dentists covering their colleagues' offices while they're gone. What a tremendous profession we have." ■



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ADA backs bipartisan Medicaid panel

BY CRAIG PALMER

Washington—The Association offered "strong support" for legislation announced Feb. 9 by Sens. Gordon Smith (R-Ore.) and Jeff Bingaman (D-N.M.) to establish a bipartisan commission on Medicaid and the uninsured.

"As Congress and individual states begin to contemplate and propose Medicaid reform options, it is critical to ensure an open dialogue with all Medicaid stakeholders," ADA President Richard Haught and Executive Director James B. Bramson said in letters to the sponsors. "Your commission would allow policymakers, practitioners, provider institutions, patients and others to work together to provide necessary reforms to this important program."

"The Association looks forward to working with you to pass this legislation and address ways to strengthen and improve the dental Medicaid program and the Medicaid program as a whole."

The legislation (S. 338) has 12 Senate cosponsors and the support of more than 20 national organizations. Reps. Heather Wilson (R-N.M.) and Donna Christensen (D-V.I.) said they would introduce companion legislation in the House of Representatives. ■

Access

Council issues award call

Preventive, geriatric dentistry programs sought

BY STACIE CROZIER

Non-profit programs that promote community preventive dentistry or programs that reach older adults have a chance to bask in the spotlight by applying for the ADA Council on

Access, Prevention and Interprofessional Relations' 2005 Community Preventive Dentistry Award and Geriatric Oral Health Care Award.

Both awards are designed to showcase the work of local initiatives in developing programs

that serve community needs and generate ideas for programs that can work in other communities as well.

The Community Preventive Dentistry Award recognizes outstanding programs that could

include oral hygiene instruction, plaque control, use of fluorides and sealants for caries prevention, early periodontal disease intervention programs, nutrition education and patient motivation. They can be prevention activities targeted to high-risk groups and special populations, public information and education activities, school programs, tobacco cessation and oral cancer early detection and/or treatment.

The first place winner will receive a \$2,500 award and wall plaque. Up to three additional meritorious awards of \$500 may also be awarded each year. The CPD Award was established in 1972 and is sponsored by the ADA through the ADA Foundation with support from Johnson & Johnson Oral Health Products.

The Geriatric Oral Health Care Award honors programs that have improved the health of older adults through innovative community outreach activities. Eligible programs may further understanding, prevention and/or treatment of dental care, periodontal disease, oral cancer or other oral disease in older adults. They can include long-term care facility, homebound or hospital programs; media and public information programs; dental practitioner and caregiver education activities; and oral health delivery programs.

The first place winner will receive \$2,000 and a wall plaque. An additional meritorious award of \$500 may also be given each year. Begun in 1984, the award is sponsored by the ADA through the ADA Foundation with support from Pfizer Consumer Healthcare Group.

Log on to "www.ada.org/goto/accessawards" for entry forms, a program summary format, award program brochures and compendiums of winning entries—complete with descriptions of winning entries from past years. Or contact Jan Babcock, Council on Access, Prevention and Interprofessional Relations, by calling toll-free, Ext. 2673 or e-mailing "babcockj@ada.org". ■

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Access honors

The ADA Council on Access, Prevention and Interprofessional Relations is pleased to recognize the 13 individuals who received its 2004 Access Recognition Award. This award honors individuals who have demonstrated significant leadership and inspiration in gaining access to dental care at the local level for those in need. Nominations for this award may be submitted to the council by a constituent dental society at any time. One recipient each year will receive the E. "Bud" Tarrson Access to Oral Health Care Award sponsored by the ADA Foundation. In 2004 the winner was Dr. Brent L. Holman. For more information, contact the council by calling the toll-free number, Ext. 2673.

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Dr. Melanie Parker

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Maryland

Dr. David M. Hasson

Michigan

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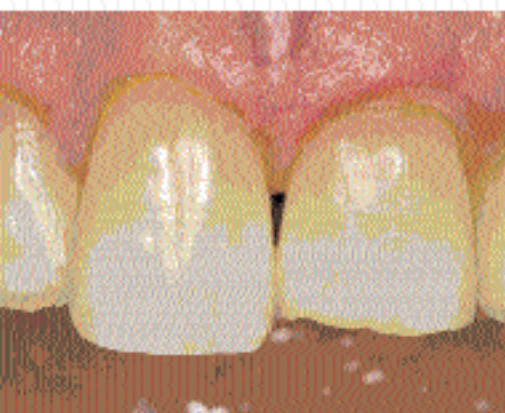
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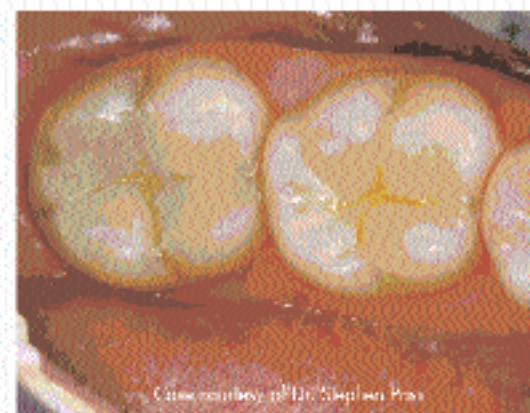
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ADA, J&J join in floss campaign

BY KAREN FOX

A good oral hygiene regimen includes daily flossing.

Whether it's good advice or a friendly reminder, patients need to hear it. That's why the ADA has teamed up with Johnson & Johnson Oral Health Products for a new advertising campaign promoting the benefits of flossing.

"Flossing Matters: Daily Flossing is Essential to Your Oral Health" is the theme featured in full-page advertisements that appeared in the Feb. 11 Chicago Tribune, the New York Post, the Minneapolis Star-Tribune and the Arkansas Democrat Gazette, and the Feb. 21 issue of Time

magazine.

The ads also direct consumers to the ADA's Web site for information on flossing and its role in preventive oral health.

"We partnered with Johnson & Johnson on this effort to help raise the awareness of the public of the traditional dentist's recommendations to their patients because we know that lots of patients don't floss," said ADA President Richard Haught.


"Dentists are often frustrated that they can't get their patients to floss daily," Dr. Haught continued. "More awareness, better resources and public access to these materials will help."

The print ads are the first part of an ADA/Johnson & Johnson comprehensive professional and public awareness campaign to promote flossing. Campaign details will be unveiled in the coming weeks.

"Johnson & Johnson approached us with the idea to start a campaign to dentists and the public about flossing, why that's important to patients and develop tools to help patients learn," said ADA Executive Director James Bramson. "Referring consumers to the ADA Web site for resources and education is wonderful because we have a ton of great education there, including audiovisual aides on how to floss."



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All materials related to the campaign will emphasize the consistency of the ADA's recommendations on flossing.

"The ADA has, for years, encouraged patients to floss, and we've required that, among others, as a health message on our Seal-approved products for decades," said Dr. Bramson.

Johnson & Johnson market research shows that 87 percent of patients floss infrequently or not at all, said Caitlin Pappas, vice president of Professional Sales and Marketing at Johnson & Johnson.

"That figure has been fairly consistent over the years," said Ms. Pappas. "It's an alarming number that tells us more patients need to floss on a regular basis. Partnering with the American Dental Association is the best way to raise awareness of the need to floss, as patients will seek oral hygiene advice from their dentist first."

In addition to daily brushing and flossing, eating a balanced diet and visiting the dentist regularly, the ADA's Web site advises consumers to seek advice from their dentist on the use of oral care products. ■

Abstracts sought for international women's conference

Washington—The American Dental Education Association is seeking abstracts for its third International Women's Leadership Conference Aug. 28-30 in Montréal.

The theme of its 2005 meeting is "Global Health Through Women's Leadership." Poster and oral presentations should address data related to one of the following topics:

Global issues in dental and oral health related to systemic health; advancement of women in academic and research careers and in professional societies; mentoring, role modeling and networking; clinical relevance of gender and oral health, including a women's human immunodeficiency virus study; gender generation gap; women as change-agents for organized change; work-related issues: time-management, leadership in the office; entry to dentistry through different career pathways; alternative medicine and women's health and keeping women fit; re-entry: engineering career development.

Submissions will be judged on relevance to the themes, clarity of statement of purpose, presentation of innovative concepts and models, and identification of emerging practices and trends.

Learn more about the conference or submit your abstract online at "www.adea.org". Submission deadline is March 4. Forms may be mailed or faxed to ADEA, 1400 K St., N.W., Suite 1100, Washington, D.C. 20005; fax: 1-202-289-7204. Address submissions to the attention of Sonja Harrison. ■

'Every day is Give Kids A Smile'

Columbia University hosts access events, festivities Feb. 4

BY KAREN FOX

New York—David Hernandez and Ali Quamina, age 2 and 3 respectively, had very different experiences at the dentist.

Feb. 4, Give Kids A Smile, marked their first dental visits.

By the time they wended their way through a crowd of dentists, staff members, dignitaries, media and one celebrity at the Columbia University Pediatric Dentistry clinic, David and Ali had become two of the thousands of children who would receive free dental care on the National Children's Dental Access Day.

Ali's mother, Felicia Quamina, said, "She wants to go, and she's been to the dentist with her brothers before; she's not scared at all."

"He cried all the way through," Veronica Hernandez said of her son.

"With the way we operate in the community, pretty much every day is Give Kids A Smile," said Dr. Stephen Marshall, associate dean, Extramural Affairs at the Columbia University Health Sciences School of Dental and Oral Surgery.

The Columbia University dental school provided the backdrop for a national media event that drew attention to the disparities in care suffered by children from low-income families. Olympic gold medal gymnast Carly Patterson, the Give Kids A Smile youth ambassador, was on hand to greet the young patients and talk about the many thousands of children who can't receive the care they need.

Here in Harlem, 400 children were set to



Toothbrushing fun: Jill Thayer (right), third-year student at Columbia University dental school, plays games with kids at Public School 128 on Give Kids A Smile day, Feb. 4.

GKAS2005

receive treatment during Give Kids A Smile. More than 80 were screened just blocks away from the Columbia University Pediatric Dentistry clinic at Public School 128, the Audubon School. Emergency cases were immediately transferred to the clinic.

Faculty and residents in the clinic saw a wide range of oral health problems, ranging from early childhood caries to developmental abnormalities brought on by thumbsucking—even some conditions that required pulpotomies.

"A lot of parents who bring their children here just don't know what they should be doing," said Dr. Mary Beth Giacona, a first year pediatric resident. "I had one patient recently with baby bottle tooth decay. The mother told me her child never used a bottle, yet here he was with a sippy cup in his mouth."

Give Kids A Smile is another way for the dental school to reach parents whose children are at risk and get those children into a continuum of care.

"We try to make contact with them as soon as possible and encourage them to come back to our site," said Dr. Steven Chussid, director of Columbia University Pediatric Dentistry. "This is a first step."

The Columbia University dental school is an integral part of public health through its Community DentCare Network, which extends access to care through its eight school-based clinics and a mobile dental center linked with community health centers throughout northern Manhattan.

"These patients have very few other options," said Dr. Chussid, adding that many receive Medicaid funding and others pay reduced rates for dental care.

"We're doing a great deal more in the community now and we can see a higher number of children," said Dr. Chussid. "In the past, many patients would wait weeks and months for care."

"Today we have 1 million children who are

receiving dental care, and that's a wonderful thing," said ADA President Richard Haught.

Dr. Haught recently presented a white paper citing five programs that could serve as models for other states and communities seeking to improve access to dental care for underserved populations.

Several states offer market-based solutions that overcome barriers to care, such as case management services, administrative paperwork and low Medicaid reimbursement. At the same time, these states have improved access to care.

"We don't need to re-invent the wheel to make a real impact on access to dental care," he said. "The ADA's white paper is our vision for the future, a future that is entirely within our grasp."

At a breakfast media reception co-hosted by two of the four GKAS founding corporate sponsors Sullivan-Schein and Crest Healthy Smiles 2010—the others are DEXIS Digital X-ray Systems and Ivoclar Vivadent Inc.—officials from the New York Department of Health and Mental Hygiene unveiled new statistics showing even greater oral health disparities among New York children compared with the rest of the country.

Programs like Give Kids A Smile and the Community DentCare Network offer invaluable teaching experiences for Dr. Chussid's residents.

"This is a great lesson for them to learn, helping underserved patients get the care they need," he said. "And hopefully one that they will carry throughout their careers." ■

GKAS scholarship competition

Did your state or local society have an outstanding Give Kids A Smile?

You may be a contender for one of two \$5,000 dental school scholarships (one to a component society and one to a constituent society).

Crest Healthy Smiles 2010 is again sponsoring the scholarship program. Winning societies can present the award to a dental student of their choice.

In keeping with the spirit of Give Kids A Smile and to foster the interest of future dentists in public service, the ADA recommends scholarship recipient selection based on financial need and/or in recognition of service to a Give Kids A Smile program.

The two \$5,000 scholarships will be awarded in different states. For entry rules and an application, visit the Dental Society Resources Web site ("www.adadentalsociety.org"). Entry deadline is April 1. Fax, express ship or mail your signed entry to Joan Hansen, ADA, 211 E. Chicago Ave., Chicago 60611. ■

New York

Continued from page one
Roker during NBC's "Today" show. Dr. Seldin used the opportunity to promote nationwide events, calling it "a very special day."

When it came time for children to return to their classrooms at PS 128, their ambassador bid them farewell, expressing gratitude to the many who extended birthday greetings—some oversized.

"Thank you for the cards," Ms. Patterson said. "I just love them."

They replied in unison, "You're welcome!" ■



Great day: Sabrina Sanchez of Public School 128 won a contest and received a Give Kids A Smile jacket autographed by GKAS youth ambassador Carly Patterson. From left in back are Dr. James Bramson, ADA executive director; Rosa Argelia Arredondo, PS 128 principal; and Dr. Richard Haught, ADA president. In front are Ms. Sanchez (left) and Ms. Patterson.

GKAS Contributors

Four founding corporate partners

● Crest Healthy Smiles 2010

Exclusive consumer product partner.

Donated 325,000 Crest Healthy Smiles 2010 kits with toothbrushes, toothpaste and educational materials.

Total value of contributions:
Nearly \$2 million

● Sullivan-Schein

The exclusive distribution partner.

A total of 53 Sullivan-Schein vendors donated products for Give Kids A Smile.

Total value of contributions:
\$1,048,000

● DEXIS Digital X-ray Systems

The exclusive X-ray partner.

Donated use of 50 digital X-ray systems and personnel to GKAS programs at dental schools.

Total value of contributions:
\$1 million

● Ivoclar Vivadent Inc.

The exclusive preventive and restorative partner.

Donated four different Ivoclar-Vivadent products and promotional materials.

Total value of contributions:
\$800,740

Other contributors

● ADA Foundation

Taking direct donations for Give Kids A Smile programs nationwide.

Approximately \$12,300 in cash contributions for GKAS were received by the ADA Foundation between April 2004 and Jan. 31, 2005.

Caring for kids in North Carolina

'I know your mother loves you very much'

BY JAMES BERRY

Greenville, N.C.—Climbing warily into the dental chair, 5-year-old Jamie Pitt frets that this checkup—or whatever this is—is going to cause her to miss a reading lesson.

She lies back in the chair, stiff as cordwood, and looks up into the soft smile of Dr. Bert Warren Sr. "I'm gonna miss my reading," says Jamie.

Her mother, keeping watch nearby, assures her daughter that she will read to her later on.

"I know your mother loves you very much," observes Dr. Warren, who has a soothing, grandfatherly air befitting his status as a grandfather. His own son, Dr. Bert Warren Jr., is just up the aisle treating other patients.

The elder Dr. Warren's simple words have done the trick. Little Jamie Pitt smiles up at Dr. Warren. Her tensions melt away. She opens wide and allows this nice man to examine her teeth and gums.

Jamie is one of about 125 needy children registered for an oral examination and treatment—the first for many—on Give Kids A Smile day at the Greenville pediatric dentistry and orthodontics practice owned and operated, with five associates, by the father-son team of Drs. Jasper and Lee Lewis.

Of the more than 100 GKAS events held around the state Feb. 4, the North Carolina Dental Society identified the Lewis' Greenville prac-



Open wide: Dr. Lee Lewis of Greenville, N.C., examines a patient on Give Kids A Smile day, Feb. 4.

tice as one of the state's "showcase" events, suitable for hosting the media, legislators and other dignitaries.

Twenty-five dentists and about 100 other volunteers from all across east North Carolina's Pitt County are in Greenville to do their part for indigent children identified through the county's health department. Volunteers include hygienists, dental assistants, administrative staff, dental students and private citizens. The Greenville practice has been a GKAS participant from the beginning in 2003.

With parents in tow, the first children arrive at about 7:20 a.m. (20 minutes earlier than expected) and find themselves tugging at a locked door. "We have patients," an office staffer calls out, suddenly mobilizing everyone within earshot. The doors are opened and the big day begins.

At about 8 o'clock, a local television station reports erroneously that walk-ins who can show need are being offered free dental treatment at the Lewis' clinic. The caregivers on hand take this in stride. No big deal.

"They [the patients] are supposed to be registered in advance, but if somebody needs care, we'll treat 'em," says Dr. Billy Williams, a local general dentist and one of the principal organizers of the Greenville event.

At past GKAS events, he says, "we would treat the registered child only to find that the sibling needed care too, so we'd treat the sibling."

Outside a dental school clinic, it's hard to imagine a more perfect setting for a GKAS event than the Lewis' 10,000-square-foot, 25-chair facility in Greenville.

Opened in January 2000, the building is a series of large, airy rooms that flow naturally from one to the next, with smaller rooms sandwiched in between for offices, laboratory services and other functions.

Patients and parents enter a waiting area that spreads out broadly on either side of a large, multi-station front desk. Lined with comfy grape-colored chairs, the waiting room offers video games and other diversions and has the feel of an indulged child's play room.

The front desk, on Feb. 4, is festooned with blue and white balloons. A large GKAS sign looms overhead. After checking in, patients move to an open screening area that houses eight dental treatment stations. The dental chairs and equipment in this room form a circle that, on this day at least, evokes a high-tech

See GREENVILLE, page 12



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*Based on a study published in the Journal of the American Dental Association, 134(10), 1341-1346, 2003. The study compared the effectiveness of Colgate Smiles toothbrushes with other toothbrushes in removing plaque and staining from teeth. Colgate Smiles toothbrushes were found to be more effective than other toothbrushes in removing plaque and staining from teeth.

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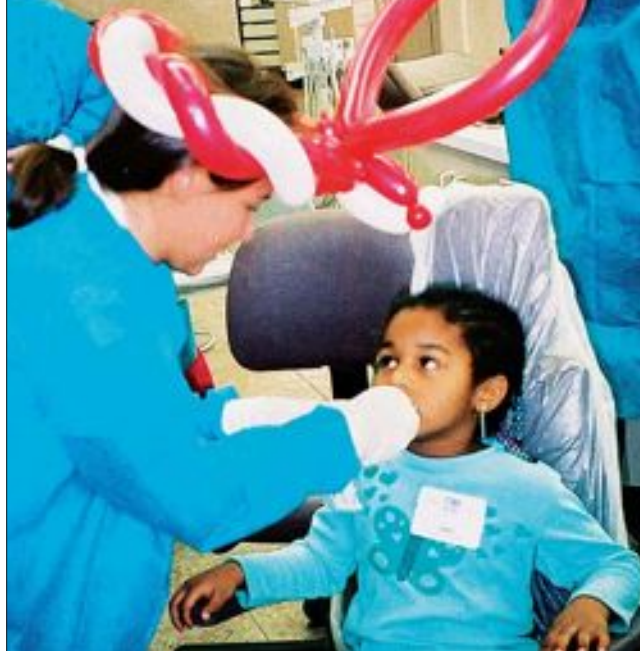
Greenville

Continued from page 10

merry-go-round, though one that doesn't travel. The ceiling panels contain large photographs of blue skies and puffy clouds and colorful hot-air balloons, all meant to help settle jittery nerves.

After an initial screening, each child is asked to chomp down on a bite registration arch, which is later presented to the parent or guardian to keep "in case the unthinkable happens," says Dan Walker, a University of North Carolina dental student working with dental assistant Melissa Barnett to collect the tooth impressions.

From the screening room, the children are taken for radiographs and then on to another open area for restorative care as needed.



First impression: Dental assistant Melissa Barnett, sporting a new hat, takes a tooth impression on 5-year-old Jamie Pitt, one of 125 children registered for dental care in Greenville, N.C.

By mid-morning, dignitaries begin to arrive, including two state representatives and the area's U.S. congressman, Walter B. Jones. The legislators laud dentistry for its commitment to the underserved and talk about the need for government to open its eyes to the access problem.

Dr. Jasper Lewis, a genial, gregarious 61-year-old past president of the American Academy of Pediatric Dentistry, says Give Kids A Smile brings fanfare and valuable attention to something dentists have done for years "but kept quiet" about.

In the past, he notes, he and several colleagues would visit local elementary schools, dispensing care and advice on prevention until they'd visited all the schools. Then they'd start over. "We started out doing this once a week," he recalls. "Then that became too much, so we went to once a month."

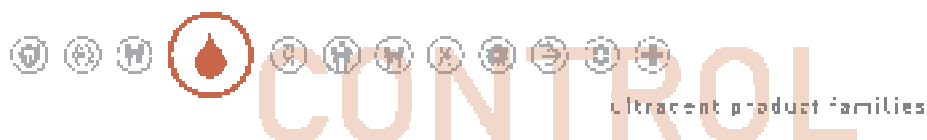
Quietly caring for needy kids was good for the children, notes Dr. Lewis, but it may have given lawmakers the false impression that the access problem either didn't exist or had been solved within the private sector.

"If you tell legislators everything's taken care of," he says, "then they don't think there's anything that needs to be done."

Dr. Lewis' son, Lee, a 36-year-old pediatric dentist and orthodontist, sees the benefits of GKAS as twofold. First and foremost, he says, is the care received by thousands of indigent children who otherwise might be left to endure the pain and debilitation of oral disease.

Second, he says, GKAS helps "highlight for public policymakers what the problem is" so that dentistry isn't perpetually alone in its struggle to improve access.

"We can't solve this problem on our own," he says. The entire dental profession nods in agreement. ■



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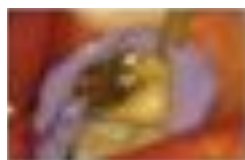
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ULTRADENT

GKAS goes international at naval base in Japan

BY CRAIG PALMER

Naval Air Facility Atsugi, Japan—Navy Lt. Rebecca Neill is taking Give Kids A Smile international with a National Children's Dental Health Month of activities.

It's one of many federal dental services access events scheduled at military and community facilities.

To celebrate access awareness events taking place across the United States, "I am organizing some events on our base," Dr. Neill told the ADA News in an e-mail report. Dr. Neill, a general dentist, described the activities she is organizing.

- Each child at the local on-base elementary school will receive a dental screening exam when a Navy dental team visits during the last two weeks in February; each will see oral health videos and receive donated dental products.

- More than 800 children will be screened and those with "urgent needs" tracked by the school nurse to receive the necessary care at the dental clinic; many are children of active duty U.S. Navy personnel actively deployed on the USS Kitty Hawk aircraft carrier.

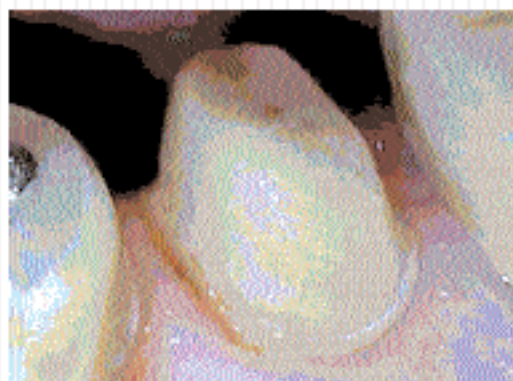
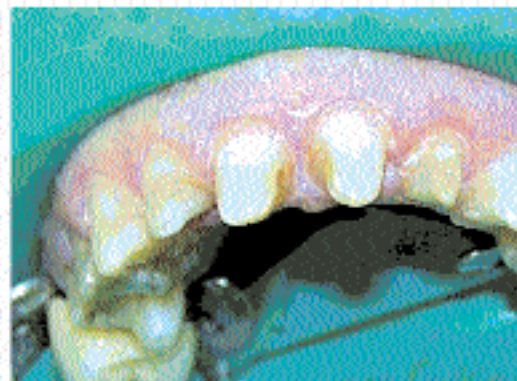
- The tooth fairy will visit the new parent support groups on base; there are two groups for parents of preschool age children and infants.

- A "Chase Away Decay Relay" is planned, where the relay baton is a huge toothpaste tube and toothbrush; last year more than 100 children participated in the race.

- A poster contest and the posters will be displayed in the branch health clinic on base.

"The weeks of events are a lot of fun for the kids here and most importantly allow us to target children who have urgent needs and are at high caries risk," Dr. Neill said.

NAF Atsugi, the largest Naval air facility in the Pacific, has been home to sailors and their families for more than 50 years. ■

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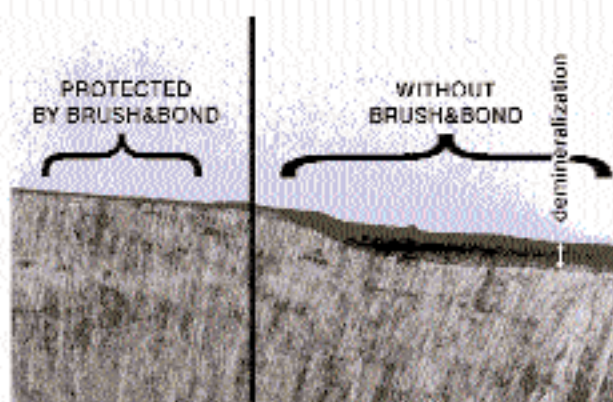
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1. Gagliardi J, et al. Prevention of secondary caries by a self-etch bonding system (Hybrid Bond). *Int J Biomater Dent Hygiene*. March 1994.
2. Kossman Y, et al. Evaluation of dentin adhesion of self-etching bonding systems. *JDR-Rel. Res*. 51722. May 04.
3. Wilson L, et al. The early coating technique: Effect of single step bonding on your favorite bonding materials. *Am J Dent*. Vol 5, No 4, p222-240, 2002

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ADA oral cancer course on tour

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The ADA's "Dentist Saves Patient's Life! Early Oral Cancer Detection and Tobacco Use Cessation" five-hour continuing education course will be held at the following locations through June 2005:

Contact the individual course site for more information or to register:

- Red Bluff, Calif., Feb. 25, Northern California Dental Society, Vi Gilbert, 1-530-527-6764, "ncds@sunset.net".

- Philadelphia, March 11, Temple University School of Dentistry, Leslie Briceno, 1-215-707-7541, "www.temple.edu/dentistry".

- Portland, Ore., April 8, Oregon Dental Conference, "odc@oregondental.org", "www.oregondental.org".

- Washington, D.C., April 29, D. C. Dental Society, "info@dcidental.org", "www.dcidental.org".

- Washington, D.C., May 12, Howard Uni-

versity, Sharon Miller, 1-202-806-0349, "smiller@howard.edu" or Dr. Mahmoud Nasr, 1-202-806-0349, "mnasr@howard.edu".

- San Antonio, Texas, May 13, Texas Dental Association, Shannan Cook, 1-512-443-3675, "shannan@tda.org", "www.texasmeeting.com".

- Uncasville, Conn., May 13, Connecticut State Dental Association, Mohegan Sun Resort & Casino, 1-860-278-5550, "www.csda.com".

- Sioux Falls, S.D., May 14, South Dakota

Dental Association, Brenda Goeden, 1-605-224-9133, "Brenda@sddental.org", "www.sddental.org".

- Anaheim, Calif., May 15, California Dental Association, "www.cda.org".

- San Francisco, June 3, University of California, San Francisco School of Dentistry, Mary Sheridan, 1-415-476-1101, "dentistry.ucsf.edu".

- Atlantic City, N.J., June 10, New Jersey Dental Association, Meetings & Events, 1-800-831-6532.

- Little Rock, Ark., June 11, Arkansas Oral Health Coalition, Rhonda Sledge, 1-501-661-2051 or 1-501-661-2595, "rsledge@healthyarkansas.com".

Additional courses will be held through November 2006. Watch the ADA News for future course listings or contact Mary Wheatley at the toll-free number, Ext. 2839, or e-mail "wheatleym@ada.org". ■

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- Florida: Terry Day, Inc., (800) 521-1184
- Illinois: All Insurance, (800) 338-0033
- Minnesota: TDIC Financial & Insurance Services, Inc., (877) 745-1050
- New Mexico: New Mexico Dental Benefits, (505) 522-8114
- Pennsylvania: PC&S, Inc., (877) 732-4745

Smoking cessation programs for palm devices, pocket PCs new from AHRQ

Rockville, Md.—You can put support for quitting smoking in the palm of your hand with the Agency for Healthcare Research and Quality's new consumer tool for palm devices and pocket PCs.

"Quit Smoking: Consumer Interactive Tool" helps smokers set up a program tailored to their individual needs.

Users can choose a date to quit, then use the program that includes a five-day countdown beforehand of practical steps, including identifying reasons to quit, talking to the doctor about medications like the nicotine patch or gum, and getting support from family and friends.

"This program is unique in that it's designed to be integrated into a patient's everyday schedule," says Dr. Kay Rankin, ADA grant collaborator and tobacco use cessation expert.

"In addition to the National Network of Tobacco Cessation Quitlines (1-800-QUITNOW) and the information for the public and health professionals on the Web at 'www.smokefree.gov', this is another excellent, free resource to assist dentists in helping their patients stop their tobacco use."

Download the program for free at "pda.ahrq.gov". For more information about quitting smoking, log on to "www.ahrq.gov/path/tobacco.htm" or call the toll-free National Quitline at 1-800-QUIT NOW. ■

CORRECTION

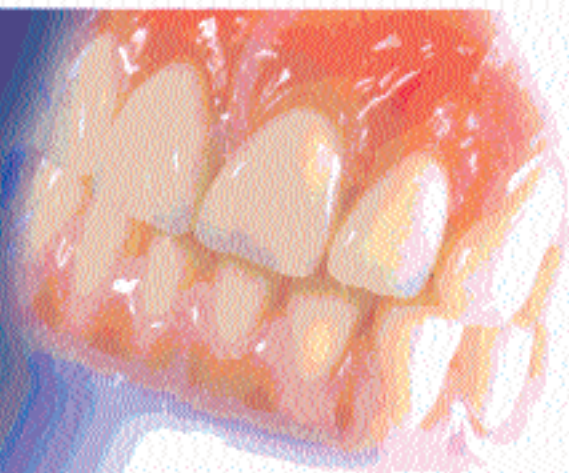
Dr. Larry J. Ferguson, a new member of the ADA Foundation board of directors, serves on the ADAF Charitable Assistance Program Committee. The Jan. 3 ADA News incorrectly identified that committee. ■

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Ohio GKAS message links oral health to self confidence

BY STACIE CROZIER

Columbus, Ohio—Clustered on the floor in front of the stage at the Feddersen Center, some 40 children enrolled in the Capital Kids after-school program laughed, sang, danced, listened and enjoyed a magic show before receiving a free dental examination and fluoride varnish during the statewide launch of Ohio's GKAS celebration Jan. 28.

Members of the Ohio Dental Association, the Columbus Dental Society, faculty and students of

GKAS2005

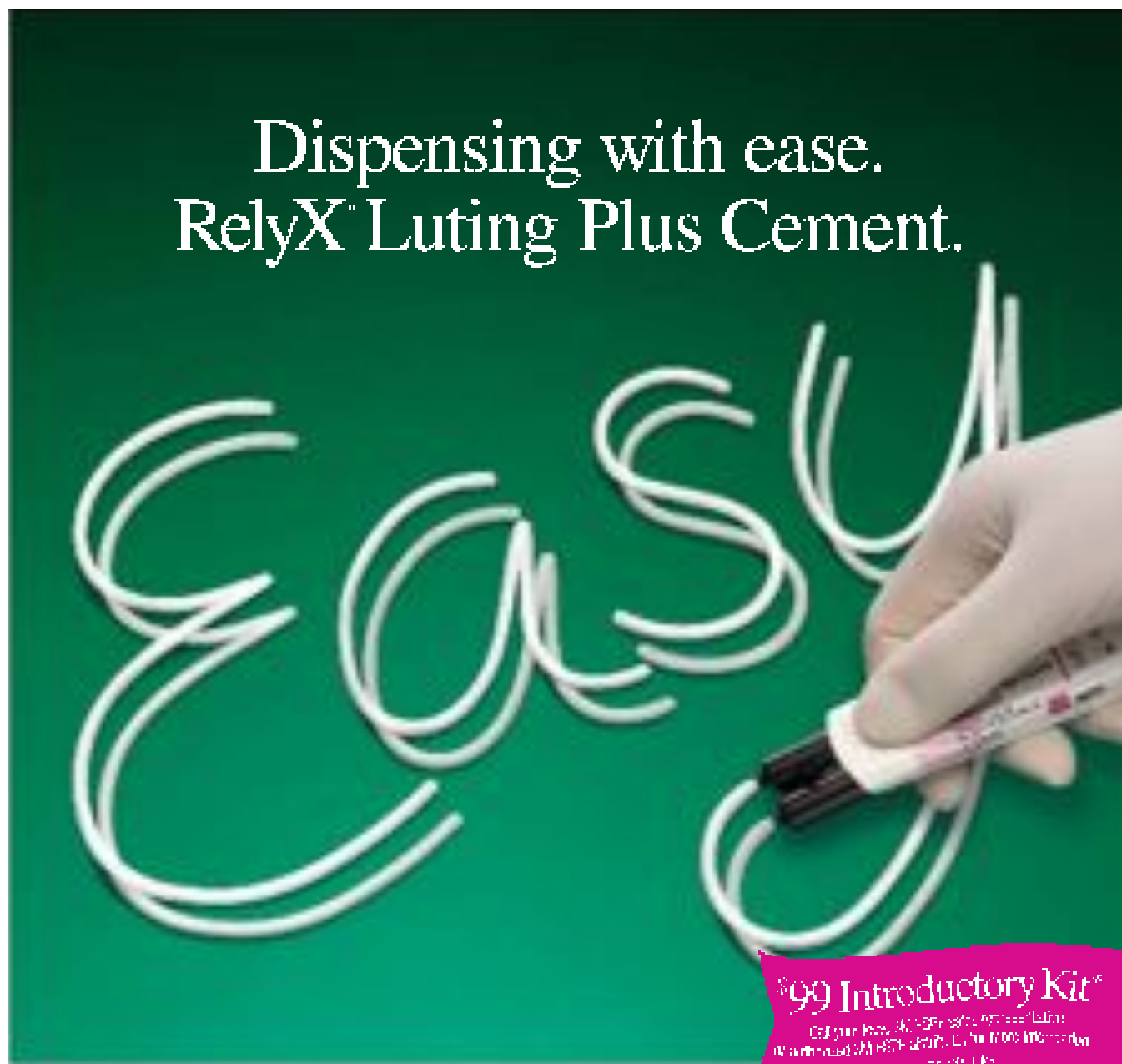
The Ohio State University College of Dentistry and state and city government and health officials had them smiling with messages—both humorous and inspirational—that told the children: When you protect your smile you have the power to become the person you want to be when you grow up.

State Sen. Ray Miller acknowledged the array of dentists, physicians, educators, dental industry representatives and government representatives present and told the children, "You can grow up to do the things that they do. They are high achievers. Dentists, doctors and administrators. And it helps them to have a wonderful smile. So take care of your teeth so you can flash those big smiles. It's not just your dental health, but your overall health that's improved when you take care of your teeth."

Local television news personality Andy Dominianni served as emcee for the short program, revving the kids up with an interactive sing-along of "Head, Shoulders, Teeth and Toes," quizzing them with oral health questions and making them laugh with goofy dental jokes and trivia.

Local dentist and professional magician Dr. Timothy Moore previewed his new act for the kids, a look at some famous magicians from the past and their signature illusions, before his upcoming performance for about 1,000 professional magicians at a convention. He also gathered helpers from the audience, including Jacob Murphy, who was amazed that he had an abundance of

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Something to smile about: Jacob Murphy shows off his goodie bag after an exam and fluoride varnish during a GKAS event Jan. 28 in Columbus, Ohio.

gold coins in his shirtsleeves, nose and ears.

Kids also played a part in the festivities with acts like "Victoria Veneer and the Amazing Molettes" a group of girls who danced and tumbled for the audience and a group of boys who served as giant molars as Mr. Dominianni "flossed" between them with a length of rope. They all wore GKAS/ODA T-shirts for the event.

After the brief ceremony and show, the kids quickly received screenings and fluoride varnish treatments. Under the watchful eye of Dr. Paul Casamassimo, OSU fourth-year dental students Nicole Simonetti and Kate Posluszny worked one-on-one with the children.

"Last year I was an escort for the GKAS event and it was fun," said Ms. Simonetti. "But I am hoping for something more hands-on this time. Outreach is important for the profession. I feel like I've been given a good opportunity to reach kids who wouldn't ordinarily get dental care."

After examining and applying varnish to about a half dozen children, she flashed a smile and said, "I'm a lot busier this year and it's definitely a little more hands on than escorting."

Ms. Posluszny, who said she really loves working with children, patiently sat with a couple of apprehensive children, talking quietly and soothingly until they were ready for their exams. She also expressed satisfaction with her volunteer efforts. "Kids aren't really afraid most of the time—that's an unfair stereotype," she said. "They're really curious and excited."

After their dental exams, kids could play interactive dental education-based games with volunteer dental assisting students, grab a goodie bag filled with a battery-powered toothbrush, toothpaste, activity sheets and educational materials for both kids and parents. They also each received a healthy snack to put in their bags for enjoyment later, after the fluoride varnish had

been placed for a half hour.

Three other Capital Kids after-school centers had simultaneous screening/fluoride varnish events for 40-50 children. GKAS screening events were scheduled all over the state throughout late January and February, with free follow-up treatments to be done today and throughout the next few months. The Capital Kids program—started by Columbus Mayor Michael B. Coleman, served as high-profile sites to bring visibility to the problem of access to dental care.

Though the mayor was unable to attend the GKAS launch, he provided a proclamation for the ceremony and his support. “A bright smile for the Capital Kids is a sign of a healthier child,” he said, “and when our kids are healthier they learn better. We appreciate all the hard work and care that Ohio’s dentists are providing through Give Kids A Smile.”

In addition to the many dentists and other volunteers, Ohio’s GKAS programs are supported by the ODA and its component societies, Medical Mutual of Ohio, Delta Dental Plan of Ohio, Procter & Gamble, Sullivan-Schein, Ivoclar Vivadent and DEXIS Digital X-ray Systems Inc. ■



Varnish time: Dental student Nicole Simonetti applies a fluoride varnish to the teeth of Capital Kids participant Isiah during a GKAS event at the Feddersen Center in Columbus, Ohio, Jan. 28.



Winners: A student at Bethel Head Start flashes his million-dollar smile with Dr. Maryam Pearose, a pediatric dental resident at the University at Buffalo School of Dental Medicine.

GKAS: It's a way of life for Ohio members

BY STACIE CROZIER

Columbus, Ohio—On Feb. 4, nearly a million children received dental screenings, education and care through the ADA’s Give Kids a Smile program—a good many of them right here in Columbus.

But the reality for Ohio dentists, state and local dental society staff, dental students, dental hygienists, dental assistants and other volunteers—nearly 1,600 volunteers in all—is that the life of GKAS spans at least half the calendar each year.

Each of Ohio’s 25 component dental societies this year will host programs that could

include education, screening, preventive care and restorative care. Volunteers began planning activities last September and will continue to host GKAS events throughout February and to follow up with kids who need treatment over the next several months.

The painstaking process includes assessing local children’s oral health care needs; planning targeted events; securing program locations; identifying children with need through local schools, social service agencies, health departments and other agencies; securing parental consents; lining up transportation, volunteers and supplies; and working with local community

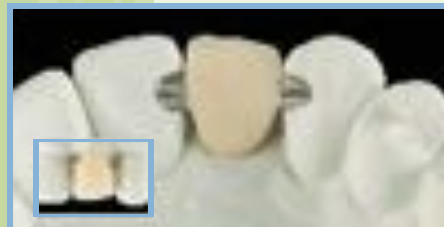
leaders to make events as visible as possible to the public as well as policymakers at the local, state and national level.

This year, Ohio GKAS volunteers expect to see some 33,500 children—including Head Start students, at-risk students in after school programs and other children from low-income families without access to dental care.

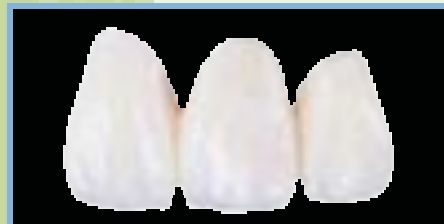
“When it comes to helping those less fortunate, especially children, our members are always right there,” said Dr. Joe Mellion, ODA president. “Knowing that we have helped bring a happy and healthy smile to a child’s face is especially gratifying.” ■

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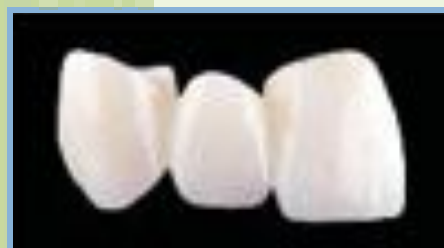
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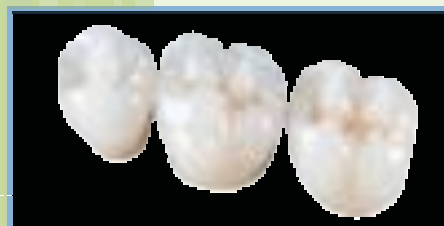
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Minnesota dentists treat 6,000 kids in need

St. Paul, Minn.—“It’s heartening to see so many volunteers helping children who need dental care,” said ADA President-Elect Bob Brandjord, who hails from Eden Prairie.

At 170 locations across the state, more than 6,000 children from low-income families received dental treatment, at no cost, from 1,500 volunteers Feb. 4 and 5.

Dr. Pat Foy, president of the Minnesota Dental Association,

GKAS2005

Getting ready: ADA President-Elect Bob Brandjord sports his University of Minnesota cap as he joins the 120 student volunteers who listen to instructions before the start of GKAS at the University of Minnesota School of Dentistry. The dental school treated nearly 200 low-income children on Feb. 5.



also praised dentists’ efforts. But “one day can’t solve the problem” of low access to dental care for many Minnesotans, he also noted.

“Lawmakers need to know that paying less than 50 cents on the dollar to treat public assistance patients is not saving money,” Dr. Foy added.

The MDA is urging lawmakers to fix the funding and administrative complexities of the state’s dental programs. ■

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Photo courtesy of Dr. James Woodard and Patricia Penick of Brook Dental (Irvine, Calif.)

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Minnesota smiles: A happy young patient following treatment by a dental student at the University of Minnesota, which observed Give Kids A Smile on Feb. 5.



GKAS founded: A few of the 584 children who received \$180,000 worth of dental care from the Greater St. Louis Dental Society on Feb. 4, which gave oral exams, X-rays, cleaning and fluoride treatments, and fillings and extractions as needed.

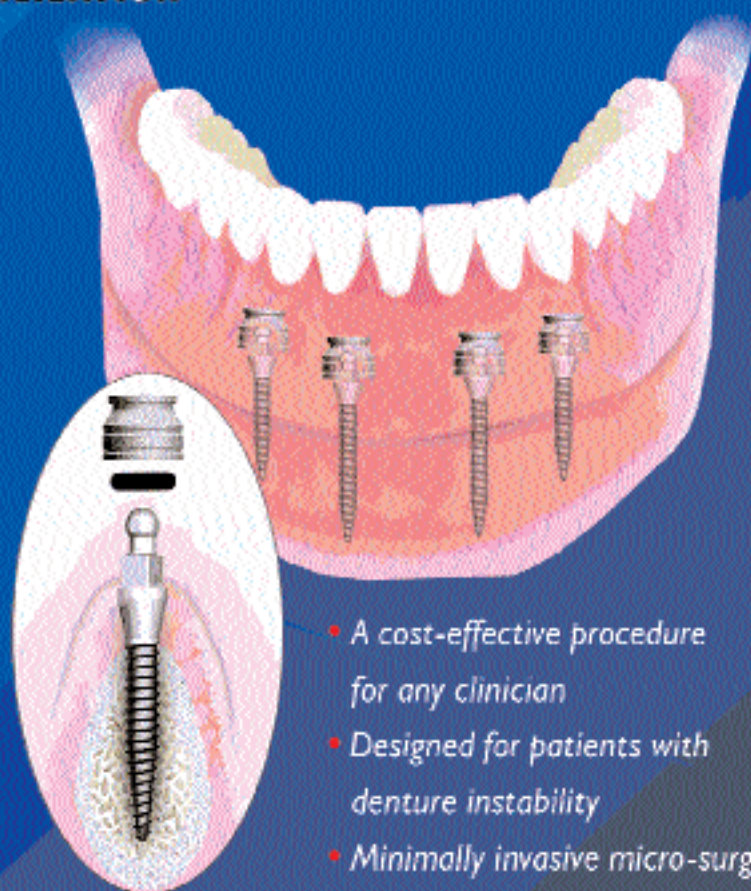
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Brave young man: Dr. Regina Cobb welcomes 10-year-old Brandon who, along with his older brother, arrive at Give Kids A Smile III for their first-ever dental visit.

BY MARK BERTHOLD

Kingman, Ariz.—It's a scene straight from a John Wayne movie, a stone's throw from the Hualapai mountains, ruggedly handsome, a place where kids ride their horses after school, where men stroll into bars wearing 10-gallon hats. The historic Route 66 cuts through the center of town, and is briefly renamed Andy Devine Street, after the famous cowboy actor.

And on this Feb. 4, as the warm Arizona sun spills over the Hualapai peaks and ridges, it spells the end of a chilly desert night and the start of Give Kids A Smile III.

"I love working with these kids because it's amazing what you hear, they each have their own story to tell," says Dr. Regina Cobb, who organized this year's access-to-care event.

"And here in Kingman," she adds, "dentists are very cooperative for GKAS because they feel part of the community. And we have great school nurses and administrators, and parents are starting to come on board."

Eight school buses arrive from schools as far as 45 miles outside of town, bringing only those children with a pre-screened need for dental treatment. The kids are of all races, come from very diverse backgrounds and range widely in age. The youngest is five and the oldest, 17. But they all share one common denominator: their parents cannot pay for a visit to the dentist.

"For Give Kids a Smile, we target those kids who don't qualify for government assistance but still can't afford dental care—they're caught in between," explains Dr. Cobb.

Case in point: 10-year-old Derek, a smart kid with two working parents and three siblings. Unlike his adopted siblings, he's never been to the dentist until today, even though he's known about the "hole" in his tooth for over a year now.

"My brother and one of my sisters is adopted,

"The E.R. doesn't treat dental emergencies, they just give the kids antibiotics or pain medication."

so they've both been to the dentist before," he says. "But my other sister and I have never been—we don't have dental insurance. I've been dyin' to go 'cause I keep hearing how the dentist can fix this hole."

Or 14-year-old Whitney Van Slyke. Today is only her second visit to a dentist. Never mind that her "bad tooth" has bothered her constant-



GKAS helps: Whitney's been bucked from a horse and her leg broken, but it's the pain in her tooth that bothers her the most.



"Been dyin' to go": At 10, Derek has long anticipated his first dental visit.



Rodeo kids: At left, 14-year-old Elizabeth has watched her cousin ride wild sheep bareback. Her best friend Ciarah, 13, races on miniature trained bulls at the church rodeo and has three 1st-place ribbons to prove it.

ly for four years; that she missed a week of school from the pain; that her mother once drove her to the hospital emergency room, only to be given "some pills" and sent back home without treatment.

"It's true, the hospital E.R. doesn't treat dental emergencies, they just give the kids antibiotics or pain medication," says Dr. Barry Ulrickson. "But that doesn't take care of the dental problem; most need an extraction before the abscess causes some life-threatening infection."

Dr. Ulrickson says his dental office is one of only a few in Mohave County that administers general anesthesia for 3- to 5-year-olds.

"We don't practice a specific area of dentistry, we've just taken in whatever the underserved in

the community needed," he says. "Patients show up without appointments, sometimes we get an extra dozen. But we treat them and get them out of pain, otherwise they end up at the E.R."

Like dentists everywhere, Drs. Cobb and Ulrickson are fighting an uphill battle to improve the oral health of children in their local community. Underserved patients who need dental care far outnumber the few local dentists and their resources.

Thus, for today, the plan is simply to "try to get as much work done that we can," says Dr. Cobb. "I also 'adopt' a few kids, and will do all their necessary dental work pro bono for the coming year."

And she's enlisted another Kingman dentist, Dr. Bryan Carlson, to do the same. "It fits me better than government socialized plans," he says, "because it's a chance to do some volunteer work on my own, without the red tape, and do something good for kids who need it—even if only a few kids."

Not that Dr. Carlson, one individual dentist, can make a big dent in a much larger societal problem of untreated oral disease. But dentists in these parts will continue to reach out to underserved children, most often quietly on their own, and through Give Kids A Smile.

"GKAS is a chance to reach those kids who slip through the cracks, to treat disease and raise dental awareness," says Dr. Gary Lacaze. "It's a chance," adds Dr. Jerry Wienke, "for kids who are underserved to get into the system."

Says Dr. Ted Kimball, "The main thing we're trying to emphasize is the importance of coming into a dental office on a regular basis, and while they're here, we'll fix the existing problems. Hopefully, they'll spread the word around school that the dental office is good place, where we heal pain, we can help them." ■



Champ: Sandy, 10, whose only previous dental visit was Give Kids A Smile II, "can beat the boys at tetherball."



Special visitor: Dayanara Torres, Miss Universe 1993 and a star of Spanish language movies, interacts with children in Puerto Rico Feb. 4 as a Crest Healthy Smiles 2010 spokesperson.

GKAS2005

Beauty and the teeth

Santurce, Puerto Rico—"Sonrisas": That's "smiles" here, where 250 children came out for free dental care at the Boys & Girls Club in the Las Margaritas public housing project Feb. 4.

Local dentists and students from the University of Puerto Rico School of Dentistry provided screenings and oral hygiene instruction to club members—most of whom do not have the means to obtain dental care.

According to the dental school, 47 to 50 percent of Puerto Rican children age 5 and younger already have cavities.

Dayanara Torres, Miss Universe 1993, visited with the children Feb. 4 as a Crest Healthy Smiles 2010 spokesperson. Growing up in Puerto Rico, the beauty queen, actress, singer and model had an interest in becoming an orthodontist. ■



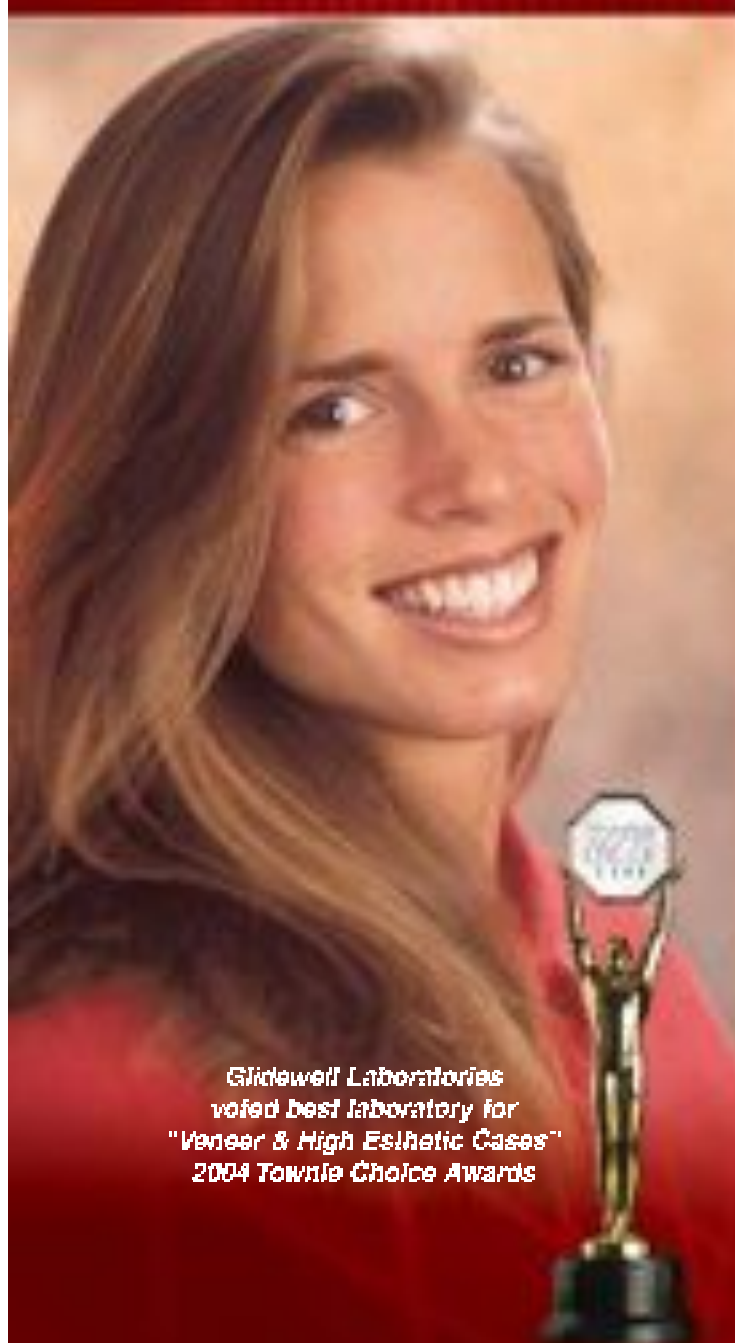
On my mind: Atlanta Mayor Shirley Franklin made a special appearance Feb. 4 at the Boys & Girls Clubs of Metro Atlanta to support the Georgia Dental Association's GKAS access-to-care event.



Live from New York: "We have millions of children out there who are losing nights of sleep and days of school because they can't get dental care," Dr. Leslie Seldin (right), Columbia University faculty member and ADA consumer advisor, told Al Roker on NBC-TV's "Today" show in New York on Feb. 4. There were 294 TV hits for Give Kids A Smile programs around the country from Jan. 30 through Feb. 7.

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Rain can't dampen GKAS spirit in Washington



Easy riders: The time is right for a post dental visit bus party for, from back, Mary Davis, Ashlynn Cseh, Sky Belieu, and Todd Smith, after GKAS in Clarkston, Wash.

BY ARLENE FURLONG

Anacortes, Wash. — On a clear day, Anacortes is as good as it gets.

Mountain and seaside vistas meet every turn, quickening the pulse, and the pace, of an otherwise casual island city. Wherever you go, so does the waterfront, the Olympics, Mount Baker and the San Juan Islands.

Located in the northern Puget Sound roughly

halfway between Seattle and Vancouver, B.C., Canada, Anacortes' natural setting is enhanced by economic stability. Major employers include two oil refineries, a large school district and a hospital and a seafood plant. They thrive along with art galleries, boat charters and upscale coffee houses.

So, who needs Give Kids A Smile in a place like this?



What? "Did you say you haven't brushed your teeth for three days?" Dr. Kelsey Ullsmith asks 13-year-old Jacob. Dr. Ullsmith organized the GKAS event at the Boys & Girls Club in Anacortes through the Mount Baker Dental Society.



Optimistic: At 14-years old, Ashley Hackworth said she has lots to smile about.

On this rainy GKAS 2005, a better question to ask from the Anacortes Boys & Girls Club would be: "Who doesn't?"

"It hurts," complains 6-year-old Joel. One hand in his mouth, his round face frowns at Dr. Bernard J. Larson. He was among the first kids to check out the dentists in the room next to the gymnasium. Ten minutes later, kids were lined up two and three across out the door.

"Happens every time," commented a smiling Dr. Larson, pediatric dentist and president of the Mount Baker Dental Society. "It only takes one brave kid to leave here with a goodie bag and everyone's lured in."

But Joel doesn't look brave anymore. He recognizes he may have divulged too much information and looks like he might attempt to escape in the instant before Dr. Larson gets a gander in his mouth. Turns out Joel's no faker. There's a cavity in the tooth that hurts and probably a few others too.

Fourteen-year-old Peter intimates his maturity level as soon as he introduces himself to Dr. Kelsey Ullsmith. The young, upbeat dentist organized this year's Anacortes GKAS. "I'm a teenager," he tells her immediately. She tells him he needs more brushing and flossing. Five minutes later, 13-year-old Jacob sits in that same chair and tells her he hasn't brushed in three days.

"What are you saving this stuff for," Dr. Kelsey Ullsmith asks with a laugh. "Dinner?"

Fourteen-year-old Ashley sits in Dr. Rich Ullsmith's chair. The husband of Dr. Kelsey Ullsmith treats kids everyday in Bellingham, Wash., at the Interfaith Community Health Center.

"I know I have gingivitis," Ashley tells Dr. Rich, his name for the day. "My gums bleed all the time."

Joel gets a letter and dentist referral information to take home. Peter agrees to use the new

A little help goes a long way on GKAS

Dr. Robin J. Henderson, of Clarkston, Wash., summed up GKAS like this: "The key is volunteering to help local children." That message caught on throughout the state.

Clarkston

With the assistance of the Grantham Elementary School's principal and family counselor, kids who might not otherwise receive dental treatment, got exams, X-rays, sealants, extractions, cleanings and whatever else they needed from Dr. Henderson and her team.

"It's really rewarding to see that GKAS can make a difference," said Scott Henderson, Dr. Henderson's practice administrator and husband. "It's a privilege to be part of it all."

Dr. Henderson recalls one patient she saw on the first GKAS, three years ago, whose needs were too extensive to meet that day. She rescheduled the child for further treatment. This year, that same girl had a great check-up—no cavities, no problems.

Thirteen National Honor Society students from Clarkston High School taught kids proper brushing and flossing techniques.

Seattle

Athletes got into the GKAS spirit at the University of Washington School of Dentistry, which hosted their third GKAS for some 35 middle and high-school aged students from area schools.

Basketball favorite James Donaldson, a former Seattle Supersonics, the Supersonics' dance team, and Ty Eriks, from the University of Washington's football team reinforced the safety message that mouthguards are an important piece of athletic equipment.

Volunteers from the dental students' spouses club coordinated with school nurses to invite athletically active, underprivileged students for free custom mouthguards to GKAS.

Ithaca

Dr. Barry Feder estimates his office provided some \$8,988 of free dental work.

He and Dr. Jeffrey Parrish (retired), performed restorative services while hygienists provided cleanings for 32 children. Two foreign exchange students from Peru translated for Spanish-speaking patients.

Local specialists volunteered their services for any necessary follow-up treatment, including oral surgeons: Drs. Scott Clayhold, Art Vikari, Craig Johnson and Richard Crinzi and endodontists Drs. Willis Gable, Jerome Yamada, Kristi Detwiler and Don Pratten. ■



Look-it: Ashlynn Cseh points to the chip in her front tooth before Dr. Henderson fixed it.



It's this one: Six-year-old Joel tells Dr. Bernard J. Larson, president of the Mount Baker Dental Society, which tooth hurts. Turns out he's no fibber. The screening at the Anacortes Boys & Girls club showed Joel probably had at least one cavity.

Anacortes

Continued from page 22

toothbrush he got today. Jacob agrees to brush and floss. Ashley says she's going to a dentist appointment later in the month. Then there's 7-year-old Justine, who gets a note to take home advising she needs to brush more. Thirteen-year-old Damon is going to tell his parents sealants on his molars might be a good idea. Seven-year-old Avery has to see a dentist, has to brush. He gets a note and referral information to take home. The list goes on and on.

"Anytime you raise dental awareness in kids you're raising parental awareness," said Dr. Kelsey Ullsmith. The three dentists worked with two dental assistants, Lisa Gauspohl and Dr. Larson's assistant Cara, to screen more than 60 children during the afternoon. The end result was that many kids went home with recommendations to see dentists.

Dr. Larson organized screenings at the Boys & Girls Clubs for eight years before Drs. Kelsey and Rich Ullsmith took over this year. He said more of the kids he saw at the Anacortes event this year needed oral health care than in previous years.

"Families are probably financially stressed," he surmised. "Dental care is often the first thing to go."

He believes the Boys & Girls Clubs are a good target group for GKAS.

"Some of the kids are here because both parents are working," he explained. "But when I ask, most of the kids say they live with 'just ma' or 'just dad.' These parents need all the help they can get."

Drs. Kelsey and Rich Ullsmith scheduled 10 screenings at Boys & Girls Clubs throughout Skagit and Whatcom counties in Washington this month. Dr. Rich said what he saw in Anacortes today wasn't bad compared with the dental health of kids at some of the other locations in Skagit and Whatcom counties.

"Maybe it's because the water's fluoridated here," he said. "That can make a big difference in kids' dental health."

By the time the two Drs. Ullsmith and Dr. Larson were packing up, Avery was dashing around the gymnasium with his friends, Ashley was in the computer room and Joel was busy talking a mile-a-minute to the dentists and assistants.

Nighttime was fast approaching, but the rain had stopped. A few of the older kids were hanging outside the building, joking and laughing, carefree. No school tomorrow.

Weather forecasts were calling for sunshine tomorrow. On a clear day, Anacortes, Wash. is as good as it gets. ■



Numb lips: Eight-year-old Zachary shows his dad, Mike, his new fillings and cleaned teeth at the University of Nebraska Medical Center College of Dentistry Feb. 4. "I think it's wonderful that they offer this," said Mike.

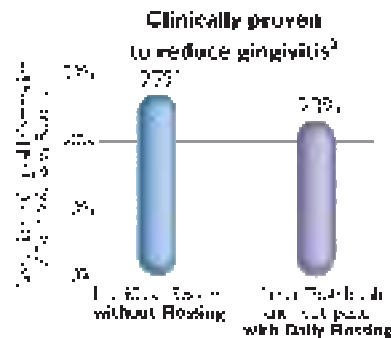


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PHILIPS



Lining up: Kids wait their turn in Nassau County, New York. Some 90 volunteers, including nearly 40 dentists, provided care to more than 500 kids from local schools. “We’ve got a record of every kid who came,” said Dr. Michael Shreck, chair of the Nassau County Dental Society’s GKAS 2005. “A lot of them had never been to the dentist before. We’re going to follow-up to make sure everyone who needs attention gets it.”

GKAS2005



Stony Brook: Dr. Debra Cinotti, associate dean for clinical affairs at the State University of New York at Stony Brook, assisted by Nancy Meisner, hygienist, examines a student Feb. 4 from Central Islip School District (Long Island) as the child’s mother watches.

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DARW week set for March 6-12

“Delivering Excellence Throughout the World” is the theme of Dental Assistants Recognition Week—March 6-12.

Sponsored by the American Dental Association, the Canadian Dental Association, the American Dental Assistants Association, the Canadian Dental Assistants Association and the U.S. Army Dental Command, March 6-12 is the time to honor dental assistants’ unique talents.

To enter the DARW competition, dentists or their staff should describe in 100 words or less how they celebrated DARW 2005 and ensure the entry is postmarked by April 8.

Contest categories are dental offices; dental assistant associations; dental assisting schools; and other organizations.

Participants should send a photo of their dental team with the entry.

For entry forms, ready-to-use ad slicks for your state publication and promotional kits, call the ADA toll-free, Ext. 2895. Or e-mail Joan Dietrich, dental team activities and publications, at dietrichj@ada.org.

THE DARW ad can be downloaded from ADA.org at “www.ada.org/prof/events/featured/assistants.asp”.

Need a little special something for your dental assistant? The ADA Catalog is offering a silver picture frame with the DARW logo that will display a four-by-six-inch picture.

The item number is J622 and the cost is \$10.95 each. Dental offices can call 1-800-947-4746 or go online at “www.adacatalog.org” to place an order. ■



Team effort: Dr. Trucia Drummond examines 4-year-old Leslie Flores at UIC with the help of Dr. Barbara Mousel and Alejandro Cuevas, also age 4.

GKAS opens new UIC pediatric dentistry general clinic

BY JUDY JAKUSH

"They let me have a mirror."

Eight-year-old Tyrishae Hiley opens her goodie bag and proudly holds up her dental mirror. "Every time I brush my teeth I'm going to look in my mouth with the mirror to see if it's clean," she explains.

Tyrishae, of St. Malachy School on the Near West Side, came to the University of Illinois Chicago College of Dentistry Feb. 4 with her schoolmates to receive dental examinations, cleanings and fluoride treatments. A second group of children came from El Valor Early Head Start program, a community service agency serving the Pilsen and South Chicago neighborhoods.

One of Tyrishae's schoolmates, Minosa Echois, age 4, found out he had two cavities and received some paperwork to take home from Dr. Ruth

Bialek, a private practitioner who volunteered today at UIC. The paper gave a referral list of dentists and facilities for treatment.

Dr. Michael Durbin, another volunteer, found no caries in Aubrey Brooks, age 7, also from St. Malachy, but she did have a lot of plaque. "We showed her how to remove it better," said Dr. Durbin. "If we can teach these kids at this age how to have good oral health, then they can do it for the rest of their lives."

One-hundred children came for Give Kids A Smile, but the morning also marked the official opening of the UIC Pediatric Dentistry General Clinic. Illinois Lt. Gov. Patrick Quinn did the honors, cutting the ribbon. Assisting the lieutenant governor were UIC Provost R. Michael Tanner, Ph.D.; Dr. Ronald Testa, president of the Chicago Dental Society; Dr. Larry Salzmann,

UIC predoctoral program director in pediatric dentistry; Dr. David Miller, a dentist and Illinois state representative; Dr. Bruce Graham, dean of the UIC College of Dentistry; and Dr. Indru Punwani, head of the UIC Department of Pediatric Dentistry.

The expansion from one clinic to two (general and specialty pediatric) and the increase from four to six pediatric residents a year should enable the UIC facility to treat 8,000-10,000 additional underserved children annually, said Dr. Punwani.

A federal Health Resources and Services Administration grant is helping to support the expansion of the residency program as well as helping to pay for sending residents on a rotation to the Robert R. McCormick Boys & Girls Club Dental Clinic/Crest Smile Shoppe in the

Uptown community of Chicago.

And the school is also putting an emphasis on community service in its undergraduate dental curriculum. "During the second year of dental school, students are expected to come to the pediatric general dental clinic to work with orally healthy children, developing the communications and other skills needed with children," said Dr. Punwani, explaining that the students are emphasizing prevention to help ensure that the children won't ever have to use the restorative services of the clinic. The children will be enrolled

in a Cavity Free Club as an incentive for them to stay caries free.

First year dental students will visit schools and health fairs to spread the word about preventive care; year two students will work in the clinic with the Cavity Free Club as a part of the Health Promotion-Disease Prevention program; and in year three the students move into restorative dentistry. The fourth year builds on restorative dentistry and students provide comprehensive care in the Boys & Girls Club clinic and other extramural programs, learning how to treat children in a community setting.

Dr. Punwani emphasizes that the need for general dentists to treat children is growing, given that there are fewer than 6,000 pediatric dentists in the country and a shortage in Illinois.

The trend is for pediatric dentists to see preschoolers ages 1-3, where the greatest increase in caries is occurring, and in treating special needs children. This means there is a greater need for general dentists to treat the older children, Dr. Punwani said.

Lt. Gov. Quinn commended UIC and its partners, both public and private, for joining together for GKAS and for ongoing efforts to provide access to dental care. He credited Rep. Miller (the only dentist in the Illinois legislature) for his work with the lieutenant governor's office on legislation requiring dental screenings for every public and private school students in kindergarten, second and sixth grades.

"This is part of the overall solution," Lt. Gov. Quinn said. "We have to work together. We can do better for the young children of Illinois and their parents."

Rep. Miller said GKAS is the "best and brightest" model for bringing together public and private resources, and one that could be applied to other policy issues.

Sponsors of the UIC event include the American Dental Association, the Chicago Dental Society, Crest, the Office of the Lieutenant Governor, and the Kennedy-King College Dental Hygiene Program. Supplies were donated by Sullivan-Schein, a division of Henry Schein Inc., and Ivoclar Vivadent. ■



Smile magic: Jerrenia Johnson, age 8, gets a hug from Tooth Fairy Kristin McCullough, who also doubles as a third-year dental student at UIC.



New look: Illinois Lt. Gov. Patrick Quinn (second from left) officially opens UIC's new Pediatric Dentistry General Clinic Feb. 4. Helping him are (from left) UIC Provost R. Michael Tanner, Ph.D.; Dr. Larry Salzmann, UIC predoctoral program director in pediatric dentistry; Dr. Indru Punwani, head of the UIC Department of Pediatric Dentistry; Dr. David Miller, a dentist and Illinois state representative; and Dr. Bruce Graham, dean of the UIC College of Dentistry. Not shown in this view is Dr. Ronald Testa, president of the Chicago Dental Society.



Hands on: Tyrishae Hiley, age 8, holds the dental mirror she was thrilled to find in her goodie bag.

Dental care for 1,200 provided in Mississippi

Jackson, Miss.—An estimated 1,200 children from underserved communities in Jackson and in the Mississippi Delta Feb. 4 received free preventive dental care valued at more than \$75,000 through the donations and volunteer efforts of dentists, dental faculty, dental hygiene and nursing faculty, hygienists, nurses, dental assistants, dental students, dental hygiene and nursing students, secretaries and other volunteers.

Some 500 volunteers were involved in the event, which served children in grades pre-K to 5. Every child whose parent consented received an examination, oral hygiene education, prophylaxis, sealants on permanent first molars (if no decay present) and fluoride application.

Each student received oral hygiene education materials, a battery powered toothbrush, toothpaste, floss, coloring books, crayons, T-shirts and "How to Be Tobacco Free" literature.

Nursing and dental hygiene students and staff from the ACT (A Comprehensive Tobacco) Center in the University of Mississippi School of

Dentistry hosted a mini health fair for the students.

"The tremendous success of this event is due to the dedication of our partners and volunteers," said Dr. Butch Gilbert, senior associate dean at the school of dentistry. "It shows what can be accomplished when a group of concerned health professionals work together on an important issue such as access to care. We were able to provide oral health care to children in Mississippi who, without our assistance, might not have received it."

Another special event was the appearance of Mississippi Gov. Haley Barbour, who toured the dental school before reading a proclamation declaring Feb. 4 as Give Kids a Smile Day in Mississippi.

With the governor were Dr. Daniel Jones, vice chancellor for health affairs at the University of Mississippi Medical Center; Dr. Gilbert; Dr. Robin Campassi, president of the Mississippi Dental Association; and Dr. Nicholas Mosca, dental director, Mississippi State Department of Health.



University of Mississippi: GKAS at the dental school features (from left, standing) Drs. Gilbert; Campassi; and Wayne Sturdivant, MDA volunteer dentist. Seated (from left) are Claire Dornbusch, third year dental student; Myeisha Jack, patient; and Carl Boykin, second year dental student, assisting.

GKAS2005

Dr. Karen Crews, interim assistant dean for extramural affairs at the dental school, noted that only 26.1 percent of Mississippi's children who were enrolled in Medicaid received any dental service in 2003. "Sadly that means only one out of four children that is eligible for services received care," she said, adding that the state Medicaid program spends about 1.6 percent of funds on dental services for children and adults.

"By partnering with nursing, dental hygiene, allied health, medicine, foundations, private organizations, industry and public health agencies, we are able to address this serious national problem as a community of concerned citizens," Dr. Crews noted.

Dr. Crews thanked the Mississippi Dental Association for its role in the program. "MDA provided financial support and volunteers, who either treated the children or supervised dental students," she said. The Alliance of the MDA also came out to support the effort.

The event was made possible by partnerships with Galloway and Johnson Elementary Schools in Jackson and Ruleville Elementary in the Delta, the University Medical Center schools of Dentistry, Health Related Professions (dental hygiene, nursing and the ACT Center), the Mississippi Dental Association, the Mississippi State Department of Health, the Jackson Medical Mall

Foundation, the Central Mississippi Dental Hygienists' Association and members of the dental community.

Corporate sponsors included Ultradent, Patterson Dental Supply, Sullivan Schein, Practicon, Clinical Supply, Nextel Partners, Premier Dental Products, Office Depot, Wal-Mart, Medline, Business Interiors, Captek Precious Chemical Inc., Winstead Dental Laboratory, Delta Dental and the Mississippi Dental Association.

The Jackson Medical Mall Foundation provided the bus transportation for Galloway and Johnson elementary students throughout the day.

Among the activities sponsored by the ACT Center were lunch for the teachers from the elementary schools, T-shirts, coloring books and crayons for the children, and tobacco education.

The University of Mississippi School of Nursing mobile dental clinic traveled to Ruleville Elementary School in the Mississippi Delta and provided dental care and oral health education for about 400 children. Nursing students assisted the dentists who were from the local community.

The elementary students' treatment records will be reviewed and follow-up care for children in need will be offered to the parents of these children by Dr. Karen Crews and Dr. Cheryl Serio, patient care coordinator, at each school's parent-teacher day later in February.

Dr. Crews said that parents will be educated about their child's needs and offered care unless they stated that they already had a family provider. ■

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Proclamation: Mississippi Gov. Haley Barbour (front with pen) signs the proclamation declaring Feb. 4 as GKAS Day in the state. With him at the University of Mississippi Medical Center School of Dentistry are (front, from left) Dr. Campassi; Marsha Barbour (the governor's wife); Dr. Gilbert; and back row (from left) Dr. Mosca; Dr. Jones; Dr. Kaye Bender, dean, UMC School of Nursing; Sandra Shelton, director, The Partnership for a Healthy Mississippi; Dr. Eleanor Gill, president-elect, Mississippi Dental Association; Beckie Barry, chair, Department of Dental Hygiene, School of Health Related Professions; Dr. Neva Penton Eklund, director, UMC Pediatric Dental Residency Program; and Dr. Karen Crews.



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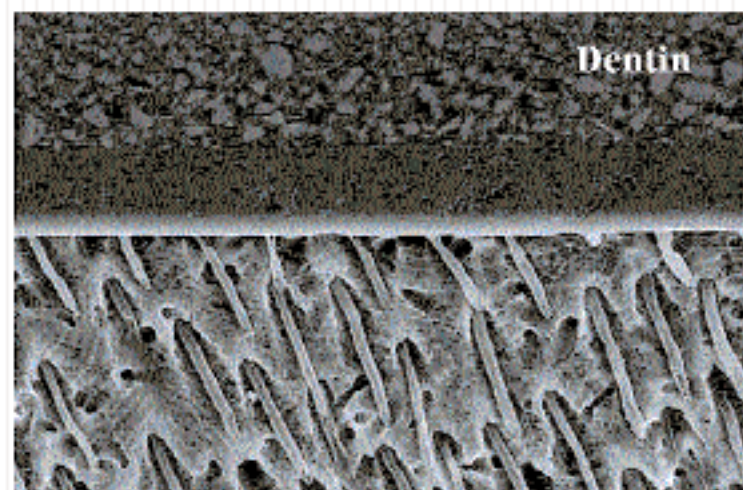
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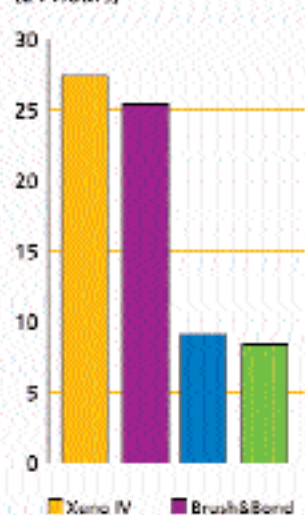
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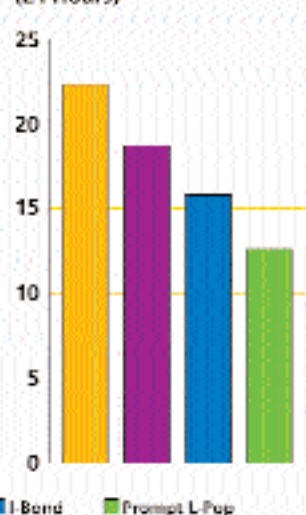


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