



For Release  
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### **“TIME TO BRUSH YOUR TEETH!”**

A Halloween Reminder from the Hispanic Dental Association and Oral Health America

CHICAGO, October 28, 2011—For many families, Halloween is pure, sweet fun. This year, the Hispanic Dental Association and Oral Health America remind families to think of their teeth while enjoying Halloween treats.

“Halloween presents an opportunity to enlist parents in helping children care for their teeth year-round,” says Dr. Yolanda Bonta, Executive Director, Hispanic Dental Association. “That special brushing [and flossing](#) time on Halloween night should be a twice-daily activity! Young children need help in cleaning all the hard-to-reach places where sugars and plaque gather in the mouth. As kids age, they still need frequent reminders about brushing and flossing.”

A recent survey commissioned by Oral Health America, and sponsored by Plackers and Oral Healthcare Can't Wait, found that most parents are concerned about caring for children's teeth. Sixty-eight percent say teaching children to brush and floss daily is among the most important health concerns for their children. At the same time, our economy is having an impact on dental visits: more than one-third (35 percent) of respondents, and even more Hispanic respondents (45 percent) who routinely visit the dentist have cut back. Families with younger children cut back more frequently.<sup>1</sup>

“These findings highlight just how important preventive care really is,” said Beth Truett, President and CEO, Oral Health America. “We have an unwritten agreement with our children that we will keep them healthy and safe. Without routine dental visits, we put our children at risk for harmful tooth decay. Communities need to work together to support parents in accessing the dental education and care they need.”

A Spanish-language oral health tips brochure is available at:  
<http://oralhealthamerica.org/wp-content/uploads/Brochure.pdf>.

Oral Health America is a non-profit dedicated to connecting communities with resources to increase access to care, education and advocacy. Find out more about the Fall for Smiles campaign, visit: [www.oralhealthamerica.org](http://www.oralhealthamerica.org).

As the leading voice for Hispanic oral health, the Hispanic Dental Association provides service, education, advocacy and leadership for the elimination of oral health disparities

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<sup>1</sup> Oral Health America survey conducted by Harris Interactive, May/June 2011

in the Hispanic community. For more information about the Hispanic Dental Association, visit: [www.hdassoc.org](http://www.hdassoc.org).

Plackers, a leading brand of consumer oral care products, is a pioneer in dental flossers and other consumer oral care products. Having patented the first disposable dental flosser, Plackers holds over 20 patents and is sold in major retailers worldwide. For more information, visit <http://www.plackers.com>.

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