



FOR IMMEDIATE RELEASE
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ORAL HEALTH AMERICA ANNOUNCES NEW FALL FOR SMILES® CAMPAIGN

June 17, 2010, Chicago, IL—Oral Health America (OHA) announces the launch of Fall for Smiles®, a public messaging campaign conducted in collaboration with Oral Healthcare Can't Wait®, an initiative of the Dental Trade Alliance. The campaign begins in September to promote messages to consumers about the importance of self care, good nutrition, regular dental visits, and tobacco avoidance in maintaining oral health.

During the campaign, OHA will announce the results of a public opinion survey on consumers' beliefs about oral health. Sponsored by Oral Healthcare Can't Wait and Plackers dental flossers, the survey of more than 1,000 adults and more than 1,000 children asked questions about oral care habits and perceptions. Prior OHA surveys have shown that adults are unaware of the role that infectious bacteria play in tooth decay, and that time spent brushing teeth tends to diminish at nighttime and on weekends, suggesting that routines play a role in optimum oral care habits.

"The Fall for Smiles campaign is intended to bring the oral health community together to promote common messaging about what Americans can do to keep their mouths healthy," said Beth Truett, President and CEO, Oral Health America. "We are excited about the strong interest we have from the public and private sectors in a messaging campaign in the third quarter that reminds consumers about the importance of oral care routines as families are heading back to school and back to work."

Fall for Smiles will include outreach to dental care providers through a participation booklet and kit created by Patterson Dental. The campaign will also dedicate a week to the often-overlooked topic of oral health issues faced by mature adults and older Americans, an initiative being sponsored by Aspen Dental. A "Tobacco Free Week" will focus on the oral health risks of tobacco use.

"Oral Healthcare Can't Wait shares a common purpose with OHA's Fall for Smiles campaign—to increase dental patient awareness," said Gary Price, CEO, Dental Trade Alliance. "Our members are encouraged by the collaborative nature of this effort, and the multiple opportunities for outreach to patient populations and opinion leaders throughout the country."

Fall for Smiles is generously sponsored by Aspen Dental, GlaxoSmithKline Consumer Healthcare, Oral Healthcare Can't Wait, Patterson Dental, Plackers dental flossers, and Trident®. Fall for Smiles promotion partners (confirmed to date) include Aegis Communications, American Dental Hygienists' Association, Association of State and Territorial Dental Directors, Belmont Publications, DentEZ Group, DNTLworks Equipment Corporation, Harry J. Bosworth

Company, Henry Schein Dental, Hispanic Dental Association, Lanmark, Santa Fe College Dental Programs, Smiles Change Lives, The Dr. Samuel D. Harris National Museum of Dentistry, and Ultradent. Contact Melissa Hoebbel, melissa@oralhealthamerica.org or at (312) 836-9900 for a campaign partner prospectus or to learn more!

Oral Health America's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit www.oralhealthamerica.org.

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