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LOUISIANA DENTAL ASSOCIATION

FOR IMMEDIATE RELEASE

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Be Part of the "GrIN" Crowd!

National Children's Dental Health Month Set for February

BATON ROUGE, L.a. – January 8, 2007 – Children across America are being encouraged to join the "GrIN" crowd and celebrate good oral health this February as part of National Children's Dental Health Month. This four-week promotion is meant to spread the importance of oral health to all children, despite their economic status.

Having a month designated to raise awareness about oral health will remind parents to make sure their children have regular checkups and are brushing two to three times a day. The American Dental Association (ADA) recommends that children have their first visit to a dentist by the time they get their first tooth or by the time they are a year old.

The ADA also stresses that brushing your child's teeth is essential to their futures. Their teeth not only serve to chew the foods they eat, but they also dramatically affect the way children look and feel about themselves. Teeth help build self-esteem and confidence, which can lead to success in school, sports, the workplace, and so on.

Investing in your children's teeth, according to the ADA, is an investment in their futures.

– More –

By following these basic tips for good oral health care, you can help your children "Fight Tooth Decay 24/7!" The American Dental Association (ADA) recommends that parents:

- Switch to a small, soft toothbrush.
- When children are between the ages of two and three, start using fluoride toothpaste when brushing their teeth.
- Limit the amount of toothpaste to the size of a pea. Using too much fluoride on children under the age of six may cause permanent stains on teeth.
- Replace your child's toothbrush every three to four months, or especially after he/she has been sick.
- Provide nutritious snacks, such as carrots, fresh fruits and other vegetables, rather than candy and soft drinks.

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NOTE TO EDITORS:

*****BROADCAST OPPORTUNITIES*****

To book a local dentist for a morning show, or for any other media inquiries, contact Annette Droddy at (225) 926-1986 or (800) 388-6642.

The annual observance of children's dental health began as a one-day event in Cleveland, Ohio on February 3, 1941. In 1981, the program was extended to the month-long celebration that we celebrate today known as National Children's Dental Health Month.

The purpose of the Louisiana Dental Association (LDA) is to encourage the improvement and to protect the health of the public, to promote the art and science of dentistry and to represent the interests of the members of the dental profession and the public it serves. The LDA is the largest professional health organization for dentists in Louisiana. For more information, visit www.ladental.org.

The American Dental Association (ADA) was established in 1859. Today, its membership exceeds 153,000 members. As the world's largest and oldest national dental association, the ADA serves as an oral health authority committed to both the public and the dental profession. For more information, visit www.ada.org.