

National  
Children's  
Dental Health  
Month 2015



Pennsylvania Takes on

# MONSTER MOUTH



By Rob Pugliese,  
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**The American Dental Association's (ADA) annual National Children's Dental Health Month (NCDHM) campaign provides PDA a tremendous opportunity each year to reach a huge segment of the public with vital oral health information presented in fun and creative ways by our member dentists and their staff as well as teachers all over the state. Thousands of dedicated people combine efforts on what has always been a widely popular promotion. This year was no different.**

ADA's 2015 theme once again featured the McGrinn Twins, Flossy and Buck, and the Smiley twins, Den and Gen, along with K-9 the dog, starring in the "Defeat Monster Mouth" campaign, where they fought to defeat Plaqster the Monster for good oral health.

PDA distributed lesson plan kits electronically, with approximately 1,500 schools contacted for participation. The kits contained a lesson plan featuring dental health discussion topics, fun classroom activities, interactive games and activity sheets. A complimentary "Defeat Monster Mouth" poster reminding kids to brush two minutes, two times a day, along with three other good oral health tips, was offered to each classroom.



*Davida Brannigan (left) of Solomon Plains Elementary in Luzerne County won the statewide poster contest. Her sister Destina (right) was our second place winner.*



*PDA members Dr. Doreen Claire Santos and Dr. John Evans presented Davida Brannigan with her first place award at a school assembly June 4.*

## Statewide Third-Grade Poster Contest

Included in the lesson plan kits were instructions for entering the PDA-sponsored, third-grade poster contest. For decades, this contest has encouraged Pennsylvania third-grade students to creatively demonstrate what they learned during their NCDHM classroom lesson by drawing a poster that illustrates a good oral health message. PDA annually awards monetary prizes to the students who design the top three posters. We received nearly 150 clever, well-designed entries at the PDA Central Office for judging this year.

Third-grader Davida Brannigan of Solomon Plains Elementary in Luzerne County won first place with her poster that reminded everyone to maintain a vital habit for good oral health, brushing twice a day, depicted by a blue toothbrush cleaning away green plaque monsters with the slogan "Brush Twice A Day To Keep The Monsters Away." Davida was presented with her framed winning poster and \$500 prize by PDA member dentists Dr. Doreen Claire Santos and Dr. John Evans at a school awards assembly June 4. Solomon Plains Elementary and Davida's teacher, Mrs. Michelle Krzywicki, also received prizes of \$250 each for their first place roles in PDA's contest.

Solomon Plains Elementary had the distinction of having both the first and second place winners this year, and both from the same family. Second place winner Destina Brannigan, Davida's sister and also a third-grade student from Solomon Plains, created an imaginative poster based on the classic video game, Pac-Man ("Plaque-Man: Fight Back When Plaque Attacks"), with a tooth navigating through a Pac-Man style maze going after plaque ghosts. Destina received a \$250 prize.

Depicting a healthy amusement park scene featuring good brushing and flossing, our third place poster was created by third-grader Aubrie Judd of Colonel John Siegfried Elementary in Northampton. In her poster, Aubrie shows happy teeth as roller coaster cars heading down a coaster hill toward a toothbrush with minty toothpaste and a red and pink package of dental floss. The message reads "Rolling into Health!" Aubrie received a \$100 prize.

The following students were among the statewide Top 10 entries and received an Honorable Mention:

- **Lilly Burger – Age 9**  
New Holland Elementary, New Holland
- **Adam Dumbach – Age 8**  
John Siegfried Elementary, Northampton
- **Mia Fox – Age 9**  
Gill Hall Elementary, Jefferson Hills
- **Jonathan Jean – Age 9**  
The Wyndcroft School, Pottstown
- **Kendyl Kelly – Age 8**  
Stewartsville Elementary, North Huntingdon
- **Daevin Myers – Age 9**  
St. Nicholas/St. Mary's Catholic Elementary, Wilkes-Barre
- **Briella Pangaio – Age 8**  
Moore Elementary, Bath





Alliance of Lancaster County Dental Society NCDHM contest



Dr. Stefan Bender with first place winner (age 11-13) Shantel Wenger



Dr. Manny Lamichane with second place winner (age 11-13) Cecilia Deel



Dr. Aaron Miller with third place winner (age 8-10) David Lapp



Dr. Tim Snyder with first place winner (age 5-7) Marlee Lauris



Dr. Jeffry Scott with first place winner (age 8-10) Megan Rychener and third place winner (age 5-7) Lindsey Rychener



Dr. Todd Grambau with second place winner (age 8-10) Quinn Degenhard and third place winner (age 10-13) Caelin Grambau



Dr. Ying-Lee Ong and Dr. Peter Ross with second place winner (age 5-7) Theresa Duchesneau



## NCDHM Community Events

The success of NCDHM is largely due to PDA members promoting good oral health awareness and habits during a wide variety of events and activities. District and local dental societies, dental offices, community organizations and elementary schools sponsor and hold these educational promotions. With this outreach to the children and parents who reside within our local communities, they are able to share valuable knowledge about the importance of good oral health.

*The following are just a few examples of the many events that PDA member dentists contributed to the 2015 NCDHM program.*

### Second District

Dr. Richard Galeone's office, North Penn Pediatric in Lansdale, always puts forth a major effort for the entire month of February. Hygienists Pam Tur, Sandy McIntosh and Holly Lehman visited more than 660 children in 13 events, at 11 schools, one to a Girl Scout Troop and one at a nursing moms' meeting this year.



Hygienists from North Penn Pediatric visited nearly 700 kids during NCDHM this year.

### Fifth District

The Alliance of the Lancaster County Dental Society held its annual dental kit assembly and distribution, always their biggest event of the year. Members of the Alliance and their families combined efforts with local Boy Scouts from Troop 84 and Cub Scouts from Troop 102 gathered at Highland Presbyterian Church in Lancaster to assemble the kits. Chairperson Cherisse Feddock started soliciting donations in 2014, but donations were fewer this year so the Alliance compensated by raising funds on its own. The dental kits included toothbrushes, toothpaste, floss and mouthwash. The scouts had a major role in assembling and packing the kits, separated into kids' kits and adult kits. Alliance members delivered the assembled 2,000 kits to 15 area shelters, clinics and organizations in need throughout Lancaster County.

Like last year, the Alliance again held a poster contest to generate more awareness about NCDHM. They advertised the contest in local newspapers, with children ages 5 to 13 (broken into three different age groups) eligible to enter. They also spread the word via fliers distributed in the offices of Lancaster County Dental Society members. Entries were submitted in January and winners selected in February. The top three winners in each age category received their monetary prizes at their dentist's office. First prize was \$50, second was \$35 and third was \$20. LCDS members displayed the artwork in their dental offices throughout February. The Alliance provided the prize money, allocated from the funds raised through their yearly fundraiser, the Holiday Sharing Card.

*The Alliance to the Lancaster County Dental Society purchased almost all of the supplies that were used in their dental kits. Local scouts from Troops 84 and 102 were essential in assembling the kits. Completed kits were delivered to shelters and organizations throughout Lancaster County by members of the LCDS Alliance.*



### **Seventh District**

Dr. Nicole Oravec visited three preschools in Cresson Area promoting good oral hygiene and diet to the kids. Dr. Oravec dressed up as the Tooth Fairy, with her son and daughter, Isaac and Claire, dressed as teeth. She showed a Dudley the Dinosaur movie to the classes and discussed brushing, flossing, as well as snacks that are good for teeth and bad for teeth. Dr. Oravec demonstrated the quantities of sugar in soda by measuring out the amount of sugar in one can of Mountain Dew. One child at each school dressed up as a doctor to assist Dr. Oravec in explaining the steps to a dental visit and showing the dental equipment to the children to ease their fears.

### **Tenth District**

Dr. Michael Korch and his staff visited with 175 first-graders and their teachers at Central Elementary School and Wyland Elementary School in Hampton Township School District to educate them on good oral health. The kids enjoyed a video, "Goofy Over Dental Health." Dr. Korch and his staff demonstrated proper brushing and flossing techniques, and provided the students a lot of hands-on materials, such as X-rays, tooth models and mouth guards. They wanted the kids to feel comfortable and calm about their future dental visits. The kids had the opportunity to see masks, gloves and some dental instruments they would encounter when visiting a dental office.

Dr. Korch demonstrated how cola drinks can stain teeth by using an egg that had been soaked in Coke over night and then used a toothbrush to brush the stain from the egg. Students and teachers received goodie bags that included NCDHM posters from PDA, toothbrushes, floss, toothpaste and two-minute egg timers. Crest and Oral B contributed activity books and bookmarks to these two school visits.





# Give Kids a Smile®

**Give Kids a Smile® (GKAS) is a national program run by the ADA to provide access to care to low-income families.**



Although GKAS is traditionally celebrated the first Friday in February, GKAS events occur throughout the year. In addition to the overall NCDHM efforts, many of our PDA members donate their time and services to people in need at GKAS events.

The Montgomery Bucks Dental Society partnered with the Abington Police Athletic League, Abington School District and state Rep. Madeleine Dean of the 153<sup>rd</sup> District to treat the underserved children in their township. In its fourth year, this GKAS event was held at the offices of Dr. Jay Freedman.

The Chester-Delaware Dental Society held multiple GKAS events again this year, in West Chester December 5, Chester March 26, and Drexel Hill May 11. Chester-Delaware members donated all of their time and services to provide \$3,335 worth of dentistry for 15 kids (2-18 years of age) at Dream Smile in Chester on March 26, and donated \$7,575 worth of dentistry for 21 young people (7-21 years of age) at Dr. Barry Cohen's office in Drexel Hill on May 11.



Dr. Jyoti Dangi and her patient.



Dr. Sue Parab works on a patient at Dream Smile in Chester March 26.



Dr. Linda Himmelberger at the May 11 GKAS event in Drexel Hill.



Drs. Tami Brady and Eric Navok working on a patient during the May 11 GKAS event in Drexel Hill.



State Rep. Madeleine Dean (PA 153), Dr. Jay Freedman and Lieutenant Warner of Abington Police Department. Rep. Dean was the Montgomery-Bucks GKAS Chairperson this year.



Becki (EFDA student), Dr. Tem Cucukov (Abington Resident), Jan Harris ( Dr. Freedman's office manager & PAL Coordinator), Alyssa Shaeffer (Dr. Freedman's EFDA), Joey (the patient), Dr. Dave Kaffey, Kelsey Crozier (Dr. Kaffey's EFDA) and Dr. Jay Freedman.



## University of Pittsburgh School of Dental Medicine

The University of Pittsburgh School of Dental Medicine faculty and students provided free dental care at the 13<sup>th</sup> Annual "Give Kids A Smile Day" on January 30, where local children received diagnostic and preventative care such as cleanings, X-rays and exams, as well as necessary extractions, fillings and restorative care.

Pitt's Department of Pediatric Dentistry was transformed into the characters and settings from the Disney animated movie, *Frozen*. The younger dental patients really enjoyed having their photo taken in front of Anna, Elsa and Olaf, and the parents were amazed at the beautifully decorated and colorful reception area. In 2009 the program was expanded to two days where the first day is preventive and diagnostic services, and the second day is dedicated to restorations, extractions, and other dental

services. Participation from the Departments of Pediatric Dentistry, Anesthesiology, Oral and Maxillofacial Surgery, and the dental hygiene program has solidified the program over the past 12 years. The primary goal for this event is to promote a lifelong commitment to oral health, and it is everyone's hope that these patients and their parents will return to the clinic to receive ongoing care. This is a time when faculty,

residents, dental students, dental hygiene students, and staff combine efforts to provide dental care to the region's uninsured children and adolescents. The Pitt staff sends a special thanks to the Henry Schein Company and their suppliers for their very generous supply of dental products for the event. This year's "Give Kids A Smile Days" provided over \$17,000 of free dental services.





## Many of our members contributed their time and services to Public Citizens for Children and Youth's (PCCY) Smile Day to celebrate GKAS in southeast Pennsylvania.

A dozen generous dental practices in Delaware and Philadelphia counties opened their doors to hundreds of children for free care from March 26-April 3.

PCCY, a children's policy and advocacy organization in southeast Pennsylvania, coordinated the event, pulling the practices together, publicizing the event to families and operating a call center for parents to make appointments. PCCY has organized a Smile Day for the past 12 years, assisting nearly 3,000 children in getting the dental care they need.

The 12 participating dental practices helped nearly 400 children receive essential health care services on Smile Day, including oral health education, screenings, cleanings and x-rays.

"Several dentists identified more urgent oral health problems, and went above and beyond, filling cavities, pulling teeth and placing crowns on Smile Day," said Colleen McCauley, RN, BSN, MPH, Health Policy Director for PCCY.

"The Smile Day dentists provided care to children who experience challenges obtaining dental care. About 71 percent of the children participating in Smile Day were uninsured and 90 percent had not seen a dentist in the last six months," McCauley added. "In addition to rendering critical care, these Smile Day dentists did a tremendous service by making it possible for the 250-plus uninsured Smile Day kids to get connected to public health insurance."

PCCY offered every parent of an uninsured child assistance in applying for Medicaid or the Children's Health Insurance Program (CHIP). According to McCauley, as of the beginning of May, insurance applications for almost half of the uninsured children (125 kids) were either submitted or in process of being submitted.

"If the Smile Day dentists had not provided care, these uninsured children would not have been identified," she said. "All of the participating Smile Day practices accepted CHIP and/or Medicaid, so families were encouraged to return to these offices for on-going care."



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*Colleen McCauley, RN, BSN, MPH, Health Policy Director for PCCY.*



PCCY wanted to extend "heartfelt gratitude" to the following dentists and their staff for participating in PCCY's Give Kids a Smile Day 2015:

- **Broomall Pediatric Dentistry and Orthodontics:**  
Dr. Sheldon Berwick and  
Dr. Jay Goldsleger
- **Civillico Family Dentistry:**  
Dr. Nicholas Civillico
- **Complete Care Family Dentistry:**  
Dr. Ashalatha Kancharla
- **Dental Solutions:**  
Dr. Samera Mumtaz and  
Dr. Batra Pallavi
- **Dentistry for Children and Adolescents LLC:**  
Dr. Matt Rutherford and  
Dr. Angelo Casagrande
- **Dream Smile Dental:**  
Dr. Sue Parab, Dr. Bernie Logan,  
Dr. Anna Rossis, Dr. Karen Miller  
and Dr. Debbie Pasnes
- **Eagle Crest Pediatric Dentistry:**  
Dr. Rose Wadenya
- **Family Practice & Counseling Network, The Health Annex:**  
Dr. Frank Torrisi and  
Dr. Albert Mitchell
- **Kids Smiles – Southwest:**  
Dr. Nancy Bien, Dr. Joe Foote,  
Dr. Emily Eierman and  
Dr. Olimbi Ekmekcioglu
- **Kids Smiles – West:**  
Dr. Nancy Bien, Dr. Ruth Fremont,  
and Dr. Kevin Krick
- **Penn Dental Medicine:**  
Dr. John Kwon, Dr. Jessica Lee,  
Dr. Diane Lee, Dr. Jovas Booker,  
Dr. Katie Swanson and members  
of the Junior and Senior classes  
at Penn Dental Medicine
- **Young Smiles:**  
Dr. Qing Yang

## Merit Dental Shamokin Dam

Merit Dental in Shamokin Dam provided nearly \$1,500 in free dental care to children Feb. 6 as part of GKAS. Dr. John Lazur and his team at Merit Dental were happy to donate their time to this important cause.

"Our team members are giving of their time for Give Kids a Smile because they are committed to providing dental care access to all children in the community we serve," Dr. Lazur told *The News-Item*. "It is extremely rewarding to put a happy, healthy smile on a child who may not otherwise have that opportunity."

Merit Dental worked closely with local public health agencies, area schools, Head Start programs, nonprofit agencies, and youth and community organizations to identify children in need.



## PDA Thanks Our Members For Volunteering

Our members are largely responsible for the continued success of the NCDHM promotion. The continued generosity and support you poured into NCDHM and GKAS events this year is another vivid example of your commitment to bettering the lives of children all over Pennsylvania. Every contribution that was made is significant in making a difference in improving their oral health.

With the success of another year, we also need to recognize Dr. Sam Mansour for his role as the NCDHM statewide chair. Dr. Mansour's enthusiasm for the program and continuing efforts to ensure its success are vital to keep the program running so efficiently.