

THE MARYLAND CHILDREN'S ORAL HEALTH INSTITUTE

Prevention that Empowers!



Who We Are...

The Maryland Children's Oral Health Institute (MCOHI) is a 501(c)3 organization created to combat dental neglect and oral abuse among children. Our goal is to improve the attitudes and behavior of children and families on a variety of oral health issues through early health promotion and disease prevention education.



Our Purpose Is...

The MCOHI aims to...

- Improve preventive dental education outreach and public awareness
- Conduct research projects and clinical studies in pediatric dentistry
- Provide various, independent studies regarding dental treatment for children
- Serve as a national children's oral health information center
- Encourage, support and evaluate innovative ideas, products and programs in oral health services delivery to children



Our Effect on the Community...



The Maryland Children's Oral Health Institute seeks to bring to the forefront major concerns regarding our children's oral health care needs. We continuously strive to improve and implement methods to answer these needs. Through community outreach and research we endeavor to broaden public awareness of dental neglect and share the promise of dental medicine.

The MCOHI works with the community to form *partnerships* between:

- businesses
- elected officials
- government agencies
- private agencies
- educational institutions
- dentists and physicians
- physical and mental health services
- religious institutions
- civic organizations
- individuals

Our focus is to ensure that children become better educated about the importance of oral health.



Our Programs Include...

A comprehensive range of outreach programs developed for the professional community and the general public including:

- Community events targeting children and parents focusing on dental health
- Dental health education aides, materials and programs
- Oral health research



Our programs are created to ensure that parents and professionals are equipped to do a remarkable job at improving the oral health care of children!



Our Success Depends Upon...



Annual financial contributions from businesses, grants and in-kind services.



The MCOHI provides...

Expert speaks on children's oral health issues, including radio reports on current issues surrounding oral health and it's links to overall health.

Public Service Announcements targeting parents about the benefits of good oral health practices.

Public Service Announcements about the benefits of nutrition and diet on oral health.

Community events targeting good oral health practices for children, including "Project Healthy Easter Basket," "Project Healthy Halloween," "Operation Healthy Holiday Stocking" and more.

School based oral health programs focusing on making dental education and oral health care activities fun for children.

Educational initiatives targeting children and good oral health practices, including Code Red, Project Clean Toothbrush, and Lessons In A Lunch Box.

You can read more information about our programs and initiatives at our website www.mycphi.org.





How Businesses Can Help...

CORPORATIONS can:

- Provide *philanthropic contributions* to support public awareness activities including:
 - paid and cooperative advertising
 - demonstration projects in communities across the country
- Become an *event partner* for programs such as:
 - professional sporting events
 - children's entertainment performances
- Become a *distribution partner* to promote and to foster:
 - programs developed by the MCOHI
 - preventive attitudes and behavior about oral health
- Sponsor a 90-second *television news report* to provide:
 - information and education on oral health issues
- Establish *marketing partnerships* with the MCOHI

ADVERTISING AGENCIES can:

- Provide *talent, production facilities, marketing, and media placement contributions* to create:
 - public service print ads for newspapers, magazines, trade publications and professional journals
 - collateral materials; including one-sheets, tear sheets and in-store displays
- Network the MCOHI with *film production and video editing companies*, consisting of production staff, directors, writers, and crew to create:
 - radio and television public service announcements, identity videos, video news releases and public service shorts for movie theaters
- Provide *graphic talent, creators and illustrators* to enhance the MCOHI children's books and resource materials

RADIO and TELEVISION STATIONS and RELATED SERVICE INDUSTRIES can:

- View the MCOHI as a *source for the latest and most newsworthy material* regarding children's oral health
- Provide *public service air time*
- Become a *nationally syndicated partner* to place:
 - children's oral health issue's five-minute daily radio reports
 - 90-second television reports on stations across the country



Board Members

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Get Involved...

With your help, we can work together to ensure that our children grow-up healthy, safe, strong, and *smiling!*

Contact:

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