



## FOR IMMEDIATE RELEASE

### EXPERIENCE, EXPOSURE AND EXCITEMENT DURING SMILECON

Dental Association Sponsors *Lessons in a Lunch Box*

Orlando, Florida (**October 9, 2023**). *Lessons in a Lunch Box: Healthy Teeth Essentials & Facts About Snacks®* was an experience for some, exposure for many and excitement for 2<sup>nd</sup> and 3<sup>rd</sup> grade children last week. Collaboration between the American Dental Association (ADA) and The Children's Oral Health Institute (COHI) made these benevolent opportunities possible. These oral health literacy and career exposure events developed by COHI were held during the annual SmileCon™ Conference.

On October 4<sup>th</sup>, volunteers presented *Lessons in a Lunch Box®* to over fifty excited children at the St. Charles Borromeo School in Winter Park. ADA President Elect, Dr. Linda Edgar, Washington State Dental Association Past President Dr. Bryan Edgar, ADA Vice President, Dr. Mark Bronson, and Proctor & Gamble's Beth Jordon, RDH, MS, along with Dr. Winifred Booker, CEO of COHI teamed up for the experience to deliver the program. The one-hour presentation included ADA Charlie Brown®; videos about flossing and brushing, and oral hygiene demonstrations using oversized teaching models. Volunteers thrilled children describing the lunch box covered with oral health messages, and the reflective sticker that smiles back at you while encouraging interest in the profession. The contents in the travel case known as *Dental Care in a Carrot®* was explained; this further heightened excitement of this already overjoyed audience.

On October 5<sup>th</sup> The Children's Oral Health Institute's CEO and the Director of Advocacy & Outreach, Dr. Leslie Grant shared the podium to offer the 90 minute continuing education course, *Improving Oral Health Literacy: Teaching Primary School Students through Lessons in a Lunch Box®*. Attendees learned how to present the program through a stepwise outline. Continuing education credit for the course was awarded by the ADA. This same course may become available online in the coming weeks.

(more)

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October 5<sup>th</sup> through 7<sup>th</sup>, booth number 2356 welcomed visitors eager to learn about the program and inspect the lunch box and carrot case in real time. Observers viewed an informative banner showcasing the program. A sunny orange, hand fan celebrating *Sweet 16* years of this nationwide initiative was afforded to all guests. The fan handle, designed in the likeness of a smile, and printed with the clearly intended pun, "*I am a fan of Lessons in a Lunch Box®*," delighted scores of visitors.

Since 2008 over 65,000 lunch boxes have been distributed in elementary schools nationally. The Children's Oral Health Institute's Program Director, Chiquita Veney encourages interested presenters to visit [www.mycohi.org](http://www.mycohi.org). Registration for the 2024 *Sweet 16* cycle of the *Lessons in a Lunch Box®* program opens on October 16, 2023.

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