



For Immediate Release

“Operation Healthy Holiday Stocking” Just In Time For The Season

Educational festivity promotes good dental hygiene and flu prevention behaviors.

Owings Mills, Maryland (December 23, 2009). “Operation Healthy Holiday Stocking” went on as planned at Reisterstown Elementary School despite the prior weekend’s blizzard. The Maryland Children’s Oral Health Institute stuffed more than 100 Healthy Holiday Stockings just in time for the season. The festive holiday packages were filled with items to promote good dental hygiene and flu prevention behaviors. The stocking stuffers included an Oral –B toothbrush, a 4.6 oz. pump dispenser of Aquafresh Kid’s toothpaste, Tutti Frutti dental floss by Sunstar Butler, a toothbrush cover, a hand sanitizer wipe and a brochure about the H1N1 Virus. Traditionally hung by the chimney with care, these delightful stockings were instead made ready to hang in the bathroom for care of your teeth and prevention of the flu.

The teachers and the school nurse were given copies of the *Project Clean Toothbrush: Important Tip to Help Prevent the Spread of Flu Germs* flyers created by The Maryland Children’s Oral Health Institute earlier in the fall. The educators were asked to place the flyers in the classroom at eyelevel for the children. They were also encouraged to visit the websites to download information and to continue educating children about good oral health and ways to avoid catching influenza viruses.

The captive audiences of excited fourth-graders were treated to videos about brushing and flossing. Dr. Eijah Holness demonstrated both after the videos ended using an over-sized model of teeth to the delight of the children. A description of the stocking’s contents was met with repeated cheering and applause.

Local dentists supported the “Operation Healthy Holiday Stocking” collaboration between The Maryland Children’s Oral Health Institute, the Maryland Dental Society and the Maryland State Dental Association. All three of the oral health organizations pitched in to support the distribution of the holiday stockings filled with dental hygiene products and more. The toothbrushes were compliments of the Maryland State Dental Association. The Maryland Dental Society provided the cheerful holiday stockings.

This merry holiday package, promoting good dental hygiene and flu prevention behavior, used the excitement of the season and the allure of the Christmas stocking to capture the attention of the fourth-graders. The Maryland Children’s Oral Health Institute and the compassionate dentists of Maryland continue to be dedicated to the health and education of children and families throughout Maryland and the country.

For more information visit our websites: The Maryland Children’s Oral Health Institute, www.mycuhi.org, the Maryland Dental Society, www.themds.org and the Maryland State Dental Association, www.msda.com.

Prevention that Empowers!

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