



For Immediate Release

“I Brush, You Brush, We Brush” Initiative Celebrates American Education Week

Dental professionals support teaching about oral health as part of public education.

Baltimore, MD (November 18, 2008) American Education Week (AEW) spotlights the significance of providing every child in America with a quality public education beginning with kindergarten. This year AEW will be celebrated from November 16-22. The Maryland Children’s Oral Health Institute, the Maryland Dental Society and the Maryland State Dental Association are supporting the AEW program at Margaret Brent Elementary School with the, *I Brush, You Brush, We Brush* initiative on Monday. Dental health care essentials will be provided for the students, parents and teachers. The dentists hope parents will be excited to receive the complimentary toothbrush, toothpaste and dental floss and will brush with their children. Ideally, the parent’s behavior will encourage children to be more excited about brushing after meals. *I Brush, You Brush, We Brush* underscores the need to teach the importance of routine personal oral health care by reaching out to the entire family as well as to educators.

In addition to investing in dental supplies the surgeons will provide activity sheets and posters for the educators to help celebrate AEW and to encourage the inclusion of oral health education in school curriculum's. The Parent’s Checklist for Good Dental Practices in Child Care and the Lift the Lip brochure will also be distributed to help empower the parents and guardians.

The 2000 Surgeon General Report on Oral Health in America documents, “more than 51 million school hours are lost each year to dental related illness. Poor oral health has been linked to an inability to concentrate in school and thus a weak academic performance.” The report affirms the need to also establish the classroom as a forum to regularly emphasize good dietary choices and personal oral health care. The dentists feel the, *I Brush, You Brush, We Brush* concept will produce the anticipated results with parents and children brushing their teeth more often. Dental visits will be scheduled and teachers will use the provided material to teach about oral health. The benevolent effort is just another way dentist in the state aim to help prevent tooth decay and promote oral health.

Mrs. Sherry Holland Senter, Field Manager for Experience Corps and Education Resource Consultant to The Maryland Children’s Oral Health Institute’s addressed the parents and teachers at the Margaret Brent’s Open House Night. Experience Corps Team Leader, Ms. Beatrice Sullivan was on hand to assist with distributing the dental products and educational materials. Members of the organization will continue to celebrate AEW with the reading of *Going to the Dentist* and *Clifford’s Loose Tooth* on Wednesday, November 19th at the school. Mrs. Senter has often shared accounts of students suffering from toothaches while a Baltimore City teacher. Senter reached out to the Maryland dentists to help support of AEW. She is confident, *I Brush, You Brush, We Brush* is a “win win” program.

For more information visit: Maryland Dental Society, www.themds.org; Maryland State Dental Association, www.msda.com; The Maryland Children’s Oral Health Institute, www.mycphi.org.

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Prevention that Empowers!