



For Immediate Release

Dentists Get Toothbrushes To More Than 8,000 Elementary School Children In Time For Halloween

Owings Mills, MD (October 31, 2008) - By the time school let out, the Maryland Dental Society and the Maryland State Dental Association had given over 8,000 toothbrushes to elementary schools in the state. The Project Healthy Halloween mission was accomplished because the two dental organizations, committed to promoting prevention, crisscrossed the state with the toothbrushes donated by The Maryland Children's Oral Health Institute. The presidents of both the Maryland Dental Society and the Maryland State Dental Association are pleased by the response of their members and the success of the initiative. As planned, the toothbrushes were given to elementary school children in all three corners of the state just in time for the trick-or-treaters. The dentists gave toothbrushes to elementary schools in Annapolis, Baltimore, Bowie, Cumberland, Frederick, Frostburg, Hagerstown, Mechanicsville and Salisbury.

In addition to the brushes, teachers received oral health education activity sheets to support the initiative aimed at prevention. The educators were encouraged to especially use the activity sheets during Halloween to reinforce the importance of good dietary choices and routine brushing after meals.

The doctors are hopeful that by offering a delightful toothbrush as a treat, the children will remember to brush during the Halloween weekend. Dr. Nilda Collins, a pediatric dentist practicing in Annapolis believes giving the toothbrushes to the children at Halloween provides the needed incentive to encourage children to brush more in the days after traveling door to door to collect the large amount of candies that some will continue to snack on for weeks.

Mrs. Sherry Holland Senter, Field Manager for Experience Corps and Education Resource Consultant to The Maryland Children's Oral Health Institute, was instrumental in helping the dentists to get the toothbrushes to four Baltimore schools. Mrs. Senter has long advocated for oral health education in the classroom and feels the students and teachers will greatly benefit from Project Healthy Halloween.

Dr. Leslie E. Grant, Dental Compliance Officer for the Maryland State Board of Dental Examiners, said the program has great merit and she would love to see Project Healthy Halloween continue annually. Dr. Grant is also the Director of Advocacy and Outreach for The Maryland Children's Oral Health Institute.

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

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Prevention that Empowers!