



# TeethFirst! Launch

September 11, 2013

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Mission:  
*TeethFirst!* promotes early dental visits for  
very young children in Rhode Island

*TeethFirst!* believes:

- Early dental visits put our children on a path to healthy smiles for a lifetime.
- It's never too soon for dentists and families to team up – making a child's first teeth a priority from the start.
- Great healthcare requires a team – and dentists are part of everyone's health care team.
- It takes a community working together to keep our little ones healthy.



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# Thank You to Our Funders



DentaQuest Foundation



Delta Dental of Rhode Island



RI Department of Health



# Thank You to Our Leadership Team

American Academy of Pediatrics, RI Chapter  
Delta Dental of Rhode Island  
Office of the Lieutenant Governor  
RI Oral Health Commission  
Medicaid-CHIP State Dental Association  
Neighborhood Health Plan of Rhode Island  
RI Dental Association  
RI Dental Hygienists' Association  
RI Dental Assistants Association  
RI Department of Health's Oral Health Program  
RI Executive Office of Health and Human Services/Medicaid  
RI Health Center Association  
Rhode Island KIDS COUNT  
St. Joseph Pediatric Dental Center  
Samuels Sinclair Dental Center at Rhode Island Hospital  
UnitedHealthcare Community Plan  
UnitedHealthcare Dental/RIte Smiles  
WIC



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# Thank You to Our Skilled Consultants

## Interaction Institute for Social Change

Andria Winther

## Market Street Research

Julie Pokela

## GLAD WORKS

Gina DiSpirito

Kristen Gilbert

Amie Simas

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# Children and Oral Health

**Elizabeth Burke Bryant**

Rhode Island KIDS COUNT



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# DentaQuest Foundation

# ORAL HEALTH 2014

Advancing local leaders  
for national impact



# Target Audiences and Activities



## Parents and Families

- Encourage parents and families to take their children for early dental visits
- Explain dental coverage and how to find a dentist
- Identify dental providers who will care for their children



## Dental Providers

- Provide professional development opportunities for dental providers
- Enhance provider knowledge, skills, and comfort with treating very young children
- Create a peer learning network among dentists, dental hygienists, and dental assistants



## Health Care Providers

- Educate health care providers about the importance of oral health
- Share resources to build with health care providers' skills in talking about oral health with their patients
- Inform health care providers about how to refer their patients to a dental home



## Community Organizations

- Educate staff at community organizations that serve families about the importance of oral health
- Share resources about oral health for staff and families
- Inform staff about how to refer families to a dental home



# Campaign Website

Home About Us search Q ESPAÑOL

**TeethFIRST!**  
Creating healthy smiles for a lifetime.

Parents & Families | Dental Providers | Health Care Providers | Community Organizations



The dentist welcomes Jack and his parents for his first dental visit.

## Welcome!

Creating healthy smiles for a lifetime.

A child's first teeth are important! A lifetime of healthy smiles starts with families caring for a child's first teeth with an early visit to the dentist, making first teeth a priority from the very beginning. Even very young children benefit from a simple checkup to help prevent problems and build good habits.

## Tooth Talk

Proper tooth brushing takes two minutes, twice a day. ... [READ MORE](#) »

# Campaign Materials



**TeethFIRST!**  
Creating healthy smiles for a lifetime.

**Child's first teeth are important!**  
Visit the dentist by age one to make sure your child starts healthy and stays healthy.

**¿Qué sucede durante la primera visita dental?**  
Antes de que los dientes de su hijo comiencen a salir, el dentista le ayudará a asegurarse de que sus dientes estén sanos.

**First Dental Visits / Primeras visitas dentales**  
TeethFirst.org • PrimerosLosDientes.org



**Make your child's first teeth a priority from the very beginning!**  
A lifetime of healthy smiles starts with the first tooth. Bring your child to the dentist by age one.

**TeethFIRST!**  
Creating healthy smiles for a lifetime.  
Visit [TeethFirst.org](http://TeethFirst.org) today!



**¡Haga que los primeros dientes de su niño sean una prioridad desde el principio!**  
Una vida entera de sonrisas saludables comienza con el primer diente. Lleve a su hijo al dentista al año de edad.

**TeethFIRST!**  
Crear sonrisas saludables durante toda la vida.  
¡Visite [PrimerosLosDientes.org](http://PrimerosLosDientes.org) hoy mismo!



# Teeth **FIRST!** Academy

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Professional development opportunity for Rhode Island dental providers to build their skills and comfort levels in treating young children.

Developed and offered by the faculty at the St. Joseph Health Services Pediatric Dental Center.

Contains a didactic component (3 hours), peer-to-peer learning opportunities, and personalized technical assistance.

Available for free, upon request, in 2013 and 2014.



# Gloria Hwang, DMD

## Blackstone Valley Community Health Care



# A Dentist's Perspective

Steven Brown, DMD

Rhode Island Dental Association



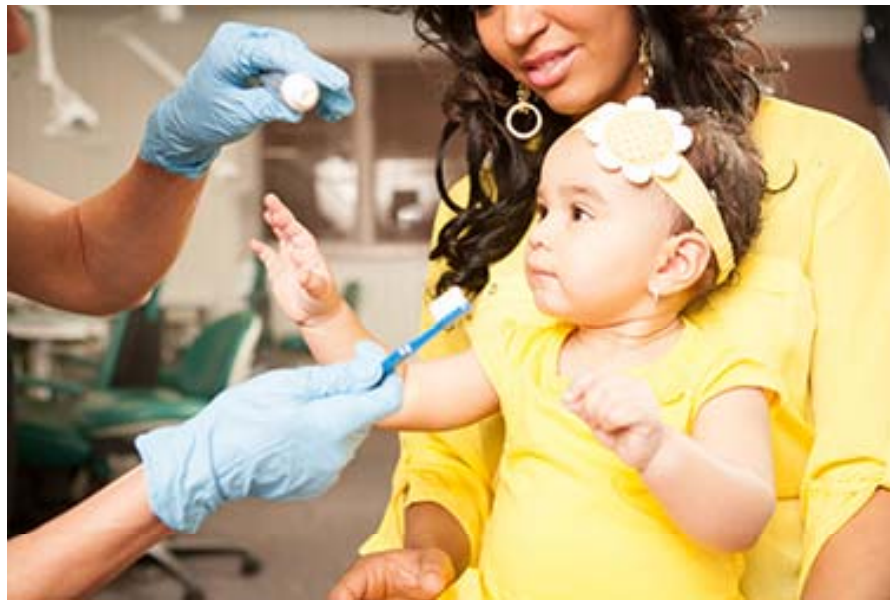


# A Parent's Perspective

## Evangelia Plezia



# Questions and Closing





# REMINDER

## Campaign Materials – Order Now

