



ADA American Dental Association®

Give Kids A Smile® 20th Anniversary **Gratitude Report**

A photograph of a young girl with dark hair and bangs, wearing a blue and white striped shirt under a denim jacket, smiling broadly. She is being embraced from behind by a woman with dark hair, who is also smiling. The background is a blurred indoor setting.

Thank you for impacting
the lives of underserved children

Dear Give Kids A Smile Supporter,



Cesar R. Sabates, D.D.S.
President, ADA

It's been said that a picture is worth a thousand words, but I like to say a SMILE is worth a thousand words. And the smile of a child is simply infectious. It absolutely makes the world a better place. That is the essence of the ADA's Give Kids A Smile® program — helping to ensure that every child has a healthy smile. It is what we have done for 20 years, for as many as 7 million kids!

We are proud to share our public service story of dedication, commitment, sustainability and success, which started with the first national GKAS event in 2003 and continues to evolve each and every year, growing to be more adaptable, impactful and successful. And you are one of the contributing authors helping to write this great story!

The following pages provide important information and data about the GKAS program. The most important message, however, is the expression of our gratitude for your continued support of GKAS through the years: for providing the much-needed oral healthcare services, products and funding to help reach underserved children across the U.S. Oral health equity is a priority for the ADA. Everyone deserves to be healthy and treated equally. The need for GKAS has never been greater than over the past couple of years, and thanks to you, we have continued to provide GKAS services during the ongoing global pandemic.

Whether you are a GKAS coordinator, volunteer, or financial or product supporter, we hope that this report reinforces our appreciation for your personal commitment to Give Kids A Smile, and helps you understand how important you've been to the successes to date. If you are new to GKAS, we hope that this will motivate you to join our effort and be part of the GKAS movement! We can promise you that the satisfaction you experience will amaze you, and the smiles you receive will captivate you.

My sincere appreciation and thanks to all of you who have been a part of our program, some from the very first day. We are all involved for the right reason — to help Give Kids A Smile.

Because every smile counts.

Sincerely,

Cesar R. Sabates, D.D.S.
President, ADA

Photo: GKAS 2020,
Indiana University
School of Dentistry





ADA American Dental Association®

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Give Kids A Smile Story

FROM 400 KIDS TO MORE THAN 7 MILLION

Vision

To ensure access to quality oral healthcare for ALL children.

History

In 2002, Drs. Jeff Dalin and B. Ray Storm held the first Give Kids A Smile® (GKAS) event in a run-down, soon-to-be-demolished dental clinic in St. Louis, where 15 patient chairs were scraped together to deliver free dental care to nearly 400 children.

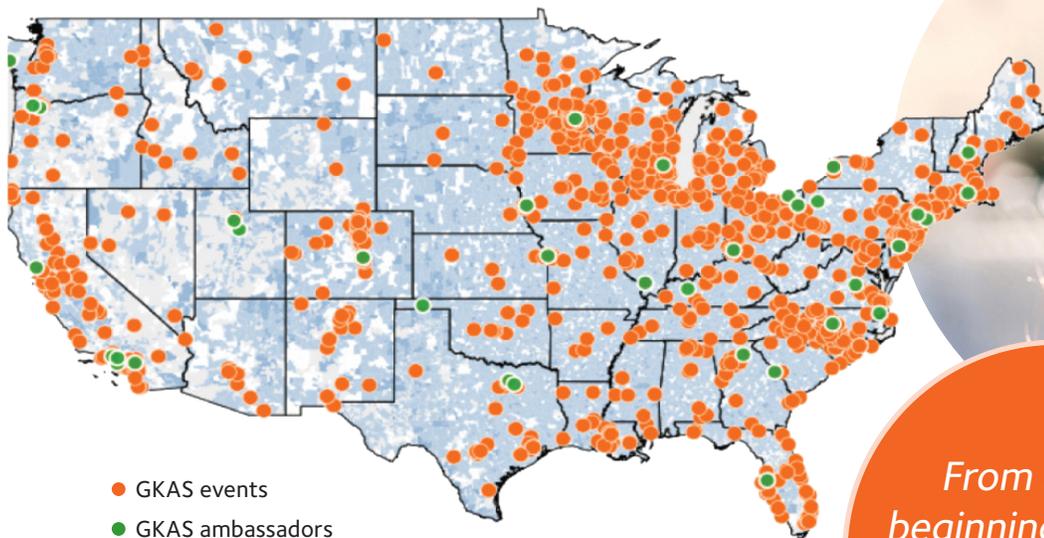
The ADA recognized that this grassroots effort had great potential to raise awareness nationally about the importance of oral health to overall health, and about the staggering need that exists among millions of children who go without care. So, in 2003, Give Kids A Smile evolved into a nationwide program with the goal of providing free oral health care to underserved children.

About

The Give Kids A Smile® (GKAS) program, launched nationally in 2003, provides underserved children with free oral health care. Each year approximately 6,500 dentists and 30,000 dental team members volunteer at local GKAS events to provide free oral health education, screenings and preventive and restorative treatment to over 300,000 children.

GKAS events kick off annually on the first Friday in February, which is Give Kids A Smile Day. GKAS events are held throughout the year, across the U.S.

To date, over 7 million underserved children have received free oral health services through the GKAS program.



- GKAS events
- GKAS ambassadors

*2019 GKAS Data

*From humble beginnings to more than **7 million** kids served*



Volunteers

THE HEART AND SOUL OF GKAS

For the past 20 years, thousands of dentists, dental students and dental team volunteers have given their time to provide free oral health education, screenings, and treatment in their local communities. This is the essence of the ADA’s Give Kids A Smile program — helping to ensure that every child has a healthy smile. Achieving this goal could not be possible without the commitment of our diligent GKAS program coordinators and volunteers. **Thank you!**



Photo: GKAS 2017, Nova Southeastern University School of Dentistry

“ Give Kids A Smile is an important initiative in that it has the power to expand community awareness of the importance of good oral health.

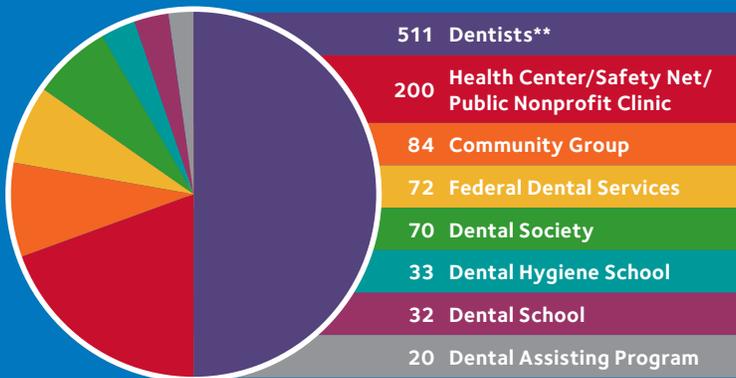
When well promoted, it can create a significant ripple effect within the community, reaching many more than just the actual patients treated. Give Kids A Smile events create opportunities for community oral health education and referral to a friendly dental home.”

— **Deborah Weisfuse MS, DMD**
General Chair, GKAS NYC 2022
New York County Dental Society

“ Give Kids A Smile is a wonderful program for dental schools. It allows us to give back to our community with a special focus on kids and their families. We are able to provide a good “first dental experience” for many of these children, and connect with their families, showing how we are able to care for them as well. It provides our students the opportunity to learn the true meaning of professional service to the community, and something they can continue throughout their careers. It is also a lot of fun for everyone!”

— **Carol Anne Murdoch-Kinch, D.D.S., PhD**
Dean, Indiana University School of Dentistry

Number of GKAS Events by Participant Type* in 2021



* Participant type as selected in GKAS enrollment system

** Includes individual dentist, multi-dentist practice/clinic & corporate dental practice

Number of Years for Program Participation



Source: GKAS national data collection system

Photo: GKAS Institute, 2016



What You Helped Achieve

GKAS BY THE NUMBERS

In 19 years, over **7 million** children have been provided services through GKAS by more than half a million volunteers including dentists, dental hygienists, dental assistants, dental technicians, dental students, teachers, parents, school nurses, and many other community health professionals. Events have occurred in all 50 states, providing services from oral health education to restorative treatment. Volunteers give their time because they want to serve their community, but also because they want to end kids' needless suffering from dental pain and teach them good oral health habits for a lifetime.



20th Anniversary
Give Kids A Smile!
ADA American Dental Association®

7 million children provided services

2021 GKAS Data*

721
Programs

1,022
Events

287,990
Children

7,957
Dentists

15,685
Other Volunteers

\$15,525,897 Value of Care

* Slight decline from past years due to pandemic restrictions.

Tiny Smiles

AGES 0 (BIRTH)–5 YEARS OLD

Tiny Smiles, an ADA Give Kids A Smile program sponsored by Colgate and CareCredit — and supported by the ADA Foundation, provides, provides free resources for dental professionals, medical professionals and educators to raise awareness about the oral health needs of children ages 0 (birth) to 5. The main objective is to increase the number of dentists comfortable with and willing to provide oral health services to children by age 1.

In 2021–2022, the ADA is working with the California Dental Association to promote their TYKE (Treating Young Kids Everyday) program. This online course is designed to increase dentists' confidence to see babies and young children and inspire a commitment to decreasing the prevalence of dental caries in children. It offers educational tools and training to support dental teams in using caries risk assessment, disease prevention and early interventions to reduce tooth decay among children ages 0 (birth) to 5.



SPONSORED EDUCATIONAL MATERIALS

BABY TEETH ARE IMPORTANT

BIRTH to 1ST TOOTH (around 6 months)

Your baby's first smile appears even before you see the first tooth—it's all about the gums at this stage.

BEST SMILE TIP! Gently wipe baby's gums with a clean, damp, soft washcloth or gauze after each feeding. This removes bacteria and bits of food.

HEALTHY HABITS You can pass cavity-causing germs to your baby, so don't put their pacifier in your mouth to clean it. And don't share feeding spoons. To clean pacifiers, rinse them with water. Never dip pacifiers in sugar, honey, or other foods.

1ST TOOTH to 3 YEARS OLD

Starting around 6 months until about 12 to 14 months, your baby's first tooth will push through the gums.

BEST SMILE TIP! Once your child's teeth begin to show, brush them two times a day (morning and night). Use a baby toothbrush and a smear of fluoride toothpaste the size of a grain of rice. Start cleaning between teeth daily as soon as your child has two teeth that touch.

HEALTHY HABITS Take your child to the dentist for a first checkup after the first tooth appears or by the time your child turns 1. Do not let your child sip drinks with sugar all day.

3 to 5 YEARS OLD

By age 3, your child will have about 20 teeth. These baby teeth are important. They help your child eat, speak, and smile. They also hold space for permanent teeth.

BEST SMILE TIP! Brush your child's teeth for two minutes, two times a day. Use a pea-size amount of fluoride toothpaste on a child's toothbrush. Assist with brushing until your child can spit out the toothpaste instead of swallowing it, usually around age 6. Keep cleaning between their teeth daily, for example, with dental floss.

HEALTHY HABITS Encourage your child to eat fruits, vegetables, and foods that are low in sugar. Limit snacks, candy, juice, soft drinks, and sticky treats. And remember, water with fluoride is the best drink for your child's teeth.

Tiny Smiles is made possible by our sponsors:

Keep smiles strong at every age and every stage. Find a dentist, download brushing calendars, and get more advice for tiny teeth at MouthHealthy.org.

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GKAS Oral Health Services Provided to Children Ages 0 (birth) to 5 Years Old



Source: 2021 GKAS Program Coordinator Survey

www.ADA.org/tinysmiles

From 2017–2019, **29,712** oral health education kits mailed to influencers (1,485,600 tear sheets to parents/caregivers).

Continuity of Care Grants



Photo: GKAS 2015, Stony Brook University School of Dental Medicine

The Give Kids A Smile program recognizes the importance of underserved children receiving dental care not only during the GKAS event, but beyond.

From 2016 through 2018, the ADA Foundation awarded 13 Give Kids A Smile Continuity of Care Grants ranging from approximately \$1,000 to up to \$20,000 to nonprofit organizations across the country. These grants were awarded to organizations that participated in the GKAS program and provided follow-up care, including connecting children who were initially seen during the organizations' GKAS event to dental homes.

These grant awards totaled over **\$150,000** and helped **over 2,000 children receive continuity of care.**

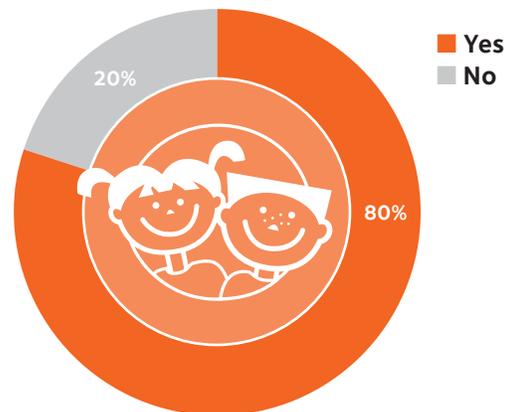
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Prioritizing Continuity of Care



More than three-quarters of program coordinators report that they **seek to establish continuity of care** for children attending their GKAS events.

Source: 2021 GKAS Program Coordinator Survey

GKAS Community Leadership Development Institute

Launched in 2011, the **Give Kids A Smile® Community Leadership Development Institute** offers a unique opportunity for GKAS program coordinators across the U.S. to share best practices, explore outreach concepts, and learn new approaches to providing dental care to America's underserved children.

Each year*, up to ten travel grants are awarded to a select group of applicants — called GKAS Ambassadors — to enable them to attend a three-day training session in St. Louis, where Give Kids A Smile began. Group discussions are enhanced by the chance to see a model program in action, and the ability to interact with volunteers, organizers, parents, and kids.

These GKAS Ambassadors then go on to serve as regional resources for the GKAS programs in their communities.

The Give Kids A Smile Community Leadership Development Institute is sponsored by a generous donation from the Henry Schein Cares Foundation.

For more information on the GKAS Institute, visit ADA.org/GKAS or contact gkas@ADA.org.



“ Words cannot begin to describe how amazing the GKAS program is...

It was an honor to be part of the GKAS Community Leadership Development Institute program experience. I met unbelievable individuals who represent the real passion and dedication you have to have in order to participate in a program that is devoted 100% to helping underserved children.

I took away so much knowledge about the program. Learning how the hard work of the people that initiate the program and the support of the ADA has been an essential key for its growth and success...

To me GKAS means being able to bring the most precious expression of happiness to a child's face. A beautiful smile! 🎵



Martha Forero, DDS, MS
Assistant Professor, Department of Public Health and Community Service, Tufts University School of Dental Medicine

Photos: GKAS Institute, 2015

GKAS Champions

JEFFREY DALIN, D.D.S. GIVE KIDS A SMILE VOLUNTEER AWARD

STEVEN W. KESS GIVE KIDS A SMILE CORPORATE VOLUNTEER AWARD

The Smile Champion Awards were created in 2012 in recognition of Dr. Jeffrey B. Dalin for his volunteerism, and Mr. Steven W. Kess and Stanley Bergman of Henry Schein, Inc. for their established corporate support.



Jeffrey B. Dalin, D.D.S.

Give Kids A Smile Co-founder
St. Louis GKAS Program



Steven W. Kess

Henry Schein, Inc.
Vice President of Global
Professional Relations

Smile Champion Awards

2019 Dr. Deborah Weisfuse, NY State Dental Foundation & NY County Dental Society
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Bill Dragan, president of Centrix
Steven W. Kess GKAS Corporate Volunteer Award

2018 Dr. Erin Gross, The Ohio State University
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Ms. Karen Neiner, vice president, corporate development and professional relations, Hu-Friedy
Steven W. Kess GKAS Corporate Volunteer Award

2017 Dr. Scott Morita, Hawaii Dental Association Young Dentist Group
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Ms. Julie Charlestein, president and CEO of Premier Dental Products Company
Steven W. Kess GKAS Corporate Volunteer Award

2016 Ms. Lora Mattsen, Executive Director, Multnomah (Oregon) Dental Society
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

3M Company
Steven W. Kess GKAS Corporate Volunteer Award

2015 Dr. Cavan Brunnsden, New Jersey Dental Association
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Colgate-Palmolive Company
Steven W. Kess GKAS Corporate Volunteer Award

2014 Dr. Michael Shreck, Nassau County, New York
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Cindy Hearn, Vice-President, Branding & Communications, CareCredit
Steven W. Kess GKAS Corporate Volunteer Award

2013 Ms. Kathy Woodard, Ohio Dental Association
Jeffrey Dalin, D.D.S. GKAS Volunteer Award

Candy Ross, Director of Industry and Professional Relations, KaVo Kerr Group
Steven W. Kess GKAS Corporate Volunteer Award

Thank You

TO OUR GENEROUS CORPORATE SUPPORTERS



Photo: GKAS Institute, 2019

From donating oral health products to providing funding support and beyond, Give Kids A Smile would not be possible without the generosity of our corporate supporters.



Colgate has served as the exclusive consumer product sponsor of Give Kids A Smile since 2007. In addition to donating 250,000 toothbrushes and toothpaste annually to the program (valued at approximately \$500,000), Colgate has contributed \$1,600,000 in funding to support GKAS initiatives that coincide with the company's mission to connect underserved communities with oral health resources. Colgate's total contribution to GKAS over the past 16 years is valued at \$9,600,000.



Henry Schein has served as the exclusive professional product sponsor of Give Kids A Smile for two decades. Each year through Henry Schein Cares, the Company's global corporate social responsibility program, Henry Schein and its generous supplier partners donate products valued at approximately \$1 million, which are then kitted and shipped to local events. Since 2003, Henry Schein has organized the contribution of nearly \$20,000,000 in donated products in addition to various levels of funding throughout the years for special Give Kids A Smile related projects. This has also catalyzed public-private partnerships that have helped make this program such a success.



CareCredit has provided support to the Give Kids A Smile program since 2007. CareCredit is considered the Founding Donor of the ADA Foundation's GKAS Fund and has made an annual financial contribution to support the program for the past 14 years, totaling \$1,175,000. These funds, over the years, have helped to support priority GKAS initiatives, including Continuity of Care Grants and Tiny Smiles.



3M has supported the Give Kids A Smile program in numerous impactful ways since inception in 2003. In addition to donating product annually, 3M organized GKAS screening, education and awareness events throughout the U.S. in conjunction with the NASCAR circuit from 2011–2015. In 2017, the company began donating introductory sealant kits to GKAS, helping volunteers place approximately 2,000,000 sealants on the teeth of underserved children.



Premier Dental Products Company is proud to have supported Give Kids A Smile since its inception 20 years ago. Premier has donated more than \$4,000,000 in oral health products to help enable GKAS coordinators in their mission to provide free preventive oral health care services to underserved children. Premier strives to ensure that everyone has the opportunity to receive excellent oral health care and applauds the amazing work done by the GKAS team.



The American Dental Association Foundation ("ADAF") has proudly supported the Give Kids A Smile program over the years. The dollars committed to the GKAS program have not only brought oral health care to children in need, but through the ADAF's GKAS Continuity of Care grant program, have also ensured that many of these children are connected to a dental home. In 2021, the ADAF committed \$511,437 to support the GKAS and Tiny Smiles programs, and the ADAF looks forward to providing continued support in 2022.

Thank You

FOR YOUR GENEROUS SUPPORT

Companies that have generously donated product or funds to support GKAS throughout the program's 20-year existence.

Acteon
Ansell Healthcare
Axis Dental
Biotrol International
Centrix
Coltene Whaledent
Cranberry USA
Crosstex International
DASH
Dental Disposables International
Dentek
Denticator
Dentsply Sirona
DEXIS
DMG
Dukal Corporation
Dux Dental
Flow X-Ray
Foremost
GC America
Gendex
Harry J. Bosworth Company

Hu-Friedy
Integra Miltex
Ivoclar Vivident
Johnson & Johnson
KaVo Kerr
Kimberly-Clark
L&R Manufacturing
Medicom
Microflex
Mydent Corp
Nordent
Oral-B
Pac-Dent
Palmero Health Care
Pro2
Professional Disposables International
Pulpdent
Richmond
Sempermed USA
Septodont
Southern Dental Industries
SS White

Photo: GKAS 2019, UNC School of Dentistry



Sultan Healthcare
Sunstar Americas
Supermax Inc.
Surgical Specialties
Tidi Products
Total Care
Tuttner
Waterpik
Wm. Wrigley Jr. Company
Young Dental
Zenith Dental
Zirc



Photos: GKAS 2019, UNC School of Dentistry



ADA Foundation®

The American Dental Association Foundation congratulates Give Kids A Smile on its 20th Anniversary of supporting dental professionals in their commitment to improving access to quality oral healthcare for children across the United States.

The ADAF looks forward to the continuation of GKAS's great work and collaborations in the years ahead!

Give Kids A Smile National Advisory Committee

The GKAS National Advisory Committee, which was first formed in 2007 as a Committee of the ADA Board, provides strategic direction and explores options for enhancing and expanding the program. The current GKAS Advisory Committee is composed of 11 members that include industry representatives, ADA Board of Trustee members, a new dentist member, an interprofessional member, and GKAS ambassadors.

Thank you to all those who have served on the Committee through the years. Your leadership has been invaluable to the sustainability and growth of the Give Kids A Smile program.

2021-2022



Betsy Baumann-Smeenge, DDS, MS
GKAS Ambassador
Pediatric Dentist
White Cloud, Michigan



Michael D. Medovic, DDS
ADA Board of Trustee Member



Ann Bruck
Global Scientific Affairs and
Education Leader
3M Oral Care Solutions Division



Amy Moorman, IOM
Vice President, Operations
Dental Trade Alliance



Jeffrey B. Dalin, DDS
GKAS Ambassador
Co-Founder, GKAS St. Louis



Mega Sata, DDS
GKAS Ambassador
Dental Director
Lawndale California



Jennifer Kim Field
Vice President, Corporate Social
Responsibility, Henry Schein Inc. and
Executive Director, Henry Schein Cares
Foundation



Barbara Shearer, BDS, MDS, PhD
Committee Chair
Worldwide Director, Professional
Strategy and Innovation



David M. Krol, MD, MPH, FAAP
American Academy of Pediatrics
Member



James D. Stephens, DDS
ADA Board of Trustee Member



Angela Martinez,
VP, Strategic Associations and
Dental Health Policy
CareCredit

2022 and Beyond

The Give Kids A Smile program has reached many children's lives in ways we will never know. What we do know, is this: GKAS has been instrumental in improving a child's future by giving them access to oral health care.

Reaching the underserved and providing much-needed oral health care are core values of the American Dental Association. Oral health equity is a priority for the ADA. Everyone deserves to be healthy and treated equally.

The ADA is thinking beyond 2022 and how the GKAS program can inspire future programs to help others in need. Therefore, the ADA is investigating the scope of the problem within other underserved populations when it comes to access to oral health services, including assessing the number and nature of programs already focused on and currently serving these populations. Instead of "reinventing the wheel" and implementing additional access to care programs, the ADA is looking for opportunities to support programs across the U.S. that are already in existence.

Below are details about a new initiative that will take place in the spring of 2022 as well as additional opportunities for the ADA to leverage its expertise and resources to promote oral health equity.



Photo: GKAS 2015,
Nassau County Dental
Society

Current Initiatives

Give Veterans A Smile Summit, May 2022*

Objectives:

- To bring together leaders of philanthropic programs, dental schools, and dental societies that manage programs that provide oral health services to Veterans.
- Gather data for national database of charitable veterans' oral health care programs.
- Facilitate the sharing of best practices among attendees.
- Discuss opportunities and challenges, and how organizations/programs can better work together to provide care to this population.
- Determine whether there is a productive role for a national organization like the ADA in ongoing efforts.



ADA American Dental Association®

*By invitation only | Questions: gvas@ADA.org

Future Aspirations

- **Give Seniors A Smile**
- **Special Needs/Intellectual Disabilities**
- **International Outreach**





ADA American Dental Association®

Give Kids A Smile® Program

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