



GEORGIA DENTAL ASSOCIATION

Suite 200 • Building 17 • 7000 Peachtree Dunwoody Road N.E. • Atlanta, Georgia 30328-1655
(404) 636-7553 • (800) 432-4357 • Fax (404) 633-3943

Give Kids A Smile Day Planning Summary *Nov. 5, 2007*

Project: *Give Kids A Smile Day* – Atlanta.
Event Date: Friday, Feb. 1, 2008

Background:

“Give Kids A Smile Day” is an annual event designed to provide dental treatment to low-income children who do not have access to care. This one-day event is a wake-up call to the “silent epidemic” of untreated dental disease. The goal is to raise awareness of the critical need for access to oral health care and encourage solutions at a state and local level.

This media event will be tailored to children to introduce the need for children's access to oral health care. This will also be an educational and entertainment event, and will lay the groundwork for introducing the carve-out later.

Objectives:

- Raise awareness and create media buzz to children's oral health in Georgia through “Give Kids A Smile Day”
- Add credibility and visibility by inviting Gov. Sonny Perdue or Lt. Gov Casey Cagle to attend the event, as well as Sens. Lee Hawkins and Greg Goggans (both are dentists)

Target audiences:

- School nurses: recruit low-income children who have poor oral health and identify eligible children for GKAS program
- Dentists: recruit local dentists to donate time and services
- Legislators
- General public

Strategy:

- Frame GKAS as an educational event focused on dental education and to call attention to appropriately-funded dental programs for low-income children
- Target key print and broadcast media (including Donna Lowry, education reporter at WXIA 11, NBC affiliate)
- Agency crafting a program that combines treatment, educational and entertainment components for a school assembly program at a local elementary school located in a low-income Atlanta neighborhood
- Elements to include:
 - Contacting Cleveland Avenue Elementary School
 - GDA researching use of mobile van from public health
 - Teaching component with dentists
 - Various themed entertainment activities for children



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Give Kids A Smile Day

Friday, Feb. 1, 2008

Cleveland Avenue Elementary School

Program Outline

Educational and entertainment program, 9:30 to 10:30 a.m., school auditorium

Dental screenings: 10:30 a.m. to 2 p.m., Colgate and Fulton County health vans, school pavilion out front

As the students settle in, 1st graders will sing the song, "Everyone has a smile."

9:30 - 9:35 **Welcome** from Principal Rhonda Ware-Brazier and GDA President Dr. Donna Moses.
Dr. Moses turns it over to Dr. Kizzie

9:35 - 9:50 **Oral health presentation:** Dr. Kizzie and Dr. Mays will put on an interactive skit.

Elements include:

- Doctor – patient demo with student participation from audience: one child will be dressed as the dentist with a coat and mask, the other will be dressed as the patient and sit on a chair.
- 10 volunteers from Georgia Perimeter College onstage:
 - Two students will be dressed as mascots (one will be Gabby, the GDA mascot, and other will be Dr. Brushwell, the Colgate mascot)
 - Two additional students will be dressed as Dr. Decay and the Tooth Fairy.
 - Remaining six will assist with the tooth-brushing demonstration.

9:50 - 10:05 **Tooth-brushing demo:** Students and hygienists from Georgia Perimeter will demonstrate proper tooth-brushing using large-scale models.

Dr. Kizzie turns it over to the Music Teacher. At the end of the song, Dr. Kizzie turns it over to Andrea Sasnett from Fulton County Health & Wellness to explain the game.

10:05 - 10:30 **Game Show:** Musical performance of 1st graders singing song, "Everyone has a smile," to introduce game show "Are You Smarter Than a 4th Grader?"

Dr. Kizzie will introduce Andrea Sasnett as emcee for the game show.

A take-off of this popular show will include two sequential student teams who will be asked oral health questions prepared by Dr. Turner and Andrea Sasnett. Contestants will include 4th graders vs. adults. Six 4th graders will compete against six adults comprised of teachers, staff members, and representatives from Merrill Lynch, who is a corporate partner with the school

Following the assembly program, all students will receive gift bags from their teachers. Those students who did not submit a consent form will be dismissed back to class.

10:30 - 2:00 **Dental screenings:** Dr. Kizzie will introduce screenings portion. Eligible students will first proceed to Colgate van for screenings and will be organized by Nurse Nickerson. Older students (4th & 5th graders) will go first. Will take about 20 minutes to run each class through this process. Children waiting in line to go on vans will watch "Dr. Rabbit and the Legend of Tooth Kingdom" video and watch tooth-brushing demos from hygienists.

Eligible students will then proceed to two Fulton County Department of Health & Wellness vans for fluoride-varnish treatment. The 4th and 5th graders will begin screenings first. Younger children will be dismissed for lunch at 10:30 a.m.

2:00

Program ends

"Save the Date" invitation: Sent 3 ½ weeks prior to the event via email (pasted into body of an email) to local politicians and community leaders.



GEORGIA DENTAL ASSOCIATION

You're Invited: We would be honored to have you join us!

WHEN: Friday, Feb. 1, 9:30 – 10:30 a.m.
SAVE THE DATE!

WHAT: *Give Kids A Smile Day*
Special assembly program featuring educational and entertainment components for the entire student body. This program kicks-off National children's Dental Health Month, sponsored by the American Dental Association.

WHERE: Cleveland Avenue Elementary School
2672 Old Hapeville Road, S.W.
Atlanta, GA30315

WHY: Many children in Georgia from low-income families are not getting the preventive dental care they need, which leads to a lifetime of dental problems and related complications. We want to build awareness so that Georgia youngsters get the care they so crucially need – before it's too late.

RSVP: Please hit "reply" and send a quick email or call Nelda Greene at 404-636-7553 by Friday, Jan. 25.

Print invitation: Printed and sent via postal mail 3 ½ weeks prior to the event to local politicians and community leaders.



GEORGIA DENTAL ASSOCIATION

It is our pleasure to invite you to *Give Kids A Smile Day* – an annual event designed to raise awareness about the importance of children’s oral health. This kicks off National Children’s Dental Health Month, sponsored by the American Dental Association.

Friday, Feb. 1, 2008, 9:30 a.m. - 10:30 a.m.
Cleveland Avenue Elementary School
2672 Old Hapeville Road, S.W.
Atlanta, GA 30315

This special assembly program will feature educational and entertainment components for the entire student body. We expect to have media attend this event to spotlight this important issue.

We would be honored to have you join us.

Please RSVP by Jan. 25:
Nelda Greene
Georgia Dental Association
(404) 636-7553
greene@gadental.org

Friday, Feb. 1: Give Kids A Smile Day
List of invited dignitaries

Politicians:

Dentist and State Senator Lee Hawkins (R – Gainesville)
Dentist and State Senator Greg Goggans (R – Douglas)
Local Representative Georganna T. Sinkfield (D-Atlanta, HD 60)
Local Senator Nan Grogan Orrock (D-Atlanta, District 36)
GDA Supporter and Representative Mickey Channell (R-Greensboro)
Governor Sonny Perdue
Lt. Governor Casey Cagle
House Speaker Glenn Richardson
Mayor Shirley Franklin

Community:

Superintendent of Atlanta Public Schools Dr. Beverly Hall
State Superintendent of Schools Kathy Cox
Board Members of Atlanta City Schools
Atlanta Braves outfielder Brian Jordan (*has attended past GKAS Day event at the school*)
GDA President Dr. Donna Moses

Media:

Channel 11 WXIA Education Reporter Donna Lowry



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MEDIA ADVISORY

Please Join Us for Give Kids A Smile Day
Educational and fun event provides free dental services to needy children

PHOTO OPPORTUNITY

WHAT: Students at Cleveland Avenue Elementary School will attend a special assembly program on dental education for Give Kids A Smile Day. Dentists and assistants will provide free, desperately-needed dental services to local children from low-income families. Mascots from Colgate-Palmolive and local politicians will also attend.

Great photo opportunity of children in a dental chair and seeing a dentist for the first time.

WHEN: **Friday, Feb. 1: 9:30 - 10:30 a.m.** (Followed by dental screenings at 10:30)

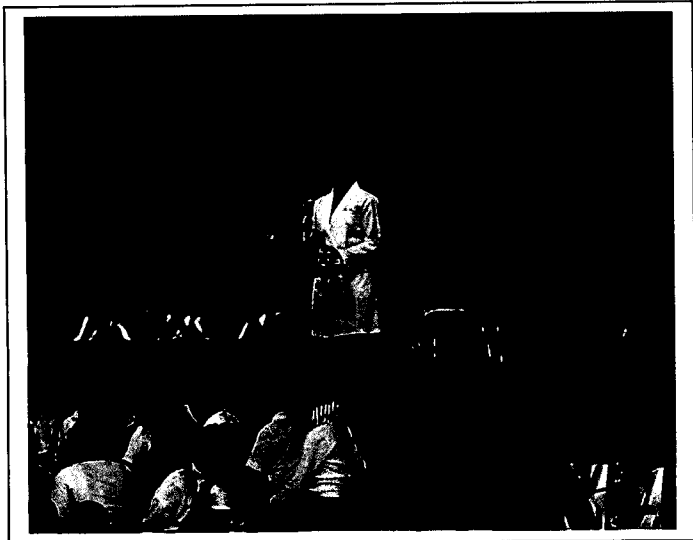
WHERE: Cleveland Avenue Elementary School
2672 Old Hapeville Road, S.W., Atlanta, GA 30315
Directions: Take I-85 S to I-75 S, take exit 241 for Cleveland Avenue, turn left at Cleveland Avenue and turn left again onto Old Hapeville Road.

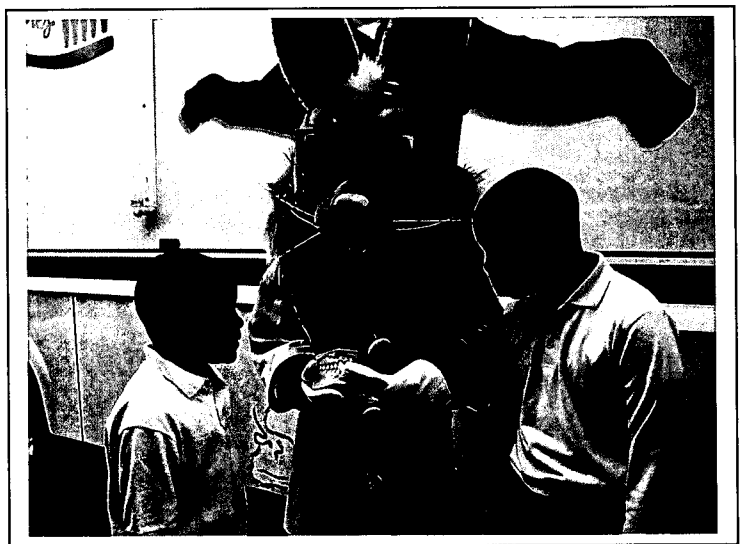
WHY: Nearly half of children ages 2-9 suffer from untreated tooth decay. Poor oral health leads to severe health problems for students – including painful tooth decay, headaches, and other complications. *It's the number one health reason that low-income youngsters miss school.*

Give Kids A Smile Day is held annually to kickoff February as **National Children's Dental Health Month** and raise awareness of the epidemic of untreated dental disease and the need to increase access to oral health care to solve the crisis.

CONTACT: Ada Hatzios
Cookerly Public Relations
(404) 816-2037
ada@cookerly.com

Give Kids A Smile Day, Cleveland Avenue Elementary School, 2/1/2008





South Fulton Neighbor
February 27, 2008



Neighbor Sports

Local teams prepare for the sweet 16/7A

Inside

David Scott to host town hall meetings/2A

Neighbor People

Union City resident shares his love for photography/1B



WEDNESDAY, FEBRUARY 27, 2008

South Fulton Neighbor

www.neighbornewspapers.com

South Fulton County's Largest Circulation Newspaper

Vol. 27, No. 9 — 50 cents



Special photo
The Georgia Dental Association and Colgate-Palmolive sponsored statewide dental screenings as part of "Give Kids A Smile" Day, a national program to increase access to preventive dental care for low-income children. Dr. Donna Moses, GDA president, examines Sylvester Bacon, a fifth-grader at Cleveland Avenue Elementary School in Atlanta.

Atlanta Voice
February 14, 2008

'Are You Smarter Than A Fifth Grader?'

Children at local elementary school to receive dental screenings



Give Kids A Smile campaign was designed to provide education, preventive and restorative care to low-income children who do not have access to care. Dental Services staff will provide students with dental screenings and oral care education from the Dental Mobile Unit.

The Fulton County Department of Health and Wellness Dental Services Unit sponsored a customized version of the game show *Are you Smarter than a Fifth Grader?* as part of its Give Kids a Smile campaign. Give Kids A Smile is an annual centerpiece to National Children's Dental Health Month and is observed every year on the first Friday in February, while NCDHM is celebrated during the entire month of February. National Children's Dental Health Month focuses on providing oral health education to all children despite their economic status. The

For over 40 years, the Fulton County Department of Health and Wellness has been providing full-service dental care to children age 3 and up. The comprehensive oral health services are available at local health centers. In addition to Medicaid, Doral and Avesis health coverage are accepted. Fees are also assessed on a sliding scale for income eligible clients. For more information about the Dental Services Unit of the Fulton County Department of Health and Wellness, log-on to www.fultoncountygahahealth.org.

WABE 90.1 FM
February 1, 2008



**Excerpt of transcript from Atlanta station 90.1 FM Public Radio WABE.
Evening newscast, Friday, Feb. 1, 2008, 5:30 p.m. time slot.**

Host: AILMENTS RELATED TO POOR DENTAL HYGENE ARE THE NUMBER ONE REASON LOW-INCOME STUDENTS MISS SCHOOL...

THAT'S WHY STATE DENTAL OFFICIALS ARE PARTICIPATING IN TODAY'S NATIONAL GIVE KIDS A SMILE DAY.

GEORGIA DENTAL ASSOCIATION PRESIDENT---DR. DONNA THOMAS MOSES SPENT TIME WITH STUDENTS AT CLEVELAND AVENUE ELEMENTARY SCHOOL.

SHE SAYS POOR DENTAL HEALTH HAS A NEGATIVE EFFECT ON EDUCATION:
-Cut-

DR. MOSES SAYS THIS DAY IS JUST THE BEGINNING OF YEAR ROUND EFFORTS TO TREAT GEORGIA'S POOR AND UNDERSERVED CHILDREN WHO NEED DENTAL CARE.

DR. MOSES: STUDENTS WHO ARE IN PAIN, WE KNOW THAT THEY CAN'T PAY ATTENTION IN SCHOOL. WE KNOW THEIR GRADES GO DOWN; WE KNOW THAT THEY MISS CLASS MORE OFTEN. AND THEN THE FRIGHTENING PART IS, THEY BECOME MORE DIFFICULT TO DEAL WITH, AND THEN PARENTS GET ON EDGE, YOU KNOW, BECAUSE THIS CHILD IS ALWAYS CRYING.