America’s ToothFairy teams up to help kids ‘Conquer Cavities 2Gether’

By America’s ToothFairy Staff

There is nothing more precious than a child’s smile. However, according to the American Academy of Pediatric Dentistry, nearly half of children aged 6 to 11 are affected by tooth decay.

While largely preventable, tooth decay is exacerbated with children in underserved communities, who are twice as likely to suffer from this condition, and their dental diseases are more than twice as likely to go untreated. It can also lead to missed school, trouble eating, sleeping and heightened risk of infection.¹

With a commitment of healthier smiles for all, Crest and Oral-B Kids are teaming up with actor Miles Brown on a new “Conquer Cavities 2Gether” initiative.

Conquer Cavities 2Gether encourages kids and parents to take the pledge to brush for two minutes, twice a day, with a fluoride toothpaste. For every pledge, Crest and Oral-B Kids will donate up to 10,000 Conquer Cavities kits, including toothpaste, toothbrushes and educational materials, to children and families in need.

“Growing up in front of the camera, my parents instilled in me the importance of a healthy smile,” said Brown. “That’s why I’m excited to partner with Crest and Oral-B Kids to inspire and encourage kids and parents to take the pledge, so they can put their best smile forward — no matter where their journey takes them.”

Crest and Oral-B Kids are also proud to partner with America’s ToothFairy, a nonprofit resource provider that has helped nonprofit dental clinics provide dental care to more than 8 million children nationwide. Through the partnership, Conquer Cavities 2Gether kits will be distributed to five partner dental clinics in underserved communities around the country.

“We know there are millions of kids in the U.S. with restricted access to dental care, and some even lack basic items like their own toothbrush,” said Jill Malmgren, executive director, America’s ToothFairy. “We’re thrilled to collaborate with Crest and Oral-B Kids to get Conquer Cavities 2Gether kits to the kids and families that need them most.”

This campaign is part of the Crest and Oral-B aspiration to enable 100 percent of Americans to have access to oral care products, oral health education and dental care. In 2020 alone, Crest and Oral-B donated more than $2.5 million in products and care to support healthy smiles across the country.

The brands have also provided more than $140 million in continuing education to dental professionals during the past 10 years and offered educational materials that make it easy for dental professionals, parents and teachers to educate their kids about the importance of oral care.

“A smile is priceless, and every kid deserves to grow up with a happy and healthy one,” said Carlos Quintero, vice president, North America Oral Care, P&G. “Especially knowing the connection between oral health and whole body health, we are committed to taking action to ensure every child is free and proud to show off their smile to the world. Just one pledge can provide a family with oral care products and education to help build healthy oral habits to last a lifetime.”

To learn more about the Conquer Cavities 2Gether program and take the pledge to brush for two minutes, twice a day, visit ConquerCavities2Gether.com.

Reference

Audacity to Dream’ scholarship to encourage and assist African American dental students

Deadline to apply is May 25

In a continuing commitment to address racial disparities in oral health, the National Dental Association Foundation (NDAF) and Colgate-Palmolive Co. have announced the creation of the ‘Audacity to Dream’ scholarship program for African Americans pursuing careers in dentistry.

Students currently enrolled in dental school and demonstrating success in areas such as leadership, community service and research will be eligible for grants from $5,000 to $20,000.

Applications and awards criteria are at ndafoundation.org/audacity-to-dream-scholarship.html. The deadline to apply is May 25, and grants will be presented at the NDAF’s annual convention in June.

Dental care is one of the United States’ largest unmet health needs. Studies indicate that African American children ages 2 to 8 years old are about twice as likely as whites to have untreated tooth decay. African American working-age adults are also almost twice as likely to have untreated decay as their white counterparts.

Communities that lack access to oral health often have higher rates of periodontal disease, as well as diabetes and cardiovascular disease.

A shortage of African American dentists is one of several challenges African Americans face in accessing oral health care. While African Americans make up about 13 percent of the U.S. population, they account for only 3.8 percent of dental professionals. Many African Americans would prefer to see an African American dentist.

A survey conducted for National Public Radio, the Robert Wood Johnson Foundation and Harvard University’s T.H. Chan School of Public Health found approximately one-third of African Americans experienced discrimination seeking medical care. In addition, roughly a quarter of those polled indicated they have been avoiding care for themselves or a family member out of concern they would encounter racial discrimination.

“To truly establish oral health equity, African Americans need greater access to care, more affordable care, increased oral health awareness and dentists who are passionate about improving the quality of life in communities of color,” said Dr. Bertram J. Hughes, president of the National Dental Association Foundation.

“Filling the pipeline with the next generation of African American dental professionals helps move us forward on all fronts.”

(Source: Colgate-Palmolive Co.)