To help raise awareness of the fight against pediatric dental disease, National Children’s Oral Health Foundation: America’s Toothfairy (NCOHF) has released a public service announcement video as part of a continued effort against the No. 1 chronic childhood illness in the United States.

The video — “America’s Toothfairy: Transforming Children’s Lives” — was produced to educate the general public about the prevalence of pediatric dental disease and highlight the measures that NCOHF nonprofit affiliate healthcare facilities are taking to provide underserved children nationwide with compassionate, comprehensive oral health care.

“Millions of children are suffering in silence from oral pain so severe that it impacts their ability to eat, sleep and learn on a daily basis,” said Fern Ingber, NCOHF president and CEO.

“With access to basic preventative care and simple educational tools, pediatric dental disease is completely preventable. We hope this film will create a robust public dialogue surrounding our country’s oral health epidemic and encourage increased support for nonprofit healthcare centers that work tirelessly on limited resources to eliminate this disease from future generations.”

Two dental health-care professionals offer their comments in the video.

“Dental caries is still very much a disease; in fact, it is the most common chronic disease in childhood,” says Dr. J. Timothy Wright, professor and chair of pediatric dentistry at the University of North Carolina School of Medicine.

“Oral health is one of the leading causes of children not being in school.”

Dr. Rocio Quinonez, clinical associate professor at the University of North Carolina School of Dentistry, says, “We as a profession certainly share the same mission as the NCOHF, and that is to get to kids early enough so that we can not only prevent disease but change the trajectory of oral health and general health outcome.”

“America’s Toothfairy: Transforming Children’s Lives” was produced by Emulsion Arts Film Production Co. with funding from DENTSPLY International, a dedicated NCOHF underwriter.

The video may be viewed on the Ortho Tribune website’s media center, located at mediacenter.orthotribune.com.

**Children who have received care thanks to the efforts of the National Children’s Oral Health Foundation: America’s Toothfairy are featured in a new video. (Photo/Provided by NCOHF)**

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