Dental is fundamental — and there’s no better time to send that message than Children’s Dental Health Month this February. This document contains 60 diverse messages for use on Twitter, Facebook or your web pages. Choose the messages that best reflect your organization’s needs and mission.

The links in each message provide parents and the public with reliable resources from CDHP and other leading oral health voices, including the CDC, the American Dental Association, Colgate-Palmolive, Delta Dental and WebMD.

Dental Is Fundamental

Tweets for
Children’s Dental Health Month

Awareness of Oral Health

Study: Tooth decay hurts kids “affecting their development, school performance & behavior
http://1.usa.gov/KyW2uK #DentalIsFundamental

Learn why the @MayoClinic calls oral health a “window to your overall health” at
http://mayocl.in/1htVLaG #DentalIsFundamental

A child’s first trip to a dental office should happen by their 1st birthday because
#DentalIsFundamental http://bit.ly/1lFEC7u

A Maryland boy’s death 7 yrs. ago exposed the dental access problem & reminded ppl that
#DentalIsFundamental http://wapo.st/1cZWHA1

Tooth decay is bad for kids & your wallet. Guess the lifetime cost of treating a decayed tooth:
http://bit.ly/1dgpUDh #DentalIsFundamental
#Infographic: Out-of-pocket costs can hinder families’ ability to get dental care  

Water fluoridation: Separate the myths from the facts  
#DentalIsFundamental

“No one dies from dental problems.” Wrong. Infections that began in teeth/mouths have cost lives  
http://bit.ly/1bNX10F  #DentalIsFundamental

Dental sealants prevent tooth decay. Most white teens got them, but only 1/3 of blacks did:  
http://1.usa.gov/1d6Agbj  #DentalIsFundamental

**Dental Facts & Stats**

Nearly half of 5 year-olds have experienced tooth decay. Get more facts here:  

Children w/cavities in their baby teeth are 3 times more likely to get cavities in adult teeth  

In 2010, U.S. children made nearly 48,000 visits to hosp. ERs for preventable dental problems  
http://bit.ly/1eE96YM  #DentalIsFundamental

Kids with poor oral health were nearly 3 times more likely to miss school. Get other facts:  
http://bit.ly/1ieOnxg  #DentalIsFundamental

52% of Medicaid-enrolled kids went a full year w/out dental care – not even an exam  
http://bit.ly/1euwU16  #DentalIsFundamental

Dental sealants reduce the risk of tooth decay & are less than one-third the cost of a filling  
http://bit.ly/1el1Efj  #DentalIsFundamental

Medicaid & CHIP provide dental benefits to 43 million kids. These progs reflect the fact that  
#DentalIsFundamental  

A stat that stings: Roughly 1 out of 7 children went 12 months w/out seeing a dentist  

Nearly 1/2 of white Americans (ages 2+) had a dental visit, but only 29% of Hispanics did  
http://1.usa.gov/1d6Agbj  #DentalIsFundamental

Infographic: 39% of ppl say they or a family mbr delayed a #dental visit b/c of cost concerns  

Sad stat: 504,000+ Calif. kids missed at least 1 day during a school year b/c of dental probs  
http://bit.ly/1dwZEEP  #DentalIsFundamental
Water #fluoridation helps prevent cavities. In cities with 20,000+ people, it saves $38 for every dollar invested http://1.usa.gov/1fvAX2e #DentalIsFundamental

**Advice & Tips**

How does children’s dental coverage work under #ACA? Learn more at http://bit.ly/JbFEA1 #DentalIsFundamental

Parents: This fun video can help teach kids to brush their teeth properly … because #DentalIsFundamental http://bit.ly/1cKv5P9

10 tips to protect the oral health of kids with special needs http://fxn.ws/1a0wbIL #DentalIsFundamental

Here’s what to expect during your child’s first trip to a dental office http://bit.ly/1lFEc7u #DentalIsFundamental

Do your kids drink bottled water instead of tap? If so, their teeth could pay the price http://nbcnews.to/1eI0b8Z #DentalIsFundamental

#Pregnancy is a good time to consider your own dental health – and your child’s too http://bit.ly/1cX1K4e #DentalIsFundamental

Parents: Are your kids eligible for CHIP or Medicaid dental/medical coverage? Visit http://1.usa.gov/19ZKZnM #DentalIsFundamental

Brushing 2x2mins is a good way to prevent tooth decay and a reminder that #DentalIsFundamental http://bit.ly/1iVHMuA

Teaching your toddlers good dental habits now can help ensure they grow up with healthy teeth http://bit.ly/1bNX10F #DentalIsFundamental

Parents: This chart can help you monitor your kids’ tooth-brushing http://bit.ly/1koApxj #DentalIsFundamental

It’s Children’s Dental Health Month. How often should your kids replace their toothbrushes? http://bit.ly/1iVHMuA #DentalIsFundamental
Dental Is Fundamental

Facebook Posts for
Children’s Dental Health Month

Awareness of Oral Health

Learn why the Mayo Clinic refers to oral health as a “window to your overall health.” It demonstrates why #DentalIsFundamental http://mayocl.in/1htVLaG

For children, #DentalIsFundamental. Having problems with their teeth or gums can undermine children’s ability to eat, sleep, speak or grow into healthy adults. Studies link dental problems with school absences and teens’ grades. Learn more at http://bit.ly/1iij7NS

If you think that dental problems aren’t a matter of life or death, think again. Research shows that some Americans die each year from infections that begin in their teeth and gums. Learn more at http://ow.ly/sSF0L #DentalIsFundamental

Drink a toast to Children’s Dental Health Month with fluoridated water. It protects kids’ teeth from decay & saves money http://1.usa.gov/1dtLGsD #DentalIsFundamental

Tooth decay for a child is not “just a cavity.” This study shows that early childhood decay “exacts a toll on children, affecting their development, school performance and behavior.” http://1.usa.gov/KyW2uK #DentalIsFundamental

Mothers of newborn children can make it easier for their toddlers to get cavities. How? By unintentionally spreading the bacteria that cause tooth decay. Here is more info for mothers and moms-to-be: http://nbcnews.to/1a4DMoQ

It’s time to close the racial/ethnic gap in oral health. Research suggests “urgent policy solutions are needed” to close it http://1.usa.gov/1apXjxQ #DentalIsFundamental

Advice & Tips

Children’s Dental Health Month is a great time for doctors, nurses and community groups to talk to parents about the importance of oral health. Here are tips for having successful conversations: http://bit.ly/1m14Sjq #DentallisFundamental

Are children simply more likely to get cavities than adults? Is a cavity “no big deal” if it appears in a baby tooth? There are a lot of myths floating around about dental health. Here are 15 myths and facts about tooth decay: http://bit.ly/1aKJ9nC
Medicaid & CHIP provide 43 million children with dental benefits. These programs reflect the fact that #DentalIsFundamental. Learn more about programs in your state: http://bit.ly/1ggMbnJ

What your children eat can affect whether they grow up with healthy teeth. Here are tips for helping your kids choose the right foods and beverages http://bit.ly/KhwotJ #DentalisFundamental

Children’s Dental Health Month is a good time to remember that #DentalIsFundamental. Teaching your kids good habits now can help ensure they grow up with healthy teeth. This fun video teaches kids how to brush their teeth properly: http://bit.ly/1cKv5P9

**Dental Facts & Stats**

Tooth decay is not only bad for children’s health, it’s bad for your wallet too. Guess the lifetime cost of treating a decayed tooth http://bit.ly/1dgpUDh #DentalisFundamental

Receiving dental care during pregnancy is safe for both women and their developing babies. Yet roughly 1 out of 4 pregnant women do not receive dental care http://bit.ly/1cX1K4e

Every child needs regular dental care. Yet nearly half of white Americans (ages 2 & older) had a dental visit compared to only 29% of Hispanics. Learn more at HealthyPeople: http://1.usa.gov/1d6Agbj

If you’re a parent, you might be asked by a dentist whether you want dental sealants placed on your child’s teeth. So what is a sealant and how does it help prevent tooth decay? Get the answers here: http://bit.ly/1eI1Efj

Millions of kids are already eligible for dental coverage through Medicaid or CHIP but are not signed up. Parents can learn more: http://1.usa.gov/19ZKZnM #DentalIsFundamental

Even very young children can get cavities. In fact, nearly half of 5 year-olds have experienced tooth decay. Learn more about oral health: http://bit.ly/19ZJkyH #DentalIsFundamental


Dental sealants are proven to prevent tooth decay among kids who receive them. Most white teens got sealants, but only 1/3 of black teens did: http://1.usa.gov/1d6Agbj #DentalIsFundamental
February is Children’s Dental Health Month. It’s a good time for parents to recognize that all kids should see a dentist when their first tooth appears or no later than their 1st birthday.

Getting care early is good both for kids and for our wallets. Dental costs for disadvantaged kids who get a preventive dental visit by age 1 are 52% lower than the same costs for their peers who go without this care. Learn more facts about oral health here.

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A Myth about Baby Teeth

Is it no big deal if a child’s baby teeth become decayed? Some parents may think so because baby teeth eventually are replaced by adult teeth (permanent teeth). But it is a big deal.

Research shows that children who get cavities in their baby teeth are three times more likely to have cavities in their adult teeth. Children’s Dental Health Month is great time to be reminded that all teeth matter – no matter what age they appear in our mouths. Preventing decay is important for children of all ages.

# # #

A Child’s First Trip to the Dentist

Oral health experts recommend that a child be seen by a dentist by no later than their 1st birthday or within six months after his or her first tooth appears in the mouth. The first dental visit is typically short and involves little or no treatment. This web page contains information on the topics that the dentist may want to discuss with you.
This is a great time to ask your dentist any questions you might have about your child’s oral health. Long before you show up for this dental visit, there are things you can do to reduce your child’s risk of tooth decay. WebMD has these eight tips.

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**Is Tooth Decay Contagious?**

Believe it or not, tooth decay can be contagious, and here’s why. Research shows that one of the major forms of decay-causing bacteria can be easily spread from a mother or caregiver to a small child.

Dr. Jane Soxman, a pediatric dentist in Pennsylvania, says the bottom line is that tooth decay is a bacterial infection. “It’s as if you had a bad cold and were kissing your child, you would spread the cold virus,” she explains.

Dental health experts have concluded that several acts performed by well-meaning parents can transmit decay-causing bacteria to young children. These include parents using their saliva to “clean” a baby’s pacifier, pre-chewing a baby’s food, and using the same spoon to feed themselves and their baby.

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**Bottled water and your children’s teeth**

Do your children drink bottled water instead of tap water? Then their teeth could be paying the price. Here’s why.

Fluoride is a mineral found in nearly all water supplies but usually at a level too low to prevent tooth decay. That’s why so many communities add a little more fluoride to drinking water. This process is called “fluoridation” and it raises fluoride to the level proven to prevent or even reverse tooth decay.

Unfortunately, many types of bottled water don’t have enough fluoride to prevent cavities. If you purchase bottled water, you’re spending more money and your children’s teeth probably aren’t getting the benefits of fluoride.

The leading health and medical organizations endorse fluoridation as safe and effective for reducing tooth decay. According to the Centers for Disease Control and Prevention (CDC), fluoridation is so effective because it provides teeth “with frequent contact with low levels of fluoride throughout each day and throughout life.”
Brushing regularly is important. But drinking tap water that is fluoridated provides additional protection. You can find more information about water fluoridation right here. This CDC webpage can help you confirm whether your local water supply is fluoridated.

# # #

The ABC’s of Brushing

Brushing teeth regularly is the foundation of good dental health. Get your children into the habit of brushing twice a day for at least two minutes. This fun video teaches children how to brush their teeth properly.

Children ages 2-6 should use a pea-sized dab of fluoride toothpaste. Teach them to spit out the toothpaste once they are done so they don’t swallow it. For kids below the age of 2, just use a soft toothbrush and a little bit of water (but no toothpaste).

This website has helpful tips and information for how kids can protect their teeth as they grow up.

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“Tooth Decay is No Big Deal” … Wrong

It’s Children’s Dental Health Month, and it might surprise you to know that a tooth decay is not just a minor problem that goes away on its own. Decay is a form of disease, and it will worsen unless it is treated by a dental professional.

In fact, people die each year — even right here in America — from infections that began in their teeth or gums. Huffington Post columnist Wendell Potter wrote a recent column reporting that more than 61,000 hospitalizations over a nine-year period were mainly due to dental conditions. Nearly 90% of those patients entered hospitals through the emergency room. And 66 of them died.

If someone in your family has a toothache, don’t delay. Schedule a dental visit right away. Better yet, do all you can to prevent cavities in the first place by brushing your teeth regularly, eating right and drinking tap water that is fluoridated.

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