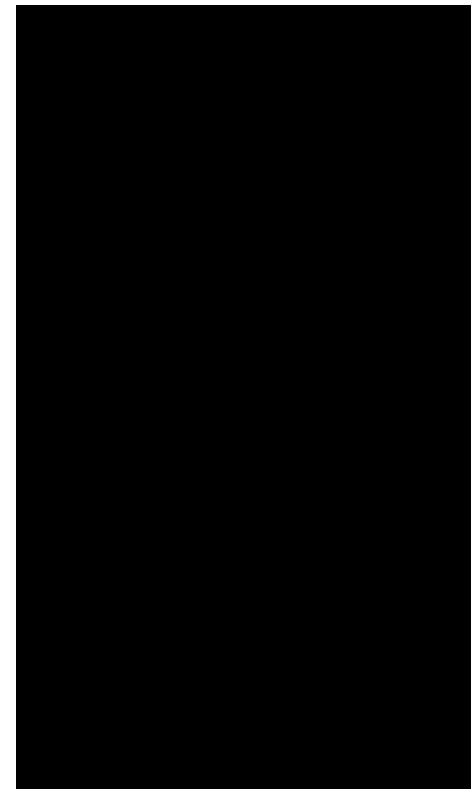


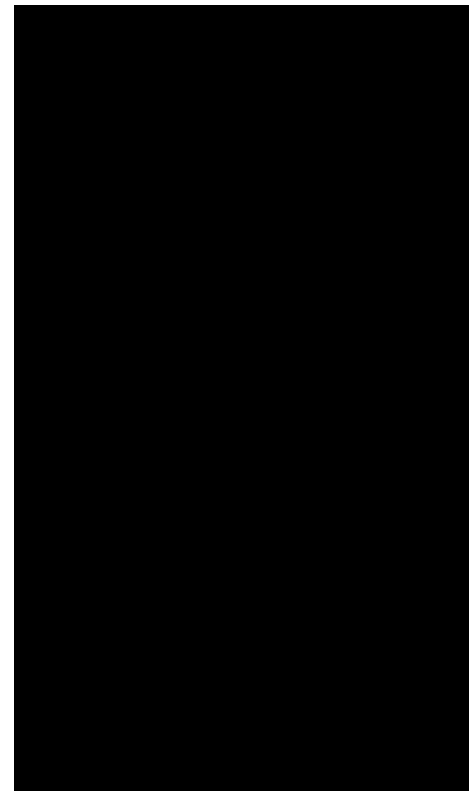
American Dental Association  
Give Kids A Smile:  
How your Community Health Center can  
Participate in National Children's Dental  
Access Day

Brian Shue, DDS  
Dental Director  
Clinicas de Salud del Pueblo, Inc.  
Brawley, CA



American Dental Association  
Give Kids A Smile:  
How your Community Health Center can  
Participate in National Children's Dental  
Access Day

With special assistance by:  
Jane Forsberg Jasek, RDH, MPA  
Manager, Access and  
Community Health  
American Dental Association



## Special Offer from ADA

- Exclusive for HDC 2006 National Primary Oral Healthcare Conference attendees
- 10 additional Colgate-Palmolive kits will be available (50 toothbrushes and toothpaste in each kit) to 10 lucky CHC GKAS projects
- ADA seeks to promote CHC participation in GKAS

# Special Offer from ADA

- ADA new deadline for this limited special offer to conference attendees only is December 29, 2007
- Requires online sign up, description of your proposed GKAS event, and use of the code announced at this conference
- See flyer for complete details

# Today's presentation (in 4 parts)

- Part 1: Clinicas de Salud del Pueblo, Inc.
- Part 2: Give Kids A Smile
- Part 3: How my clinic participated
- Part 4: How to participate





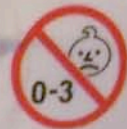
**BRAWLEY MEDICAL CENTER**  
CLINICAS DE SALUD DEL PUEBLO, INC.



Net weight: 1.05 oz. (30 g)

Poids Net: 30 g

Not for children 3 under / Non recommandé pour les enfants de 3 ans et moins. Small parts. Petites pièces détachables.



0-3

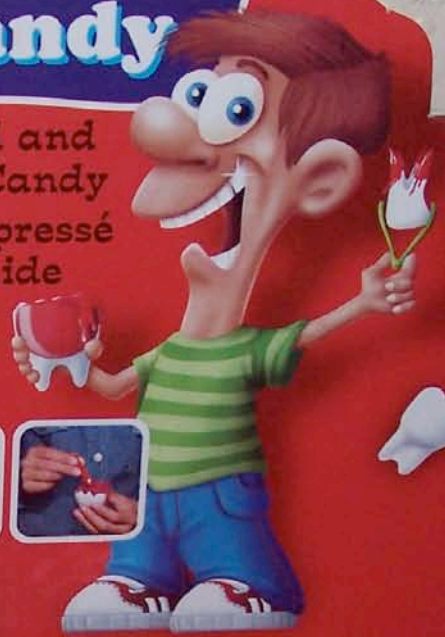
Peanut Free  
Sans Arachides  
Lot Nr.: 1585



**Kid's  
BRANDS**

# Tooth Ache Candy

Pressed and  
Liquid Candy  
Bonbon pressé  
et liquide



Net weight: 1.05 oz. (30 g)  
Pods Net: 30 g

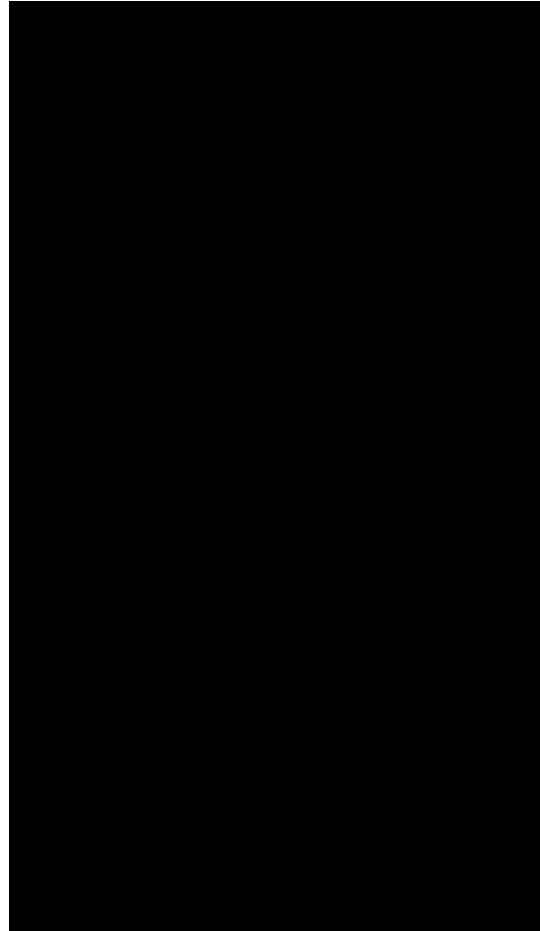
Not for children 3 and/or less years  
avoidance pour les enfants de 3 ans et  
moins. Évitez les petits. Prévenir autres  
intoxications.

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Go to: [www.ada.org/goto/gkas](http://www.ada.org/goto/gkas)

Part 2 of 4

# Give Kids A Smile

- Friday, February 2, 2007
- 5<sup>th</sup> annual event
- Designed to provide oral health education, screening, treatment and preventative care to disadvantaged children who do not have access to care

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- Designed to provide oral health education, screening, treatment and preventative care to disadvantaged children who do not have access to care
- Designed to influence government and society at large to work with dentistry to craft common sense, market-based solutions to access disparities
- Highlight for law-and policy makers about the on-going challenges that disadvantaged children and children with disabilities face in accessing dental care

# National Children's Dental Health Month

GKAS is an annual centerpiece on the first Friday in February

- NCDHM has been sponsored by the ADA for 57 years and is a one month long celebration to increase oral health awareness among all children

# National Children's Dental Health Month

GKAS is an annual centerpiece on the first Friday in February

- NCDHM has been sponsored by the ADA for 57 years and is a one month long celebration to increase oral health awareness among all children
- GKAS fosters local events to provide education, preventive and restorative care to disadvantaged children without access to care

# Give Kids A Smile: February 2006

## Statistics:

- Number of Programs: 2012
- Estimated number of kids: over 500,000
- Participating dentists and staff: 39,000
  
- Over \$38 million in services provided in dental education, screening, treatment, and products

# Give Kids A Smile: February 2007

Statistics (as of Dec. 5, 2006):

- Number of Programs: 2,027
- Estimated number of kids: 722,079
- Participating dentists: 13,869
- Other participants: 35,985

# GKAS: History

- Started by the Greater St. Louis Dental Society and a group of dentists in February 2002
- Set up a temporary full-service clinic
- Treated almost 400 children in 2 days

# GKAS: Primary Corporate Sponsors

- Sullivan-Schein Dental
- Colgate-Palmolive, national consumer product sponsor
- DEXIS Digital X-ray

# GKAS Events at Clinicas

- 2005: held at Clinicas office
- 2006: held at Clinicas office
- 2007 (proposed): to be held in six kindergarten classes at two elementary schools

# GKAS Events at Clinicas

2005

- Held at our Medical clinic in Brawley
- 30 kids seen
- Oral health screenings
- Oral hygiene instructions
- Media coverage: local TV news, Mexican TV news, local newspaper, local free newspaper

# GKAS Events at Clinicas

2006

- Held at our Medical/Dental clinic in Mecca
- 40 kids seen
- Oral health screenings
- Oral hygiene instructions
- Topical fluoride treatments for 20 kids
- Media coverage: Local TV news

# GKAS Events at Clinicas

2006

- Held at our Medical/Dental clinic in Mecca
- 40 kids seen
- Oral health screenings
- Oral hygiene instructions
- Topical fluoride treatments for 20 kids
- Media coverage: Local TV news













# GKAS Events at Clinicas

February 1-2, 2007 (planned)

- Miguel Hidalgo Elementary Kindergarten in Brawley, CA (124 kids)
- Martin Luther King Jr. Elementary Kindergarten in El Centro, CA (62 kids)
- Oral health screenings
- Oral hygiene instructions
- Topical fluoride treatments

# GKAS: How to participate

- Individual dentist program planning guide available at:

[www.ada.org/goto/gkas](http://www.ada.org/goto/gkas)

# GKAS: How to participate

## Individual dentist program planning guide

- Program planning guidelines
- Community coalition-building and identifying qualified children
- Legal, insurance and risk management considerations

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team

-

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team
- Step #2: consider your options

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team
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## Program planning guidelines

- Step #1: involve your team
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- Step #4: promote GKAS to your member dentists

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team
- Step #2: consider your options
- Step #3: plan your event
- Step #4: promote GKAS to your member dentists
- Step #5: conduct your event

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team
- Step #2: consider your options
- Step #3: plan your event
- Step #4: promote GKAS to your member dentists
- Step #5: conduct your event
- Step #6: evaluate your event

# GKAS: How to participate

## Program planning guidelines

- Step #1: involve your team
- Step #2: consider your options
- Step #3: plan your event
- Step #4: promote GKAS to your member dentists
- Step #5: conduct your event
- Step #6: evaluate your event
- Step #7: give thanks

# GKAS: How to participate

- Program planning timetable: see resource at GKAS website

# GKAS: How to participate

Community coalition-building and identifying qualified children for GKAS

# GKAS: How to participate

Community coalition-building and identifying qualified children for GKAS

- Partnering with others in your community

# GKAS: How to participate

Community coalition-building and identifying qualified children for GKAS

- Partnering with others in your community
- Identifying children for your event

# GKAS: How to participate

Community coalition-building and identifying qualified children for GKAS

- Partnering with others in your community
- Identifying children for your event
- Additional resources for your program

# GKAS: How to participate

Community coalition-building and identifying qualified children for GKAS

- Partnering with others in your community
- Identifying children for your event
- Additional resources for your program
- Complementary initiatives

# GKAS: How to participate

Legal, insurance, and risk management considerations

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview
- Safely navigating the dental society's role

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview
- Safely navigating the dental society's role
- HIPAA

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview
- Safely navigating the dental society's role
- HIPAA
- Charitable immunity protection

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview
- Safely navigating the dental society's role
- HIPAA
- Charitable immunity protection
- Forms

# GKAS: How to participate

Legal, insurance, and risk management considerations

- Overview
- Safely navigating the dental society's role
- HIPAA
- Charitable immunity protection
- Forms
- Case studies

# Give Kids A Smile

- Privacy and acknowledgement forms



- **Website: [www.ada.org/goto/gkas](http://www.ada.org/goto/gkas)**

- **Thanks for Giving Kids A Smile!**