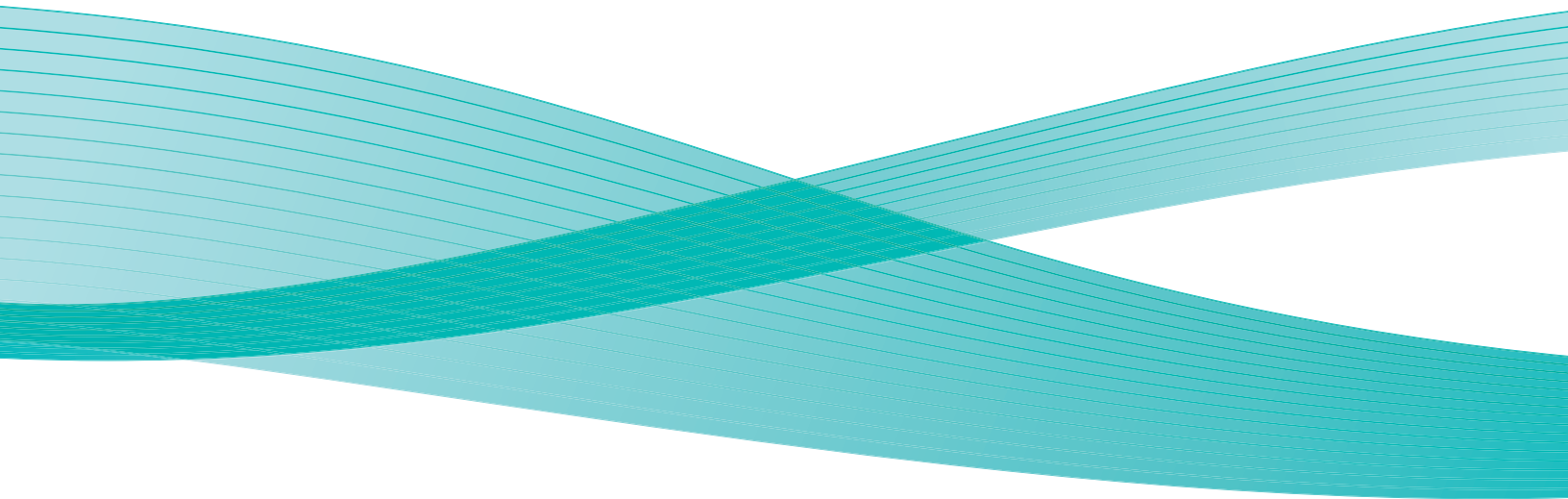


# We've improved the dental health of 28,000 children. Now that's something to smile about.

Teaming up with dental organizations across the U.S., we help educate low-income kids on proper dental care, so they avoid oral health problems later on.



# Through our Dental Outreach Initiative, we've provided dental screenings and education to more than 28,000 children in 80 locations.

## The Challenge

Tooth decay is the single most common chronic childhood disease, according to the American Dental Association and the American Academy of Pediatricians. Children from low-income families suffer twice as many dental cavities as their peers. In fact, 25 percent of children from these families have not seen a dentist before entering kindergarten, which means their dental disease is more likely to be left untreated.

We want to change these statistics. Working in partnership with dental societies and associations, local schools and churches across the country, we're leading an effort to help kids in underserved areas get the information and care they need to prevent dental problems.

## The Solution

In 2004, we launched the Dental Outreach Initiative. Its goal: building an educational campaign that would promote fundamental improvements in the dental health status of at-risk and underserved children. The initial launch in Georgia became widely recognized throughout the State as a model for stimulating community action to promote dental health education.

Program events usually takes place at schools, and attendees receive education on proper dental hygiene and on-site oral screenings by licensed dental professionals. For many children,

the Dental Outreach Initiative is their first dental check-up. To help reinforce new behaviors learned during the educational session, we give each child take-home products, including a toothbrush, toothpaste, brush/floss calendar, parent education literature and the results of the screening evaluation. In some instances, severe and critical dental problems are identified early enough so that immediate emergency treatment can be provided.

With tremendous success in Georgia, the program quickly spread to other states: California, Florida, Louisiana, Maryland, Mississippi, New Jersey, Tennessee, Texas and the District of Columbia.

## The Results

As of March 2011, the Dental Outreach Initiative had screened over 28,000 children at 80 events across nine states and the District of Columbia. More than half of those children had poor dental hygiene, and 24 percent needed follow-up care.

With the cooperation of state dental societies, health organizations, school boards and school districts, and elected leaders, the Dental Outreach Initiative is expanding again, to New Jersey, Montana, Colorado and Wyoming.



**Sector:** State and Local Government

**Solution:** Help at-risk kids get dental care

**Client:** Multiple health organizations

**Challenge:** Improving children's dental hygiene habits

**Results:** Healthy smiles

**"Together with our partners, we hope to teach children that practicing good dental hygiene now will have a profound impact on their health for years to come."**

**Will Saunders,**  
Xerox Senior Vice President and  
Group President,  
Government Healthcare Solutions

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## The Bottom Line

Teaming up with dental organizations in communities across the U.S., we help educate low-income children on proper dental care, so they avoid oral health problems later on.

By offering free dental screenings and dental care packages, we've educated more than 28,000 children in six states and the District of Columbia.