Halloween is not usually associated with good oral health habits and healthy teeth. However, this year, dental professionals across the country will have the chance to educate their communities on the importance of oral health while raising money for children in desperate need of care.

The National Children’s Oral Health Foundation: America’s Toothfairy® (NCOHF) is launching the first ever Trick or Treat for America’s Toothfairy campaign to benefit underserved children nationwide. Dental professionals and caring individu-

Alies to look closely at and improve their own oral care routines.

Sponsored by the makers of LISTERINE® and REACH®, Johnson & Johnson Healthcare Products, Division of McNEIL-PPC, and Patterson Dental Supply, Trick or Treat for America’s Toothfairy allows dental professionals to raise money for a cause close to their hearts while educating their communities about the importance of good dental care.

Because corporate supporters underwrite all NCOHF program costs, 100 percent of donations from Trick or Treat for America’s Toothfairy will be directed to NCOHF affiliates and the children they serve.

The NCOHF invited Trick or Treat for America’s Toothfairy at the RDH Under One Roof Event in August. Since then, Patterson Dental has distributed thousands of Trick or Treat kits to dental offices across the country. Oral health professionals are encouraged to hand out kits to their patients, place collection boxes in their offices and hold fundraisers throughout September and October.

Dental professionals who want to take part in Trick or Treat for America’s Toothfairy can order their free supply of kits through their Patterson Dental representative or by visiting www.pattersondental.com.

Trick or Treat kits and additional promotional materials just for dental offices are also available for download at www.americastoothfairy.org.

NCOHF launches ‘Trick or Treat for America’s Toothfairy’

All proceeds benefit children suffering from pediatric dental disease

By Fern Ingber, MEd
NCOHF President & CEO

Students at the University of California, San Francisco, an NCOHF affiliate, provide critical oral health services to Bay Area children who may otherwise never receive professional care. (Photo/NCOHF)