

Give Kids a **SMILE**

March 2017

Sponsors

Thank you to our loyal sponsors for their continued support!

3M, HealthPartners, the Minnesota Dental Foundation & the ADA Foundation

funded statewide marketing efforts, radio, and TV ads.

Our Supporters

United Way 2-1-1 Call Specialists, who fielded hundreds of inquiries from families.

Dental Experts assisted in finding allied dental professionals to volunteer at clinics that were seeking additional volunteers.

Minnesota Dental Foundation provided grants to community clinics to help defray supply costs.

Bridge to Benefits & Second Harvest Heartland, who visited clinics and screened patients who may qualify for support programs.

Countless Caring Professionals across the state who informed families in need.

Thank you!



**MINNESOTA
DENTAL
ASSOCIATION®**

Smiles take on new avenues

Give Kids a Smile hit Minnesota in a big way this year. Because of the generous contributions from our sponsors, we hit the airways with outstate radio ads and statewide TV ads. This year brought many changes. We were thrilled to be teaming up with a different TV station to showcase a revamped ad campaign. KMSP ran PSAs on both Fox9 and My29, providing 341 PSAs and reaching 6.9 million households in their demographic statewide area. They also ran a digital campaign on their website, delivering well over 200,000 impressions. This outreach was impressive! As a supplement to radio and television advertising, Give Kids a Smile, for the first time, was awarded a \$10,000 grant from the ADA Foundation which was used for further promotion of the statewide event. The grant was utilized in unique and innovative ways that Give Kids a Smile has never tapped into before. A 16-foot banner was hung on the front of the MDA building so drivers on busy Industrial Boulevard could be made aware of the event. Digital ads were displayed at three metro transit stations, on multiple newspaper websites, on digital leaderboards, and in print ads. A vigorous social media campaign was also set in place, encompassing boosted posts, utilizing a "Book Now" button (which linked to the MDA's online



Give Kids a Smile digital ad at the Government Plaza Light Rail Station in Minneapolis.

clinic list), and a variety of colorful, targeted Facebook and Instagram ads. The MDA was very eager to provide increased promotional outreach and strategic planning to this year's participating Give Kids a Smile clinics. All of the volunteers, always graciously, give their time and expertise to this cause and for that, we thank you! By sharing enhanced messages about the importance of good oral health, while educating legislators and patients alike, we hope Give Kids a Smile continues to inspire the dental community for years to come.



Senior dental hygiene student Stephanie Jamsa and 4-year old Yaritza take time out for a brush demo at Rice Regional Dental Clinic in Willmar.

Thank you volunteer dentists!

The following dentists donated their time, talents, and resources to Give Kids a Smile:

Ritu Aggarwal, Michael W. Ahn, Monica Alley, Ross Anderson, Dylan Ascherman, Shiraz Asif, Pablo Avendano, Anne Balfour, Paul D. Bartlam, Joe Beatty, William Bellamy, Kathleen Bellamy, Daniel Bellamy, Brianna Berg, Noah Berge, David Bengtson, Mary Benson, Anamaria Betterman, Pallavi Bhosale, Heather Bickford, Paul Boettner, Bernie Bouquet, Michael A. Brooks, Jr., Shari Bruning, Ashley Bryant, Jeff Campbell, Josh Campbell, Carrie Carlson, Christina Carter, Chrystal Chopp, Wayne Christianson, Lissa Cisneros, Julie Clasen, Donald Clausen, Julie Clouse, Katy Connell, James Connors, Adon Crook, Kim M. Danielson, Melissa Deeg, Lee DeKrey, Adele Della Torre, Tyler R. Derouin, Jessica Desjardins, Richard W. Dresser, Ted Erickson, Janet Erie, Diane Fish, Keith Flack, Jodi Fonkert, Matthew Ford, Jeff Fordice, Luke Foster, Jeffrey J. Fox, Dominic Gagnon, Sarah Gallagher, Beth Gavren, Christine Gelo, Marissa Goplen, Krista N. Gossai, Cassie Grean, Matthew Green, Julie Haman, Brooke N. Hamann, Michael L. Hamann, Habab Hamid, Mikkel Haugen, Azar Hemmaty, Jeffrey Hiebert, Anthony Hilleren, Angelo Hilo, Peter Hinke, Jaimie Hoiland, Tim R. Holland, Heather Horton, Melissa L. Hutchens, Daniel Isaacson, Linda Jackson, Molly Jarrett, Lee Jess, Bryan Johnson, Craig Johnson, Erik Johnson, Jerry L. Johnson, Michael Johnson, Steven Johnson, William Johnson, Jay Jones, Brian Kajewski, Thomas M. Keane, Stephanie

Keppler, Robert Kess, Heather L. Kivi, Lesley C. Knox, Carissa M. Knutson, Elias Kouvalis, Stephan Kron, Elizabeth Laabs, Sean Laidig, Asha Lalla, Sandra Lara, Kyley Lebens, Orvin Leis, Alexandra Leis, Deborah Lien, Cheryl Lindgren, Scott Lingle, Coleen Lucachick, Brock Lund, Gary Madison, Sarah Magnuson, Samira Mahabadi, Gary Marcoux, Jennifer Marker Johnson, Richard Markowski, Dan Martin, Daniel Marvin, Hilary Mayne, Aram Mazhary, Christopher Mertensotto, Claire Mielke, John Mittelsteadt, Hibaq Mohamed, Roger Mondale, Brian Mondale, Kara Mullins, Nicole Napier, David Nedrelow, Grant Nelson, Andrea Newton, Nancy Norling, Ross Olness, Alice M. Ottavi, Jenna Palmer, Roger Palmquist, Elaine Patterson, Lindsay Paul, Audrey Perkins, Glenn Perkins, Matt Peterson, Russel Peterson, Thomas Peterson, Mark Phillips, Dana Porwoll, Jaime Preble, Jane Puntillo, Gerald Rauchwarter, Kordie Reinhold, Michael Reynolds, Ryan Ritchie, Clinton Roberts, Tom Rohs, Arnold Rutman, Elizabeth Rydell, Nicholas Saari, Feliciano Salgado, Chas Salmen, Mike Sawyer, Ross Schafer, Kristi Scherweit, Scott Schmidt, Angela Schuck, June Shannon-Hardrick, Luke Sharpe, Jennifer Shimek, Katherine Sievert, Christina Simonette, Charlotte Skelton, Sara Smith, Eric Snyder, Erik Solberg, Katie Souza, Michael Splett, John C. Stangl, Garrett Starr, Jeff Steele, Chris Steele, Michael Steinmetz, Chris Stenzel, Kaitlin Sullivan, Osman Swedeh, Pete Thurnau, Jim Tomhave, Steve Tomhave, Bao Tran, Joe Trowbridge, Aroone Vang, Jered

Vislisl, John Volz, Mary Von Hoff, William W. Wagnild, Richard Warnick, Jessica Waterbury, Nicholas Weinand, Michael Weisbrod, Carley Werven, John Woell, Elizabeth Woell Rhode, Kola Xiong, Kassyni Yang, Pa Kou Yang, Jodie Yildirim, Amber Zedler, Amy Zinn, Carolyn M. Zurich

Financial Contributions

Catherine Guy

Community and Education-Based Dental Clinics

Central Lakes College, Brainerd; Children's Dental Health Services, Rochester; Children's Dental Services, Minneapolis; Community Dental Care, Maplewood; Community Dental Care, Robbinsdale; Community Dental Care, Rochester; Lake Superior College Dental Hygiene, Duluth; Minnesota State Community and Technical College, Moorhead; Minnesota State University, Mankato; Normandale Community College, Bloomington; NorthPoint Health and Wellness Center Dental Clinic, Minneapolis; Rice Regional Dental Clinic, Willmar; St. Joseph's Community Dental Clinic, Park Rapids; Union Gospel Mission Dental Clinic, St. Paul; University of Minnesota School of Dentistry, Minneapolis

SIGN UP TO RECEIVE
GIVE KIDS A SMILE
EMAIL UPDATES AT
MNDENTAL.ORG/GKAS

Increasing the smile factor

At the core of Give Kids a Smile is the restoration of dental health – along with bright smiles to prove it - to children who cannot access dental care. Over 1,170 volunteer dental professionals delivered over \$1 million in free dental services during this year's event and collectively provided 2,335 children much needed care. Southill Dental in Stillwater has enjoyed hosting Give Kids a Smile events for nearly a decade. This year they explored ways to modify their event to bring renewed energy and excitement to patients and staff. "We've tried to do too many [appointments] in the past, which only makes it seem like a 'get them in, get them out' feel and that we weren't giving the maximum amount of attention needed," says LDA Colleen Swanson, who helps coordinate their event. It was clear it was time to shake things up. The staff wanted to plan a schedule that would allow them time to really use their hygiene skills and teaching personalities to make a big impact with each and every child. So, that's exactly what they did. They allocated more time for each patient and completed many treatment plans during the same day. And to take it up another notch, they transformed their waiting room into a fun celebration of sorts. Kids

movies played through a projector and fun kids tunes were heard overhead. Colorful balloons and decorations brightened up the area, along with games and prizes. The changes were a win-win for the staff. And, while the kids enjoyed their visits, the adjustments also put the parents more at ease with questions or concerns they had. Trying something they'd never done before added more joy and made Southill Dental's event extra special. Colleen adds, "Our office really enjoys taking part in the Give Kids a Smile tradition. It is something we feel strongly about and hope to continue each year!"



Some of the hard-working Southill Dental staff who provided many healthy smiles.

"THIS ATMOSPHERE OF JOY IN DENTISTRY IS TRULY WHERE SMILES COME FROM."

— MARY NEU, ST. CLOUD TECHNICAL COLLEGE



All four Community Dental Care locations, including Maplewood, Robbinsdale, Rochester, and St. Paul, held Give Kids a Smile events at their clinics. Together, they provided care for 146 children. They also offered follow-up care for patients who could not complete treatment in one day. Give Kids A Smile Ambassador and Coordinator Nary Lor, of Community Dental Care in Maplewood, said they arranged fun activities and prizes for the patients and family members in the lobby. The clinic was filled with many smiling faces, just like Mason and Treasure, pictured on the left, and many grateful parents. Nary also worked with local businesses and restaurants who provided lunch for the staff and donated books for the children. "We are definitely looking forward to GKAS 2018!" she added.

SAVE THE DATE FOR NEXT YEAR! ~ GIVE KIDS A SMILE, FEBRUARY 2-3, 2018



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Give Kids a **SMILE**



Smiles by the Numbers

It all adds up to 2,335 kids, served by 239 dentists and 1,174 total dental volunteers.

Estimated monetary value is over \$1 million. *

*73% of clinics reporting