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


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
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!”

"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 are 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.
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