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Making a Splash: *Increasing Water Consumption by Young Children*

*Network for a Healthy California
March 6, 2012*

Beverages and oral health

- Soda's damage
- Fluoride's benefits
- Why should we care?
- Preventing disease
- CDA activity & advocacy

Soda damages teeth

- Sugar = acid = tooth decay
- Acidic ingredients harmful, even in diet soda



Fluoride

- Fluoride = key mineral in strong enamel
- Community water fluoridation = access to protection - prevention for all

Why should we care?

- Dental caries #1 chronic childhood disease
 - < 1/2 of California kindergartners
 - < 2/3 of 3rd graders
- Estimated 500,000 missed school days
- Children suffer
 - Pain
 - Poor nutrition, poor sleep, poor school performance
 - Self-esteem

Early Prevention Essential

- First visit: first tooth, first birthday
- Preventing disease = changing habits
 - ONLY water in bottles at bed
 - Hidden sugars in food; frequency
 - Fluoride's protection

CDA Fluoridation Advocacy

- Legislation to promote fluoridation
- Local coalition building
- Legal action

CDA Access Project

- 3 year reach project;3 Phase Proposal
 - 20+ recommendations
 - Strong focus on early prevention
 - Engage dental and medical providers to create strong partnerships for early prevention
- [http://www.cda.org/advocacy & the law/access to care](http://www.cda.org/advocacy_and_the_law/access_to_care)

CDA Foundation Programs

- Promoting fluoridation
- Enhanced training to provide care to young children
 - First Smiles
 - Pediatric Oral Health Training Program
- Grant Program
 - <http://www.cdafoundation.org/receive>

CDA Foundation Resources

- Perinatal oral health
 - http://www.cdafoundation.org/learn/perinatal_oral_health
- Cavity Keep Away brochure
 - http://www.cdafoundation.org/learn/perinatal_oral_health/patient_education_material

Rethinking Drinking

Sugar Savvy educational materials

- http://www.banpac.org/resources_sugar_savvy_drink_otter.htm#english_sheets
- http://www.banpac.org/resources_sugar_savvy.htm
- http://www.banpac.org/resources_sugar_savvy.htm#Sugar_Savvy_Tip_Sheets

THANK YOU!

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