



IN THIS ISSUE

Give Kids A Smile



Free Dental Care Provided to Eligible Children

On March 12, 2011 an estimated 400+ children from low-income families in Escambia and Santa Rosa Counties will receive free dental services ranging from preventive care (cleanings, sealants, fluoride treatments), to restorative care (fillings) and extractions as part of National Give Kids A Smile Day.

Give Kids A Smile is a nationwide program sponsored by the American Dental Association (ADA) and locally implemented by members of the Escambia-Santa Rosa Dental Society. Approximately 30 local dentists, over 100 dental hygienists and dental assistants, and numerous student and community volunteers will donate their time and skills to provide these free services to eligible children between the ages of 4 and 18 who cannot otherwise afford dental treatment.

The local dental community is committed to the dental health of the children in our area. Parents who cannot afford dental care for their children are encouraged to take advantage of this free service.

In 2010, approximately \$137,000 in free dental care was provided to almost 400 children in Northwest Florida as a result of Give Kids A Smile Day. Over 200 volunteers donated their time and expertise to make this event a huge success.

What?

Free Dental Day for underserved children in Escambia and Santa Rosa Counties

Who?

Children, ages 4-18 who cannot otherwise afford dental care

When?

Voluntary Pre-screening on Friday, March 11, 2011 (12:00pm - 5:00pm)

*being pre-screened may significantly cut down on Saturday wait time

Give Kids A Smile Day on Saturday, March 12, 2011 (8:00am - 4:00pm)

*treatment is on a first-come first-served basis for both days

Where?

**Pensacola State College Warrington Campus
5555 W. Hwy 98, Pensacola**

*****ECAT will be providing free rides for patients and their families on March 12th.**

For more information on this event, please contact Amy Smith by calling 850-478-8844 or emailing amy@shehee.com.

Children's Dental Health Month



February is National Children's Dental Health Month and it's a perfect time for you to help your kids brush up on good oral hygiene. Make sure that your kids have regular checkups and are brushing two to three times a day.

The following tips can help your children maintain a beautiful and healthy smile all year long.

- Brush at least twice a day to remove plaque. If plaque is not removed, it can lead to cavities.
 - Flossing helps to remove food debris from in between the teeth that a toothbrush can't reach.
 - Eat healthy and nutritious foods and limit the intake of sugary carbonated drinks.
 - Visit your dentist for regular check ups and cleanings.
 - Fluoride treatments twice a year are very beneficial in preventing tooth decay.
 - Sealants can be applied to the chewing surfaces of the back teeth and premolars. Sealants help to prevent tooth decay.
 - Wear a mouth guard during sports. Mouthguards can greatly reduce injuries to the mouth and teeth.
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February 28th is National Tooth Fairy Day



National Tooth Fairy Day celebrates one of childhood's favorite visitors - The Tooth Fairy! Losing baby teeth is sometimes a traumatic experience for young children. That's where the friendly, smiling and soothing Tooth Fairy comes in. As a young child's first baby tooth becomes loose, the child often fears losing it. The promise of a visit from the tooth fairy and a gift,

turns the occasion into something to look forward to. When the child's tooth finally falls out, he or she puts the tooth under their pillow for the tooth fairy to find once the child is asleep. She takes the tooth and leaves a small gift, usually money.

This process of losing a baby tooth and getting an adult tooth to replace it is a big deal and a rite of passage. It's a perfect time to teach a child the importance of good dental hygiene principles and appreciation for their teeth and smile? And who better to deliver this timely information than the magical Tooth Fairy?

Shehee and Callahan Family Orthodontics has four resident tooth fairies – Pixie, Ezmarelda, Fidget and Violet – who share basic dental hygiene information with several thousand local school children each year. Last year, the Tooth Fairies visited over 3000 children! If you are interested in having our Tooth Fairies visit your child's school, just give us a call at 478-8844.

Contest Winners

Christa Sievers - Share a Smile Contest Winner

Christa won a \$100 American Express cash card for being our January Share a Smile Contest winner. Anyone who referred someone to our practice who started treatment was entered into the drawing.

You could win big too. All you have to do is refer someone to our practice and if they start treatment you'll be entered into our drawing for a \$100 American Express cash card. We'll draw a new winner each month, so keep telling your friends about us!

Serena Franklin - January Facebook Contest Winner

Serena won our January Facebook contest by posting her New Years Resolution on our Facebook Page. Her name was randomly drawn from the 18 people who entered the contest and she won a \$25 cash card.

Monthly Facebook Contests

We have a different Facebook contest every month so stay tuned and enter our contest every month for your chance to win! www.facebook.com/sheheecallahan

February Facebook Contest - Go to our [Facebook Page](#) and post a cute or funny "lost tooth" photo or story in honor of National Tooth Fairy Day. We'll have our Facebook fans vote on their favorite stories and photos starting Feb 22nd.

