



For Immediate Release

30 Days & 30 Nights: Why Dental Medicine Must Be Included In Health Care Reform

Campaign developed by The Maryland Children's Oral Health Institute demonstrates desperate need.

Owings Mills, MD (March 7, 2010). The Maryland Children's Oral Health Institute vigilantly went to work on their *30 Days & 30 Nights: Why Dental Medicine Must Be Included In Health Care Reform* campaign last spring. Soon after the ink had dried and the first draft of the Health Care Reform Bill was released, the nonprofit produced a campaign demonstrating the desperate oral health needs the citizens of this country must have addressed to be truly healthy. What fueled the initiative was the absence of any mention of oral health care coverage in the document published by Congress. Dr. Winifred J. Booker, the organization's CEO & Director of Development, designed the campaign to help sensitize Washington decision makers. The Board members also agreed that it was important to illustrate for members of Congress just some of the dental disease and oral health conditions so many Americans live and suffer with day in and day out everywhere in the United States.

The Maryland Dental Society and the Student National Dental Association (SNDA) are credited with contributions to this campaign. Then president of the SNDA, student doctor Steven Myles, agreed it was important for their organization to work on the *30 Days & 30 Nights* initiative with The Maryland Children's Oral Health Institute. The president of the Maryland Dental Society (MDS), Dr. Hyacinth Dunstan Hunte, student doctor Anthony Carter from the Baltimore College of Dental Surgery (BCDS) and student doctor Michia Johnson from Meharry Medical College School of Dentistry all provided input.

The Director of Advocacy & Outreach, Dr. Leslie E. Grant, is a career long advocate for the needs of the underserved. Grant focused on the language offered in Day 11 of the campaign. The 2006 National Dental Association president is quoted as saying, "*30 Days and 30 Nights* offers an easily understood reference for health care professionals, policy makers, educators and consumers. The campaign clearly provides material of highly visual impact to educate, inform and reinforce the importance of oral health and to provide a voice to the silent epidemic."

The leadership of the Society of American Indian Dentists (SAID), the Hispanic Dental Association (HDA) and the National Dental Association (NDA) all agree that oral health care must be crafted as a part of health care reform. They each committed their organization logos to be included on the document in a show of solidarity to support the inclusion oral health care.

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For more information about The Maryland Children's Oral Health Institute and "30 Days & 30 Nights: Why Dental Medicine Must Be Included In Health Care Reform," visit www.mycohi.org.

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