



For Immediate Release

Lessons In A Lunch Box Program Introduced Nationally

More than half of the U.S. dental school registered to participate in the extraordinary initiative.

Baltimore, MD (September 11, 2008). The Maryland Children's Oral Health Institute can now report that the Lessons In A Lunch Box: Healthy Teeth Essentials & Facts About Snacks™ program has officially gone national. The first shipment of lunch boxes left the state bright and early on Monday morning on September 8th. The cargo was picked up by FedEx Ground headed for the "flat water" state. The dean of the University of Nebraska Medical Center (UNMC) - College of Dentistry, Dr. John Reinhardt emailed The Maryland Children's Oral Health Institute today to confirm receipt of the 250 lunch boxes.

On September 23rd, the Lessons In A Lunch Box: Healthy Teeth Essentials & Facts About Snacks program will be introduced at Clinton Elementary School in Lincoln, Nebraska. Mrs. Brenda Utecht, BA, RDH, BS, Clinical Instructor in the Department of Dental Hygiene at the UNMC, College of Dentistry, said some of the lunch boxes would be used to support the Community Dental Health Course for the 4th year students.

The Lessons In A Lunch Box initiative was first introduced to the dental school deans during the American Dental Education Association (ADEA) Conference held in Dallas, Texas. Dr. Winifred J. Booker, CEO & Director of Development and Dr. Leslie E. Grant, Director of Outreach & Advocacy for The Maryland Children's Oral Health Institute presented the dental education initiative to the deans leaving each one with a press package and their very own lunch box. The invitation for the dental school stewards to take part in the program is made possible through grant funding secured by The Maryland Children's Oral Health Institute. More than half of the U.S. dental school deans registered to receive the 250 lunch boxes and teacher lesson guides on March 29, 2008.

The Lessons In A Lunch Box program is designed to offer elementary school children memorable oral health education via the ingeniously crafted lunch box and detailed lesson plan provided for teachers. The nifty program exposes the student dentist and dental hygiene student to the opportunity to engage school-aged children and teach them about proper oral health care in the classroom.

Over 4,000 lunch boxes were given to children in Maryland schools during the pilot program phase of the initiative. Please visit Youtube at [mycohi](http://mycohi.org) to view the chronological video introduction of the Lessons In A Lunch Box: Healthy Teeth Essentials & Facts About Snacks program.

For more information about and The Maryland Children's Oral Health Institute visit www.mycohi.org or call 866-508-7400.

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