



2009 Delta Dental Children's Oral Health Survey Shot Sheet

B-Roll Video 1

Shot	Time	Description
<i>Proper Infant Oral Care</i>		
Dad feeding baby	0:05 – 0:41	Caregivers can pass dental disease to their child by sharing spoons or straws. Caregivers should not share utensils or straws with their child.
Dad cleaning baby's gums	0:42 – 1:40	The American Academy of Family Physicians recommends that care for a child's gums should begin at birth. Caregivers should wipe the baby's gums with a wet washcloth twice a day, including once just before bedtime.
Cleaning off pacifier with water	1:41 – 1:52	Instead of cleaning a pacifier in their own mouth, caregivers should wash the pacifier with soap and water, rinse and then return to their baby.
Water in sippy cup	1:53 – 2:03	Caregivers should not give their child a sippy cup or bottle filled with milk or juice to go to sleep. The sugar in these beverages can cause tooth decay. Instead, caregivers should only give their child water before bed.
<i>Visiting the Dentist by Age 1</i>		
Dad listening to dentist	2:08 – 2:27	The American Academy of Pediatric Dentistry (AAPD) recommends that children visit the dentist by age 1 or within six months after the first tooth erupts.
Dentist interacting with child	2:28 – 2:40	The survey revealed that, for those children who had seen a dentist – and 34 percent had not – the average age at the initial visit was 2.6 years.
Dentist examining child	2:41 – 3:24	Children covered by dental benefits are much more likely to have visited the dentist than uninsured children, 69 percent versus 54 percent.

Dentist teaching how to brush with dragon	3:25 – 4:29	Children covered by dental benefits also made their first visit to the dentist at an earlier age, at a mean of 2.5 years, compared to 3 years for uninsured children.
<i>Visiting the Dentist While Pregnant</i>		
Pregnant woman at dentist	4:34 – 6:33	About 50 percent of women get “pregnancy gingivitis,” a disease that makes the gums sore and swollen. Pregnant women with gum disease have been more likely to give birth to low-weight or pre-term babies. Women should get a thorough dental exam if they are planning to become pregnant and they should get their teeth cleaned professionally every three months once they are expecting.

B-Roll Video 2

Shot	Time	Description
<i>Healthy Snacks</i>		
Mom giving kids fruits and veggies	0:04 – 1:32	Twenty percent of caregivers say the biggest obstacle to excellent oral health for their child is a poor diet – not enough fruits and vegetables – or too many sweets.
<i>Brushing & Flossing</i>		
Mom brushing with kids	1:38 – 2:21	As children’s teeth begin to come in, it becomes increasingly important that they are brushed for at least two minutes twice daily with a pea-sized amount of toothpaste containing fluoride.
Kids brushing	2:22 – 2:42	Thirty-six percent of caregivers admit their child brushes his or her teeth less than once a day. Forty-five percent say their children brush their teeth for a minute or less.
Mom helping son floss	2:43 – 4:06	The AAPD recommends daily flossing, a quarter of the survey respondents say their child never flosses; only 7 percent report their child flosses daily.
Mom helping daughter brush	4:07 – 4:50	Forty-five percent of caregivers say that not enough brushing or poor brushing technique is the biggest obstacle to

		excellent oral health.
Toothbrush being thrown away after three months of use	4:51 – 5:04	The American Dental Association recommends a toothbrush is replaced every three to four months.

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